

CREATING YOUR FUTURE

THEME OF THE DAY THE ENTREPRENEUR IN ME

Grades: Elementary / Grades 3-5

CREATE YOUR
OWN FUTURE



CURRICULUM CONNECTIONS

- Language Arts
- Technology Education
- Health Education /Personal Development
- Visual Arts
- Social Studies

MATERIALS AND PREPARATION

The following may be useful in supporting this learning experience for students; however, teachers should use their creativity and resources in supplementing this list.

- Flipchart paper
- Markers
- Computers/Devices
- General arts supplies
- Random consumer or office products (paperclips/ elastic bands/ springs/ string/ tape/ bathroom tissue roles/ cardboard/ pipe cleaners, etc.—be as creative as you can be!!!)

ACTIVITY

TEACHER NOTES (ELABORATIONS)

Teachers will introduce the concept of Entrepreneurship in a brainstorming session (in particular, inventors); students should

- a) Identify entrepreneurs in their local community **or**
- b) Share what they feel are qualities of an entrepreneur
- c) Reflect upon their own qualities in relation to the characteristics of an entrepreneur
- d) Speak about the 4 Ps of marketing: product, price, promotion, and placement
<http://bizkids.com/clip/direct-ed-the-4-ps-of-marketing>

Additional information to support the learning experience:

- Students may choose to work alone, with a partner, or in small groups (no more than 3 or 4) for this activity.

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- Students may select a picture of one or more items or select one or more items such as those that could be found in the teacher's classroom or purchased at a local discount store. (See list above.)
- Students will use the item(s) or their own imagination to create a product which they can say they invented/developed and want to bring to market. As part of this experience, students will need to
 - Name their product
 - Explain how the product meets a need
 - Share how they identified the need and selected the name for their product
 - Describe who would be interested in buying their product
 - Explain how they would market the product
 - Price their product

SPECIFIC ACTIVITY (WRITTEN IN STUDENT VOICE)

Who do I know that is an entrepreneur? Why did they become an entrepreneur?

How am I like this individual?

If I were an inventor, what kind of product or technology would I want to invent?

How can I help my group create (invent) a product from the item(s) we selected?

How could we market this product?

FORMATIVE ASSESSMENT

Ongoing discussions and reflection.

ADDITIONAL MATERIALS (IF REQUIRED)

Videos and an article that may support the learning experience and provide insight as students explore the concept of entrepreneurship and reflect upon their personal qualities/attributes in relation to the characteristics of an entrepreneur.

https://www.ted.com/talks/cameron_herold_let_s_raise_kids_to_be_entrepreneurs?language=en

<https://www.youtube.com/watch?v=Ix2rPMz-Tz0>

http://www.huffingtonpost.ca/dale-turken/entrepreneurship-teaches-children_b_9427394.html

<http://bizkids.com/clip/direct-ed-the-4-ps-of-marketing>