



Duration: 50 minutes

Overview: Student groups will begin to outline an overview of their real food business in line with the design challenge. Students should be given the flexibility to meet this challenge as they see fit; however, the design challenge must be met. Ensure that groups are solving a problem, embracing real food, and that their business is a viable opportunity and not just an idea.

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.

Materials:

- Student Workbooks
- Lesson slide deck
- Easel paper, 2-3 pieces per group
- Coloring materials
- Tape
- Pencil or pen
- Optional: computer for final presentation deck

Beforehand:

- Gather easel paper, coloring materials and tape or PowerPoint/Google Slides
- Gather Student Workbooks
- Review lesson, slide deck, and teacher notes

Teacher Notes:

Students will continue to develop concepts of their real food business plan. The information they develop will be used in their final presentation. You may choose to have student groups work directly on their final presentation decks in PowerPoint or Google Slides. Be sure to have students print their slides, post them in the classroom, and complete the silent gallery walk.

Introduction (10 minutes)

1. If needed, ask for a student (or several students) to raise their hand and restate the design challenge set forth during the first lesson. Ensure that students can articulate the design challenge concept.
2. After you’ve reintroduced the design challenge, instruct students to open their Student Workbooks to Lesson 6. Review today’s Essential Question and let your students know that we will be working on today’s Launch.
3. Students will start thinking of business opportunities that meet the design challenge criteria. Using a Think-Pair-Share for this process would encourage full engagement. Ultimately, students will work in groups to select a real food business opportunity to develop into a business plan.



4. An optional activity would be to play the first 6 minutes of the Simon Sinek TED Talk, “Start with Why.” In this excerpt, he talks about how successful companies and people lead with a clear and compelling understanding of why they are doing what they are doing, followed by how they will do it and what they will do as the last phase. The student task is arranged through this lens. Here’s the video link: https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action operating model: <https://www.natifs.org/>

Classroom Lesson (30 minutes):

1. Break students into working groups and distribute easel paper and markers to each group.
2. Direct students to Steps 1, 2, and 3 in their Student Workbooks. Review each step with students prior to starting the day’s lesson.
3. In Step 1, students will work with their groups to design the initial concept of their real food business. Students will be asked to develop various components of their business and display those on their group’s easel paper.
4. In Step 2, students will participate in a silent gallery walk and will provide feedback in the form of questions to the other groups.
5. In Step 3, groups will review the feedback provided by their peers and discuss changes or adjustments they can make to their business concepts.
6. Give students 20 minutes to complete Step 1 using the easel paper to record their ideas.
7. While students are working, distribute sticky notes for the silent gallery walk. After 20 minutes have passed, review the instructions for the silent gallery walk and have students begin.
8. Give students 10 minutes to complete Step 2, the silent gallery walk.

Student Reflection (10 minutes):

1. After 10 minutes have passed, invite groups to collect their easel paper and spend the rest of class reviewing the feedback from their peers.
2. Groups should be encouraged to discuss changes or adjustments they need to make to their real food businesses.

