

# LESSON 01

## ENTREPRENEURSHIP INTRODUCTION

### Today's Objectives:

---

- ✓ Define the relationship between problems and solutions.
- ✓ Explain how solutions can be used to solve real food issues.

### Today's Date:

---

- ✓ Create a **real food** definition.

### Bell Ringer:

---

Steve is a retired man who lives alone. He recently booked a 2-month cruise for the summer and he gave you his garden to care for during his absence. He is very worried about what will happen to his garden while he is gone. Create a business that solves this problem.

#### 1. Identify Steve's problem:

#### 2. I can solve Steve's problem by...

#### 3. I will charge Steve (\$):

## Step 1:

---

Congratulations! Now you are thinking like an ENTREPRENEUR! An entrepreneur is someone that creates and runs a business that solves a problem they have observed. This can be either a PRODUCT or a SERVICE. Use the table below to brainstorm four products and four services that already exist. Write down the names of companies that provide the products or services.

<b>Product:</b>	<b>Product:</b>	<b>Product:</b>	<b>Product:</b>
<b>Business Name:</b>	<b>Business Name:</b>	<b>Business Name:</b>	<b>Business Name:</b>
<b>Service:</b>	<b>Service:</b>	<b>Service:</b>	<b>Service:</b>
<b>Business Name:</b>	<b>Business Name:</b>	<b>Business Name:</b>	<b>Business Name:</b>

## Step 2:

---

You walk into Steve's apartment after working in his garden to receive your payment and you notice he has a lot of food out on his counter!



What do these foods have in common? Use the box below to brainstorm your ideas:

What reasons might Steve have to eat these foods?

What reasons might Steve have to eat these foods?

**Step 3:**

---

Define the term **real food**.

**Step 4:**

---

Watch both videos and gather information about the real food businesses featured. Answer the questions below for each of the real food businesses.

What is social responsibility? Businesses who operate with consideration for the triple bottom line (social, economic, and environmental issues).

**FoodCorps**

**Is this business a product or a service?**

**What problem is it solving?**

**How does it solve this problem?**

**How is this business socially responsible?**

**Annie's Homegrown**

**Is this business a product or a service?**

**What problem is it solving?**

**How does it solve this problem?**

**How is this business socially responsible?**