



# Lesson Plan: Growing a Business (Module 5)

50 - 65 minutes

<p><b>Learning Objectives</b></p>	<p><b>Students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Create their own business plan for a product/service</li> <li>• Analyze sample business pitches for effectiveness</li> <li>• Write and present a business pitch for the class</li> </ul>
<p><b>Materials needed</b></p>	<ul style="list-style-type: none"> <li>• Business Plan Notes Document</li> <li>• Business Pitch Guide &amp; Draft Document</li> <li>• YouTube sample business pitches from the ABC show: Shark Tank</li> <li>• List of Ideas for Business Starters</li> </ul>

**Overview:** After completing the *Module 5 Growing a Business*, students will have learned about how to make adjustments to their business decisions to grow more capital for Mia’s pet store. In this extension lesson plan, students will review how to build an effective business plan and pitch. Students will be asked to make a real-world connection by creating their own business plans, practice analyzing 2 different sample business pitches for effectiveness. They will compose a 1-2 minute business pitch and present the pitch to their peers, similar to the popular T.V. show “Shark Tank.”

**Background Knowledge Required:** Students must have completed the *Module 5 Growing a Business of FutureSmart™*.

**Provided Student & Teacher Materials:**

- Building a Business Plan Notes Page:
  - *Students will use this page to map out ideas for their business plan.*
- Building a Business Pitch
  - *Students will use this list of requirements to write an effective business pitch.*
- Analyzing “Ideas for Business Starters”
  - *Teachers will provide this list to students to help brainstorm a potential business idea.*

## Lesson Plan:

<b>Opening</b>	<p><b>Duration: 10 minutes</b></p> <ul style="list-style-type: none"><li>• Remind students that yesterday, they completed Module 5 (Growing a Business).</li><li>• Break students into pairs to Think-Pair-Share and recall one thing they learned about what made Mia’s Pet Shop successful or not successful.</li><li>• After each group has shared, ask students to think of some of the most successful and least successful businesses (locally, nationally, internationally).<ul style="list-style-type: none"><li>◦ Provide some examples: (localrestaurant; Apple, Nike, Starbucks, popular clothing stores etc.)</li></ul></li></ul>
<b>Introduction to New Material</b>	<p><b>Duration: 10 minutes</b></p> <ul style="list-style-type: none"><li>• Use guiding questions to generate ideas around a business idea<ul style="list-style-type: none"><li>◦ What skills/talents can you offer?</li><li>◦ What businesses are needed in yourtown?</li><li>◦ How much money do you need to start your business?</li></ul></li><li>• Discuss the aspects of a successful business plan &amp; pitch<ul style="list-style-type: none"><li>◦ What is a business plan?</li><li>◦ Why do I need to do one?</li><li>◦ Length/Creativity</li></ul></li></ul>
<b>Activity/Practice</b>	<p><b>Duration: 30 minutes</b></p> <ul style="list-style-type: none"><li>• Watch 2 samples of “Shark Tank” Business Pitches via YouTube examples. Rate effectiveness on scale of 1-10.<ul style="list-style-type: none"><li>◦ Sample 1: Mo’s Bows (Show from 0:00 to 1:36 only) <a href="https://www.youtube.com/watch?v=7elivBOu31c">https://www.youtube.com/watch?v=7elivBOu31c</a></li><li>◦ Sample 2: M3 Girls Designs: 1:47 Long <a href="https://www.youtube.com/watch?v=zSCCKnkyHNM">https://www.youtube.com/watch?v=zSCCKnkyHNM</a></li></ul></li><li>• Display a list of “ideas for business starters” on the board or overhead to help students generate ideas fortheir business.</li></ul> <p><b>Guided Practice:</b></p> <ul style="list-style-type: none"><li>• Break students into groups of 2-3 to complete the Building a Business Pitch note-taking sheet. Circulate the room and assist students as needed. Once you approve their plan, provide students with the “Building a Business Pitch” worksheet.</li></ul>

<p><b>Activity/Practice (cont...)</b></p>	<p><b>Duration: 30 minutes</b></p> <ul style="list-style-type: none"> <li>• Students will write a script of their own business plan to their peers, persuading them to invest in their company.</li> <li>• When finished, have students present their pitches to the class.</li> </ul> <p><b>Early Finishers:</b></p> <p>Students could also:</p> <ul style="list-style-type: none"> <li>• Draw an advertisement for their business</li> <li>• Generate ideas for possible commercials</li> <li>• Research and explore possible locations for their business in their local community</li> </ul>
<p><b>Closing</b></p>	<p><b>Duration: 5 minutes</b></p> <ul style="list-style-type: none"> <li>• Ask students to choose whether or not they would invest in their classmates businesses.</li> <li>• They should articulate whether they thought the business pitch was effective and why.</li> </ul>