

LESSON 05

BUSINESS DEVELOPMENT #1

Today's Objectives:

- ✓ Create a real food business that meets the design challenge.

Today's Date:

- ✓ Use your real food case study as inspiration for your real food business.

Bell Ringer:

Brainstorm a list of business opportunities that would meet the following design challenge.

Create a real food business using inspiration from the real food case studies and your Learning Garden. The real food business concept should be one that encourages healthy behaviors, promotes a public service, or fosters community awareness of healthy food choices.

Step 1:

Business Formation

Your task today will be to create a business that meets the design challenge. Your group will need to share the following information using the provided easel paper. All must be included.

- Name of your business
- Whether your business is a product or a service
- What the source of your business opportunity is
- i.e. Problem, Changes, New Discovery, Existing Product, Unique Knowledge
- Why your group selected this business
- How your business is going to be socially responsible

Note: Use next page for planning purposes.

Step 2:

Silent Gallery Walk

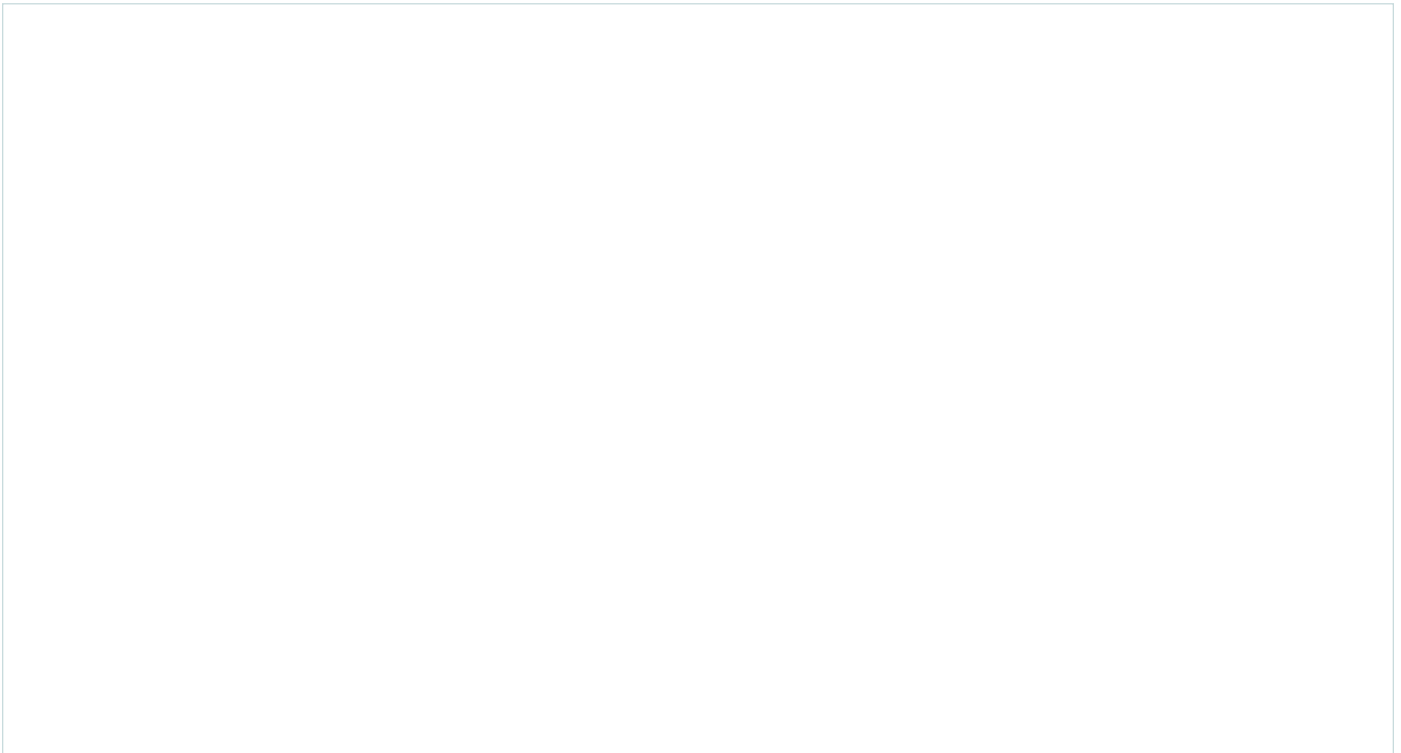
1. Hang your group's easel paper on the wall.
2. Take a few sticky notes from your teacher.
3. Walk around the room reading other groups' plans.
4. Write any questions that you might have on the sticky note and place it on the easel paper.

PLANNING PAGE

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for planning or drawing.

Step 3:

Summarize the feedback you received from the Silent Gallery Walk below.

A large, empty rectangular box with a thin blue border, intended for the user to write a summary of feedback received from a Silent Gallery Walk.