



TOMORROW'S ENTREPRENEURS

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PEER LED ENTREPRENEUR EDUCATION



Teachers Notes

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LESSON 6 – ‘9 Enterprise Building Blocks’



LESSON 6 – ‘9 ENTERPRISE BUILDING BLOCKS’

Teacher Overview

Core concept:

Working through Izzy’s case study will help students to recognise the 9 enterprise building blocks for any enterprise.

Purpose:

For pupils to discuss and apply the 9 enterprise building blocks to an example pupils can reference themselves.

Curriculum links:

Subject: Geography

Strand: Human environments

- Select appropriate materials, concepts and processes for particular tasks and applications; Apply concepts and processes in a variety of contexts; Analyse problems and plan an approach to solving them; Select and apply a variety of strategies to complete tasks and projects or solve problems; Reflect upon and evaluate solutions to problems

Cross-curricular approach:

The lesson could be used in a cross curricular approach to teaching SPHE and English. The activity ties in with teaching the following subjects, strands and topics:

- SPHE: Myself and Others, Relating to others, Communicating.
- SPHE: Myself and the Wider World, Developing Citizenship, Living in the local community.
- SPHE: Myself, Self identity, Developing self-confidence.
- English: Oral Language, Communicating and Understanding.

Keywords used:

customers; customer benefit; channels; customer relationships; revenue streams; resources; activities; partnerships; costs.

Materials required for the lesson:

- ☐ Lesson software loaded on the computer.
- ☐ One presenter sheet per presenter (typically 2 presenters per lesson).
- ☐ One group leader sheet per group leader (typically 8 group leaders per lesson).
- ☐ One classroom activity worksheet per pupil (typically 30 pupils per lesson).
- ☐ One homework activity worksheet per pupil (typically 30 pupils per lesson).

Methodologies

Writing, presenting, analysing, discussing.

Before beginning the lesson:

- Load Lesson 1 on the Tomorrow’s Entrepreneurs software. Check the lesson is displayed on the whiteboard.
- Confirm all the presenters have their materials ready and feel comfortable to proceed with the

lesson plan.

- Ensure that the class has been divided into groups of 3 to 4 pupils. A typical class of 30 pupils will have 6 groups of 4 pupils and 2 groups of 3 pupils. Assign one group leader to each group, 8 group leaders in total.
- Remind the class of any rules you have for the lesson plan and classroom activities.

Phone	Key Message	Timing for 30 min class
1	There are 3 types of enterprises : for profit company, social enterprise and charity	3 mins
1	There are 9 enterprise building blocks for any enterprise	5 mins
1	Customers are the people enterprises sell/ provide products/ services to	4 mins
2	Customers benefit when enterprises solve their problems or satisfy their needs	4 mins
3	Channels are how enterprises communicate and reach customers	4 mins
4	Customer relationships help to get, keep and grow customers	4 mins
5	Revenue streams are the cash an enterprise generates from customers	4 mins
6	Resources are things an enterprise must <u>have</u> to make its enterprise succeed	4 mins
7	Activities are things an enterprise must <u>do</u> to make its enterprise succeed	4 mins
8	Partnerships are the network of suppliers and partners that help the enterprise succeed	4 mins
9	Costs are the money spent to provide the customer's with products/ services	4 mins

LESSON 6 – ‘9 ENTERPRISE BUILDING BLOCKS’

Presenter Sheets

This lesson is about the different types of companies and the 9 enterprise building blocks that make up any enterprise. For example, a charity is a type of enterprise and one of its business blocks are customers. Customers are the people companies sell products/ services to.

The lesson tells the story of Izzy who started an enterprise making and selling wheelchair wheel covers. Izzy used the 9 enterprise building blocks. The lesson shows how Izzy used the 9 enterprise building blocks.

The classroom activity has 9 questions for each pupil to detail an enterprise they know. Group activities discuss how pupils in the class are like Izzy; other ways for Izzy to start conversations, and; how to use technology to make customers aware of your product or service. For the homework activity each pupil discusses the 9 enterprise building blocks with their parents/ carers.

Here are the key messages:




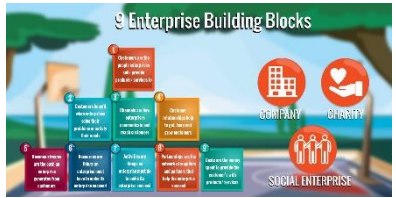

- There are 3 types of enterprises: for profit company, social enterprise and charity.
- There are 9 enterprise building blocks for any enterprise.
- **Customers** are the people enterprises sell/ provide products/ services to.
- **Customers benefit** when enterprises solve their problems or satisfy their needs.
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Presenters: Read through each screen and think about what you might say for each screen. Remember, you are the storyteller.

Reminder: If you have any questions about the lesson make sure you ask your teacher beforehand. You can also practice at home by getting your friends and family to play the role of the pupils that you will be helping during the self-esteem lesson.

PHONE 1: Meet Izzy


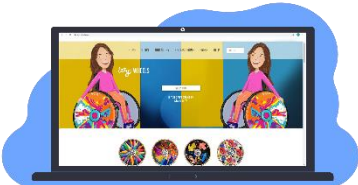


Presenters: to yourself, **read** the “Instructions” box for each screen. **Fill in** the blanks in the “Read Out and Discuss” box. **Read** the completed text in the “Read Out and Discuss” box to the class. **Discuss** with the class, what is on the screen and the text you have read out.

Screen	Instructions	Read Out and Discuss
 A cartoon illustration of a girl named Izzy sitting in a colorful wheelchair in a classroom. She is standing next to a desk with a computer and a globe. There is a chalkboard and bookshelves in the background.	Introduce Izzy Describe Izzy's primary school	Izzy is aged _____ and she went to primary school in _____. Izzy likes to _____.
 A cartoon illustration of Izzy and a boy playing basketball on an outdoor court. Izzy is in her wheelchair, and the boy is standing. There are basketball hoops and trees in the background.	Izzy loves playing basketball with her friends	Izzy and her friend _____
 A cartoon illustration showing three red circular icons on a basketball court. The first icon shows a building and is labeled 'COMPANY'. The second icon shows three people and is labeled 'SOCIAL ENTERPRISE'. The third icon shows a hand holding a heart and is labeled 'CHARITY'.	Ask a pupil to read out the 3 different types of enterprise Ask the class	Would someone like to _____? What do you think about the different companies?
 A diagram titled '9 Enterprise Building Blocks'. It shows nine numbered blocks arranged in a 3x3 grid. The blocks are color-coded and labeled with numbers 1 through 9. To the right of the blocks are the three enterprise types: COMPANY, SOCIAL ENTERPRISE, and CHARITY.	Point to the 9 blocks on the screen and read them out Explain every enterprise has these 9 blocks	Here are the 9 enterprise building blocks. Number 1 is _____. Number 2 is _____. Every _____.
 A cartoon illustration of Izzy and two other children in a school hallway. Izzy is in her wheelchair, and the other two children are also in wheelchairs. They are standing in front of blue school lockers.	Explain what a customer is. Hint, check the key messages for the lesson	Customers _____ sell products/ services to _____

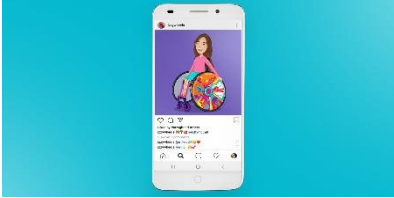


PHONE 2: Customer benefits

Screen	Instructions	Read Out and Discuss
	Explain that Izzy liked decorating her wheelchair wheels for special occasions when she was younger	Izzy liked to _____ _____
	Describe how Izzy's sister, Ailbhe, made colourful wheel covers for Izzy, for a college project	Ailbhe made _____ in a college project
	Explain how the colourful wheels give Izzy confidence, start positive conversations about wheelchairs and act as a conversation starter	Izzy's wheels give her _____, start _____ and act as _____
	Read the definition of a customer benefit	A customer benefit is _____
	Ask the class to work in their pods Ask the class for some of their answers	Now our group leaders are going to do classroom group activity 1 with you What are some of your answers for: Q What is similar between Izzy and pupils in the class Q What other ways could Izzy start positive conversations?

PHONE 3: Channels

Screen	Instructions	Read Out and Discuss
	Explain how Izzy sells colourful wheelchair covers to customers all over the world	Izzy sells _____ _____
	Describe how Izzy sells colourful wheelchair covers using her webpage	Izzy has a webpage to _____ _____
	Ask for a volunteer to read the text on the screen	Can _____ volunteer to _____
	Ask the class, does anybody know what channels Izzy's uses to sell her colourful wheel covers	Does anybody know _____? _____?






PHONE 4: Customer relationships

Screen	Instructions	Read Out and Discuss
	Explain how Izzy reaches her customers using Instagram, she has 51,000 followers from all over the world	Izzy has customers _____ She uses _____ to _____
	Read the text on the screen to describe customer relationships	Customer relationships are _____ _____
	Ask the class, can someone tell me what customer relationships does Izzy use?	What customers relationships _____ ? _____




PHONE 5: Revenue streams

Screen	Instructions	Read Out and Discuss
	Explain how other wheelchair users who want colourful wheelchair covers save up and buy wheelchair covers from Izzy	Wheelchair users _____ _____ from Izzy
	Describe how customers use a credit card because they are all around the world and buy from Izzy's webpage	Customers use _____ _____
	Read the text on the screen to describe a revenue stream	Revenue streams are _____ _____
	Make sure each pupil answers the questions When everyone is finished ask them to compare worksheets	Group leaders can you please hand out _____. Can you answer the _____ In your groups, compare worksheets




PHONE 6: Resources

Screen	Instructions	Read Out and Discuss
	Explain how Izzy has to get someone to print the colourful wheelchair covers	Izzy gets _____ to print _____
	Explain how Izzy has to get someone to take pictures of the colourful wheelchair covers and put them on Instagram	Izzy also has to get _____ to let people all around the world know they make colourful wheelchair covers.
	Read the text on the screen to describe an enterprise resource	Resources are things _____
	Ask the class, can anybody think of a better way for Izzy to make and sell her colourful wheel covers, and why this is a better way?	Can anybody think of a better way for Izzy to _____? Why is this a better way?
	Ask the class to work in their pods Ask the class for some of their answers	Now are group leaders are going to do classroom group activity 2 with you What are some of your answers for: Q How could you use the Internet and a computer or smartphone to make people aware of your product or service?




PHONE 7: Activities

Screen	Instructions	Read Out and Discuss
	Describe how Izzy has an office and warehouse in Dublin where Izzy ships wheelchair covers all over the world	Izzy has _____ _____
	Read the text on the screen to describe an enterprise activity	Activities are things _____ _____
	Ask the class, can anybody tell me what activities does Izzy use to sell wheelchair covers all around the world?	What activities does Izzy use to _____ _____ the world?



PHONE 8: Partnerships

Screen	Instructions	Read Out and Discuss
	<p>Explain how Izzy works with different designers to design the colourful wheelchair wheel covers and Izzy has a partnership with Barbie to help with designing</p>	<p>Izzy works with _____</p> <p>She has a partnership with Barbie to _____.</p>
	<p>Read the text on the screen to describe an enterprise partnership</p>	<p>Partnerships are _____</p>
	<p>Ask the class, can anybody tell me the other people Izzy might know who help her to provide her colourful wheelchair covers to customers?</p>	<p>Who else helps Izzy to make _____, _____ and _____ her colourful wheelchair covers around the world?</p>

PHONE 9: Costs

Screen	Instructions	Read Out and Discuss
	<p>Explain that Izzy has to pay the person to print the colourful wheelchair covers and has to pay someone to take pictures for Instagram</p>	<p>Izzy has to _____.</p> <p>She also pays for _____</p>
	<p>Read the text on the screen to describe a cost</p>	<p>Costs are _____</p>
	<p>Ask the class, can anybody tell me what other costs Izzy might have?</p>	<p>What other costs might Izzy have?</p>

PHONE 10: Recap and homework activity

Screen	Instructions	Read Out and Discuss
	<p>Find out what the class learned</p> <p>Tell the class what you think is important from the lesson</p>	<p>Can anyone tell me one thing they learned today?</p> <p>I think it is really important to _____</p>
	<p>Ask the group leaders to hand out the homework activity worksheet</p>	<p>Group leaders, can you please _____</p>

LESSON 6 – ‘9 ENTERPRISE BUILDING BLOCKS’

Group Leader Sheets

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Here are the key messages:

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Group Leaders: Read through your group activity sheets. Think about what kind of answers people might give and what questions you could ask to get everyone thinking.

Reminder: If you have any questions about the lesson make sure you ask your teacher beforehand. You can also practice at home by getting your friends and family to play the role of the pupils that you will be helping during the self-esteem lesson.

LESSON 6 – ‘9 ENTERPRISE BUILDING BLOCKS’

Classroom group activity for 9 enterprise building blocks

Classroom group activity 1:

READ:

When Izzy was young she started covering her wheelchair wheels with stickers. The colourful wheels gave Izzy confidence, helped positive conversations about wheel chairs and acted as a conversation starter.

ASK:

Q What is similar between Izzy and pupils in our class?

Q Izzy had a problem when she was younger, she wanted to start positive conversations about wheelchairs, so she put stickers on the wheels to start the conversations. What other ways could Izzy start positive conversations?

ANY OTHER QUESTIONS

Classroom group activity 2:

READ:

Izzy sells her colourful wheelchair covers all over the world. Izzy uses her Instagram account to make people around the world aware that she makes and sells colourful wheelchair covers.

ASK:

Q If you had an enterprise how could you use the Internet and a computer or smartphone to make people aware of your product or service?

ANY OTHER QUESTIONS

LESSON 6 – ‘9 ENTERPRISE BUILDING BLOCKS’

Classroom activity worksheet for 9 enterprise building blocks

Think of a enterprise you know. Some ideas you might use could be a video game shop, a local shop or a restaurant. Answer the questions below to understand how each answer contributes to the enterprise

Enter business name:

1

Who is the customer? (e.g. video game players and parents)

2

How does the customer benefit from the product / service? (e.g. a local shop selling video games with convenient parking outside)

3

How does the business get customers? (e.g. kids tell each other about the cool games they have)

4

How does the business reach their customers? (e.g. email, social media)

5

How much and how do customers pay? (e.g. €50 by credit card)

6

What does the business need to do to provide product / service? (e.g. buy the game from the game supplier, hire the shop assistant)

7

What does the business need to have to provide product / service? (e.g. have a shop with a cash register and shop assistant etc.)

8

Who does the business owner know who can help them to provide their product / service? (e.g. the business owner's daughter makes YouTube videos advertising the games)

9

How much will it cost to provide the product / service? (e.g. €25 for the video, €0.50 for the shop assistant to make the sale)

LESSON 6 – ‘9 ENTERPRISE BUILDING BLOCKS’

Homework activity worksheet for 9 enterprise building blocks

Homework activity worksheet for 9 enterprise building blocks

There are 9 enterprise building blocks for any enterprise. Each of the 9 blocks helps to make the product a customer will buy/ use.

Using what you learned about the 9 enterprise building blocks for any enterprise, explain to a parent/guardian what 1 or 2 of the building blocks are.

Discuss: The questions below together:

Q Pick one enterprise building block that Izzy used and explain it to your parent/guardian

Q Can you and your family suggest one improvement to Izzy’s enterprise, or something that Izzy should think about?

Q For this enterprise building block and your enterprise idea what would you do and why would you do this?



Parent/Gaurdian signature

LESSON 6 – ‘9 ENTERPRISE BUILDING BLOCKS’

Poster - 9 enterprise building blocks

