

CAPSTONE LESSON 03

REAL FOOD BUSINESS PLANS

Overview:





Students will work in groups to complete different components of your school's real food business plan using the knowledge gained throughout the curriculum.

Duration: 50/minutes

Objective:

- ✓ Students will finalize their school's real food business plan.

Materials:

-  Lesson Slide Deck
-  Computer and internet access, if needed
-  Pencil or Pen
-  Real Food Business Plan (see regional Garden Educator for more information)

Beforehand:

- Review the capstone project, slide deck, and lesson
- Review your school's real food business plan

Notes:

Teacher Notes:

- **Real Food Business Plan:** Your TKC Garden Educator will work with you to make sure you understand the real food business that your school will be implementing during the summer practicum. Your school will receive a tailored real food business plan that will outline the details of your school's real food business
- **Summer Practicum:** During the summer practicum, students will have the opportunity to participate in a 6-week program that focuses on developing real-world social entrepreneurship skills through the growing, harvesting, and selling of your school's garden produce in your local community.

LESSON (40 minutes)

1. On the third day of the capstone project, reintroduce students to the real food business that will be happening at your school this summer.
2. Review your school's real food business plan with your students and identify the sections that will need to be completed during class today:
 - a. Business Profile
 - b. Market Research
 - c. Business Financials
 - d. Marketing and Sales

Note: TKC will complete the business logistics and will provide a suggested market price list for produce grown in your school's garden. During the summer, participating students will prepare a business pitch.
3. Review the business plan template using this lesson's slide deck.
4. Let students know that they will be working in groups on one section of the business plan, however, they should express an understanding of how all the elements fit together.
5. Break students into 4 groups. Explain to students that during this time, each group will work on a different component of your school's real food business using the knowledge they gained in the first two capstone lessons and over the course of the Real Food Lab curriculum.
6. Review the best practices slide with students and remind them that a written business plan is an official document and they should treat it as such.
7. Give student groups 30 minutes to work on their section of the business plan. Groups should be prepared to make a short 2-minute presentation at the end of class.

STUDENT REFLECTION (5 minutes)

1. Each group will select one group member to present their section of the business plan.

Notes:

Standards Alignment:

*See Real Food Lab Standards Alignment for additional details on each standard.

Entrepreneurship 9th - 12th Grade

- Entrepreneurial Process - Discovery: A.01, A.02, A.03, A.04, A.05, A.07, A.08
- Entrepreneurial Processes - Resourcing: A.23
- Entrepreneurial Process - Concept Development: A.09, A.11, A.13, A.16
- Entrepreneurial Process - Actualization: A.25, A.27, A.30, A.32
- Entrepreneurial Traits/Behaviors - Leadership: B.02, B.03, B.04, B.05, B.06, B.07, B.08
- Entrepreneurial Traits/Behaviors - Personal Assessment: B.12, B.14, B.15, B.16
- Entrepreneurial Traits/Behaviors - Personal Management: B.18, B.19, B.20, B.21, B.22, B.24, B.26, B.27
- Communication and Interpersonal Skills - Business Concepts: C.01, C.02, C.03, C.04, C.09, C.11
- Communication and Interpersonal Skills - Fundamentals of Communication: D.02, D.03, D.08, D.11, D.13

- Communication and Interpersonal Skills - Group Working Relationships: D.25, D.26
- Economics - Economic Systems: F.22, F.23
- Business Functions - Product/Service Creation: L.01, L.02, L.03, L.04, L.05, L.06, L.07, L.08, L.09
- Business Functions - Marketing-Information Management: L.12, L.13, L.15, L.16, L.17, L.18, L.20
- Business Functions - Promotion: L.22, L.24, L.26
- Business Functions - Pricing: L.33, L.34, L.37

Common Core State Standards 9th - 10th Grade

- ELA- Writing: W.9-10.2, W.9-10.4, W.9-10.7
- ELA- Speaking and Listening: SL.9-10.1, SL.9-10.3, SL.9-10.4
- ELA - Language: L.9-10.1, L.9-10.2, L.9-10.6

Common Core State Standards 11th - 12th Grade

- ELA - Writing: W.11-12.2, W.11-12.4, W.10-12.7
- ELA - Speaking and Listening: SL.11-12.1, SL.11-12.3, SL.11-12.4
- ELA - Language: L.11-12.1, L.11-12.2, L.11-12.6