



By Ronni Cohen

Team Assessment by Dr. Cathy Ashmore



Consortium for
**Entrepreneurship
Education**

The Consortium is a national membership organization that provides leadership to educators nationwide in support of entrepreneurship education as a lifelong learning process. The Consortium was created at the Ohio State University in 1981 to focus on professional development for teachers involved in creating entrepreneurship education programs and activities in the schools, and is now serving educators nationwide as a non-profit 501 (c) (3) corporation. Composed of over 100 member organizations, the Consortium is celebrating its 27th year with the anniversary conference in Norfolk, VA and planning for leadership in the 4th annual National Entrepreneurship Week to be celebrated February 20 - 27, 2010. For details go to www.nationaleweek.com .

Welcome to the **TEACHER RESOURCE** section!

Here you will find ideas to discuss and extend the information in this month's Future CEO Stars issue.

Now that the magazine can be enjoyed **FREE** online for all of your students we want to encourage you to use it as a curriculum tool...not just an interesting resource. Many of you will have your own ideas for activities and questions for stories in each issue. In case you want to extend the learning, I hope you will try some of my suggestions.

Pick and choose the ideas that work best for your students and you. You will find a variety of critical and creative thinking activities and strategies for all ages and skill levels.

Each activity is organized to help your students "RUN the RACE" for their future.

ON YOUR MARK - competencies listed

GET READY - introduction to the article

GET SET - Activities to encourage critical and creative thinking

GO! - opportunities to personalize and extend the learning experience

You will see there is no answer key. I have purposely omitted creating one for two reasons:

1. there are many correct answers and solutions.
2. I can remember the first time a student gave me an answer not in red in the teacher's guide.

it started me on my own journey of lifelong learning...to find the answers. And I am still looking.

However assessment of your students is important for their growth. We have provided a Team Activity and Assessment Rubric at the end of this Guide. As a result you can provide a project based on the magazine once a month and evaluate the work demonstrated by your students. Hope you will join this journey with me and share your ideas.

Ronni Cohen

Please feel free to write me at cat6277@aol.com

“Squeezing Out Profit” by Ryan Lewis page 7

ON YOUR MARK

Competencies:

A Concept Development

A 13 Describe external resources useful to entrepreneurs during concept development

B Leadership

B03 Demonstrate initiative

B05 Exhibit passion for goal attainment

B12 Describe desirable entrepreneurial personality types

B21 Demonstrate problem solving skills

L Product/Service Creation

L 08 Determine unique selling position

M Channel Management

M10 Select business location

GET READY

- Ryan Lewis, a junior in a high school entrepreneurship program, had the opportunity to attend and market his all natural homemade lemonade at the IIEE Conference (<http://www.iiee.org/default.asp?contentID=20>) in April 2009.
- He learned two important business lessons: networking and location. The atmosphere of a conference such as the one he attended provides real life entrepreneurial lessons and experiences.

GET SET

- Often, when asked to name the critical factors in real estate and in business, the answer is: LOCATION, LOCATION, LOCATION.
- Why did Ryan say that people weren't interested in purchasing from him in his front of the room location?
- How did Ryan overcome this problem?
- With his new approach, whom was Ryan able to reach?
- Some people seem to be natural born salesmen and women. What traits does Ryan exhibit that make him such a good salesperson?

GO!

- Search the web for an all natural, homemade lemonade recipe. Next, make a pitcher of each of the following for a taste test
 - a recipe you find
 - powdered lemonade
 - frozen concentrate
 - your own recipe (optional)
- Next, create a rubric to evaluate the different lemonades. Consider taste, ease of preparation, cost, and time to prepare for each.
- Write a review of your findings. Which would you use if you were Jeff? Why?
 - Visit the IIEE website (<http://www.iiee.org>) and read about Ariell Buckingham. What entrepreneurial traits do you think she has in common with Ryan Lewis?
 - List the ways Ariell Create markets her business. Why is word of mouth advertising so powerful? Discuss how in today's world, word of mouth can mean more than a face to face conversation.

ON YOUR MARK

Competencies:

A Entrepreneurial Processes

A 04 Determine opportunities for venture creation

B Entrepreneurial Traits/Behaviors

B12 Describe desirable entrepreneurial personality traits

B14 Determine interests

B21 Demonstrate problem-solving skills

B27 Demonstrate creativity

E Digital Skills

E17 Explain the nature of e-commerce

E18 Describe the impact of the Internet on business

L Marketing Management

L07 Choose product name

L08 Determine unique selling proposition

GET READY

The young Future CEOStars in this article all created business ideas through problem solving. They demonstrate the importance of seeing problems as opportunities rather than as obstacles. They shared their winning ideas at the North Dakota State Fair.

GET SET

- Someone once said, “Love what you do and you will never work a day in your life.”
- Discuss how Kaitlyn Kipp’s love of dance might have influenced her success.
- Kaitlyn created an online store for Dance Diva Wear. List 3 advantages and 3 disadvantages of an online store.
- Why is an online store an effective option for a student who wants to open a business?
- What led to Joby Walters’ invention of the Window Wizard? Joby’s advice to young inventors is to “always keep your eyes open for problems.”
- List 3 problems you see around your home or school. Pick one for which you could generate venture creation ideas.
- Nicholas Curren invented a ladder to mount a horse without adult assistance or a fence nearby. Think of 3 possible target markets for this product.

GO!

- There are lots of ways to name products and services and businesses. Some products are named after a person or for the function they perform. Some names are just for fun, puns, alliterative (same sound repeated), or nonsensical. Sometimes the name identifies the potential consumer.
- Complete the Work Sheet on the following page.
For each of the businesses in this article, come up with a name you think is better. Identify the target market and unique selling proposition for each product.

BRIGHT IDEAS...TOP AWARDS page 8

Work Sheet

Invention	Alternate Name	Target Market	Unique Selling Proposition
Dance Diva Wear			
Window Wizard			
Curren Saddle Ladder			

NAME GAME

- 1 Here are some business names collected in Boston, Massachusetts.
- 2 Can you identify what each business really is? What else could it be?
- 3 Don't peek at the answers until you complete the chart!

NAME of Business	Kind of Business	What else could it be?
1. Quint Essentials		
2. Black Paw		
3. Last Tangle		
4. Exclexions		
5. Spotman		
6. Top Dog		

“GARDEN TO GO” by Alexandra Reau page 10

ON YOUR MARK

Competencies:

A Entrepreneurial Processes

A 03 Assess global trends and opportunities

A 09 Describe entrepreneurial planning consideration

A 13 Describe external resources useful to entrepreneurs during concept development

B Personal Assessment

B12 Describe desirable entrepreneurial personality types

B21 Demonstrate problem solving skills

L Product/Service Creation

L 08 Determine unique selling point

L11 Evaluate customer experience

GET READY

- Alexandra Reau created Garden to Go. Her produce idea is part of a national movement to encourage people to buy local produce while providing a market for local farmers and growers.
- Learn how this enterprising Future CEO Star grew not only vegetables but also a viable business and her confidence!

GET SET

- What community problems does Alexandra address with Garden to Go?
- How did Alexandra market her business?
- How does Alexandra use surplus produce? A Beatle song goes “I get by with a little help from my friends.”
- How do Alexandra’s family and friends help her?
- What is the advantage in getting people to sign up for 6 weeks of produce rather than letting them buy weekly?
- What added extras does Alexandra give her customers? How does this affect sales?
- What are Alexandra’s plans to expand her business?

GO!

- Research information about Community Supported Agriculture (CSA). Are there any CSA projects in your area?
- What would be the costs and benefits of your starting a business similar to Cassandra’s?
- Would your location be an advantage for a gardening business?
- With whom locally would you compete?
- Many states and communities have garden space to rent. Would this be a feasible way to start a produce business? Does your community have any such gardens?

“REVIEWING OPTIONS” by Michael Rizzo page 15

ON YOUR MARK

Competencies:

B Personal Assessment

B 12 Describe desirable entrepreneurial personality types

E Computer Applications

E 12 Evaluate credibility of Internet resources

E14 Communicate by computer

E17 Explain the nature of E-commerce

E 18 Describe the impact of the Internet on business

L Selling

L 43 Determine customer/client needs

O Planning

O 01 Conduct SWOT analysis

GET READY

Read about Rizzo, a 16 year old who used his interest in technology to launch and grow this IT venture. His entrepreneurial characteristics are apparent: perseverance, passionate, competitive, versatile, creative problems solving and networking skills.

GET SET

- It's important for an entrepreneur to set his/her own measures of success. Name at least 3 ways Michael has evaluated his progress.
- What does Michael actually sell?
- How does Michael use giveaways to generate sales?

GO!

- Michael lists 4 “secrets of success.” Identify the four and tell:
 - a. how each contributes to his success
 - b. how each could impact any venture.
- How did Walt Disney motivate Michael? Name a successful entrepreneur -past or present – who motivates you and tell why.
- Go to <http://youtube.com/Rizzo893> and watch one of Michael's videos. Leave a constructive comment about the video.
- Complete this SWOT Evaluation of Michael's Business:

Strengths:

Weaknesses:

Opportunities:

Threats:

“All-American Dance Company” Jennifer Goebel page 18

ON YOUR MARK

Competencies:

A Discovery

- A 05 Assess opportunities for venture creation
- A 08 Determine feasibility of ideas
- A 09 Describe entrepreneurial planning considerations
- A 12 Describe the risks associated with venture

B Entrepreneurial traits and behaviors

- B 05 Exhibit passion for goal attainment
- B 06 Recognize others' efforts
- B 08 Develop team spirit
- B 24 Use time management principles

J Organizing

- J 03 Develop compensation plan/incentive systems
- J 18 Recognize/reward employees

GET READY

Read about Jennifer Goebel and her All-American Dance Company (AADC). Jennifer combined her love of dance and her love of working with children to create a unique dance school...while a high school student!

GET SET

- List the steps Jennifer took to establish AADC.
- Why do you think Jennifer had to get a bank account in AADC's name?
- Name at least one unique selling point of AADC.
- Use the web to find out what business liability insurance is.
- Why did the dance school sites require that AADC have liability insurance?
- Someone once said “ Having no insurance is like gambling.” Explain this analogy.
- How does the incentive Jennifer gives her instructors benefit both the instructors and AADC?
- Jennifer had the opportunity to spend a semester of her junior year in high school as a Senate Page in Washington, DC. How did Jennifer keep AADC running during this time away?
- Would you have taken the Page appointment? Closed AADC? Managed AADC differently than Jennifer did when she was away?

GO!

A POP Test is a simple way to gauge the feasibility of an idea for a venture or project.

Complete a POP Test as if you were Jennifer.

What type of business could you operate while still in school?

Is your idea feasible? Why or why not?

P Is it POSSIBLE with the skills and resources you have?

O Is it ORIGINAL? A unique idea?

P Is it your PASSION?

“Buttons Buttons Buttons!” by Hannacy Gurbisz page 21

ON YOUR MARK

Competencies:

A Entrepreneurial Processes

A13 Describe external resources useful to entrepreneurs during concept development

B Personal Assessment

B12 Describe desirable entrepreneurial personality traits

D Communications and Interpersonal Skills

D 08 Make oral presentations

L Business Functions

L07 Choose product name

L08 Determine unique selling proposition

GET READY

- Ten year old Hannacy Gurbisz participated in TREPS, a middle school entrepreneurship program, and learned to start her own business. She used resources available at home to come up with a few products to sell.
- Read about Creative Spaces and how creative Hannacy came up with unique ideas.

GET SET

- How did Hannacy use her mother’s button collection to create her business?
- Hannacy made bookmarks, flowers, scrapbooks – all with button trim, and grass head pots and pencil erasers. Do you think it is better to stick with one product or to diversify? Explain your answer.
- How did Hannacy’s bookmarks stand out and grab the shoppers’ attention?
- Why do people buy bookmarks when they could just use a scrap piece of paper to mark their place in a book?
- What two concerns did Hannacy have about selling her products? How did she overcome these obstacles?

GO!

- Hannacy had access to her mother’s button collection. If she did not have this resource, what could she have done?
- What could she have found at home to substitute for the buttons?
- How would having to buy buttons affect the cost and the selling price of Hannacy’s products?
- Green efforts often make use of recycling and reusing items such as buttons. List five products you could create reusing or recycling common things found in your home.
- Which of Hannacy’s products do you think would be her best seller? Why?
Hannacy named her business “Creative Spaces.” What other businesses could use that name? Create a few other names for Hannacy’s business.
- Complete this SWOT chart for Hannacy’s business.

Strengths:

Weaknesses:

Opportunities:

Threats:

ON YOUR MARK

Competencies:

A Entrepreneurial Processes

A13 Describe external resources useful to entrepreneurs during concept development

B Personal Assessment

B12 Describe desirable entrepreneurial personality traits

D Communications and Interpersonal Skills

D 08 Make oral presentations

L Business Functions

L07 Choose product name

L08 Determine unique selling proposition

GET READY

- Sixteen year old Cassandra Padilla turned her love of chocolates and passion for baking into a viable business, Dulce Sweets. Read about Cassandra to find out how running her own business had some unexpected results.

GET SET

- What are truffles?
- What is the translation of “dulce?” What does “Dulce Sweets” actually mean?
- Does Cassandra market her truffles at a candy store? How does she market them?
- Name at least one unique feature of Cassandra’s candy.
- How did Cassandra find her mentor? What help could this mentor provide?
- What tools do you think Cassandra has acquired that will help her achieve her goals?

GO!

- Candy is sold at many price levels, from inexpensive candy bars and penny candy to more expensive items such as truffles.
- Do some Internet research to see if people are buying expensive candy despite the difficult economy.
- Discuss why people buy luxury chocolates when they might not be able to afford more expensive luxury items.
- Research other “small luxuries” people buy despite the economy.

TEAM ASSESSMENT

Each issue of Future CEO Stars provides a large number of student success stories that can stimulate creative thinking and analysis. As part of your curriculum you will need to establish a way to assess the work of your students.

Although you could analyze their work based on any given activity in this teacher guide, we are suggesting you assign teams the opportunity to choose a story of their choice and provide a written or oral report on that young entrepreneur's ideas. You may require them to each select a different story.

Ask them to consider what problems the student might have encountered, how they would solve those problems, why the student is successful and how they think this person will be more successful. Consider if this is an opportunity you might be interested in and why. Suggest that they consider using their own entrepreneurial skills and demonstrate them in their report.

Following is a suggested rubric to be used in evaluating each team's report.

TEAM ASSESSMENT				
Values	3	2	1	0
1. Identify Problems	Clearly explained author's problems	Repeated only the problems the author had identified	Provided little understanding of the author's problems	Problems not addressed
2. Analyze Successes	Identified most important reasons for success	Repeated the reasons for success provided by the author	Provided little analysis of factors of success	Successes not addressed
3. Suggest New Approaches	Provided creative ideas to help this business grow	Suggested at least one good idea for growth	Provided minimal thought for the future of this young entrepreneur	No new approaches suggested
4. Use of Entrepreneurship Skills/ Performance Indicators	Demonstrated significant use of entrepreneurship performance indicators	Showed understanding of entrepreneurship skills	Used minimal entrepreneurial skills appropriate for this activity	No entrepreneurial skills demonstrated
5. Quality of Work	Presentation showed creative thinking applied to the author's story	Presentation met acceptable report requirements	Presentation showed minimal analysis and suggestions for this business idea	Presentation quality was not acceptable
Team Report Total				