



Essential Question: How can we create a social enterprise using our garden?

Objectives – Students will:

- Identify several ideas that could become a business opportunity using the school’s garden.
- Create and evaluate a draft business plan for one or more of the business opportunities identified by the group.

Launch: 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 propose 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 and sample logo or image
- Describe why the business or event will exist or is important. Students can use the sources of business opportunity to consider this statement.
 - Addressing a problem
 - Responding to changes in laws, trends or customs
 - Creating an entirely new service/product
 - Improving an existing product or service
 - Providing a unique experience or using expert knowledge
- Describe how your business is going to be socially responsible.
- Explain what steps the group needs to take to make the event or business real.

Note: The next page is blank 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. Provide feedback to the group by using these prompts:
 - Praise something about the group’s work.
 - Ask a question to clarify something you don’t understand or that the group should think about.
 - Offer a suggestion that could improve the draft plan to make it more successful.





STEP 3. Feedback.

Below, summarize the feedback you received from the silent gallery walk and record actions you will take to improve your plan.

A large, empty rectangular area defined by a dotted line, intended for students to write their feedback summary and action plan.

