

MISSION 1 - SNOW CASTLE

CLASSROOM ACTIVITY 1

SUCCESSFUL VENTURES

What do ventures like KeepAppy and Moyo Nua need to do to be successful. Fill in the blanks below. List the actions in the left hand column and how might they do this, in the right hand column.

Action Example: Sell more products/ services	How might they do this? Get more customers

CLASSROOM ACTIVITY 2

VENTURE BUILDING BLOCKS - MIX AND MATCH

Match the Venture Building Blocks on the left hand side with the corresponding Venture Building Block definition on the right hand side. The first Venture Building Block is matched with the corresponding definition, for you.

T Channels	R The cash an enterprise generates from customers
E Relationships	P The things that enterprise must have to make its enterprise succeed
P Resources	R What an enterprise must do to make its enterprise succeed
S Costs	N When enterprises solve their problems or provide things people need
N Benefit Customers	S The money spent to provide customers with products/services
E Customers	E Resources
I Partnerships	E People that enterprises sell/provide products/services to
E Profit	I With suppliers and partners that help the enterprise succeed
R Activities	T To reach customers and communicate with them
R Revenue Streams	E Not all Entrepreneurs will focus on profit