**Becoming an Entrepreneur in a Day - Lion’s Den Activity**

**Overview:** This workshop will support students to develop a business idea and pitch the idea to an audience.

**Class Resources Required:** *Access to internet-enabled computer, projector, flip chart or whiteboard, speakers, markers, Microsoft 365, Business Plan template*

**Proposed programme:**

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| Learning Objectives | Learning Activities |
| By the end of the programme, students will be able to:   * To develop a business idea through brainstorming activities and research * Write up a brief business plan using the template provided * Pitch the business idea to others   NOTE: These objectives complement the following areas within the AQA Business GCSE specification:  *3.1.3, 3.1.7, 3.2.6 3.5.1, 3.6.1*  *OCR English: AO5 and AO6* | **Activity/Session One – Develop a Business Idea (60 minutes approx.)**  This session is led by an academic from the Arden University, Department of Business Management.  Format: Online with teacher-supervision, or face-to-face.  Students introduced to business development.  Students to then be put in small groups to brainstorm to develop a business idea:  Students can pick from the following areas but may also create their own ideas:   * Property * Artificial Intelligence * Fashion * Fintech * Beauty * Healthcare   Students may use the internet for research but may wish to use the following websites:  [The Sunday Times Hundred 2024 | The Times and The Sunday Times](https://www.thetimes.com/sunday-times-100-fast-growth)  [2024 Winners | UK Technology Fast 50 | Deloitte UK](https://www.deloitte.co.uk/fast50/winners/2024/)  <https://chelseacorporate.com/buying-a-business/6-of-the-uks-fastest-growing-industries-to-buy-into>  [Growth Index 2024 - Growth Index](https://growthindex.com/growth-index-2024/)  [www.forbes.com](http://www.forbes.com)  Students might also want to ask the following questions when deciding and developing their business idea:   * Is my product or service needed? * Why is my product or service needed? * How is my product or service different from others? * Who will fund the business? * Can my business handle growth? * Can this business idea make me money now and in the future? * How will I market my business? * How will I price my products?   **Activity/Session Two (30 minutes+)**  This session can either be:   1. Integrated in the first session 2. Led by the school/college teacher 3. Set as homework   Using the template provided, students are to write up their business plan. Students will need to continue working in their group to complete this activity.  **Activity/Session Three (60 minutes approx.)**  This session is to be led by a school/college teacher or set as homework.  Students to put together and practice a 10-minute pitch presentation using suitable presentation software.  **Activity/Session Four (10 minutes per group)**  This session can either be led by:   1. An Arden University, Department of Business Management, academic online or in-person 2. Led by a teacher, recording each pitch to be sent to Arden University.   Students to present their idea online, in person or recorded and sent to Arden University, focusing on the following:   * Why will the business grow? What is the evidence (students can make reference to data/ information from their research in activity one) * How much funding would they need for the business to take off? * Sources of possible funding * Sources of business advice they hope to use   This idea will be pitched to ‘lions’ and students will get feedback at the end of all the presentations.  If recording, these should be sent to [outreach@arden.ac.uk](mailto:outreach@arden.ac.uk). |
|  | **Activity Five (15 minutes)**   * Feedback is received from Arden University Department of Business Management, academic either during Session Four or later after submission of recordings. * Reflection/ Plenary * Students to reflect individually on key learning, next steps forward, and complete reflection sheet.   The best pitch from the academic year will win a prize and the school will receive a recognition award. |