



**Essential Question: How does an idea become a socially responsible business?**

**Objectives – Students will:**

- Define the differences between ideas and business opportunities.
- Analyze a real food case study and determine specific details about how the business works.
- Connect a definition of real food to the real food case study.

**Launch:** Read the following paragraph and answer the questions below using evidence from the paragraph.

Two high school seniors are successful students who earn great grades. One student realizes that a lot of other students are struggling in math and wonders how to help. He imagines a scenario where all students were assigned to a math teacher during their study hall or free period to get extra help. The other student also sees that many students are struggling in math. She organizes a 30-minute tutoring session in the lunch room and charges \$2 per person.

1. Which of these two students has a business opportunity? Explain.

2. Which of these two students has an idea? Explain.

3. Describe the difference between an idea and a business opportunity?



**STEP 1. Vocabulary – Five sources of business opportunities. Review the definitions. In the space provided, write examples or reword the definition in a way that makes the most sense to you**

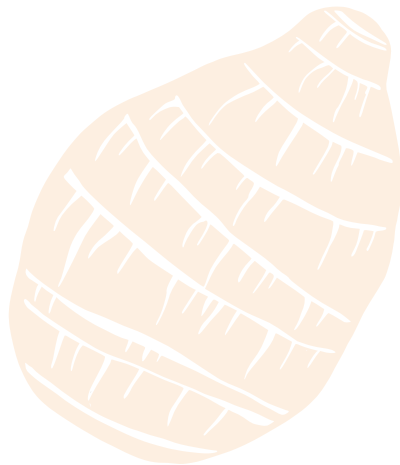
**Problems:** A problem that needs to be solved by a service or product.

**Changes:** A change in trends, laws, customs, etc., produces a new need/want.

**New Discoveries:** Creation of a totally new product or service.

**Improved Products or Services:** Improve existing products/services.

**Unique Knowledge:** One-of-a-kind experiences/expertise.





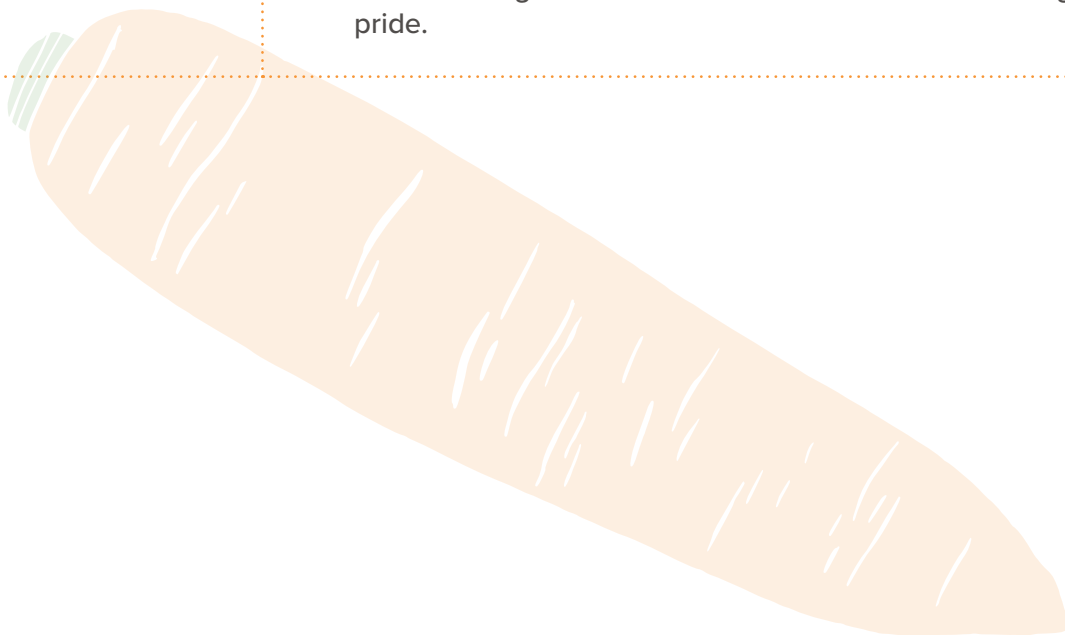
**STEP 2. Further define real food.**

Read the following definitions of **real food** and check the ones you agree with.

**Check If You Agree**

**Real Food Definition**

	Food we trust to nourish our bodies, our farmer, our planet.
	Real food tastes good. It is grown or produced in a way that is ecologically sound and helps promote the security of our environment.
	Real food supports farmers and provides their families with a good quality of life.
	Real food is composed of ingredients most people can pronounce and recognize.
	Real food tastes good and requires only minimal processing.
	Real food, in moderation, is healthy for you and provides your body
	Real food remains close to its original, harvested form, instead of being developed in a lab. with what it needs to fuel your life.
	Food that is grown for nutrition and taste. Food that is grown with pride.





**STEP 3.** Read your case study using the strategy recommended by your teacher. Then, complete the Case Study Graphic Organizer below to determine the business opportunities and its connection to real food. This organizer will be used to prepare a poster and brief presentation to the class.

<b>Case Study Business Name:</b>	
<b>Case Study Business Problem:</b>	
<b>Case Study Business Solution:</b>	
<b>How does your case study demonstrate a business opportunity and not just an idea?</b>	
<b>What type of business opportunity does your case study represent? (problem, change, new discovery, improvement, unique knowledge) Explain.</b>	
<b>How is your case study socially responsible?</b>	
<b>What is your group's definition of real food (all members must agree on the most critical elements of this definition).</b>	



**How is your definition of real food similar to or different from the one in your case study?**

**What specific steps were taken in the case study that were effective?**

**What experiences did the founder(s) of the business or organization have that helped them be successful? Did anything surprise you about this person/people?**

**What other information is important for others to know about the business or its founder(s) that has not already been reported?**

**STEP 4.** Create a poster that highlights the information in the organizer. The poster should be visually appealing, complete, and use correct grammar and spelling.



**STEP 5.** Hang your poster in the classroom and review the other posters. Your teacher will determine how the posters will be shared by the groups. Complete the grading rubric below for each poster.

For each case study, place a check in the box if the group successfully met the criteria during their presentation and/or on their poster.

**Case Study Grading Rubric:**

Case Study Name	Explains connection to real food	Explains connection social responsibility	Explains the business opportunity	Description of the founder or owner	Connects problem to solutions	Meets presentation expectations

