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STEMITUP

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STEMitUP: Instilling interest in STEM entrepreneurship to European students

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IDEATION

ENTREPRENEURSHIP

ACTIVITY 1: IDEATION STAGE

- ▶ **Objective:** Help young people develop business ideas, based on their own interests/passions/hobbies. Give a practical tool to young people and educators in developing fresh and innovative business ideas. Cultivate an entrepreneurial way of thinking to teenagers, with the help of teachers.
- ▶ **Area of focus:** Entrepreneurship
- ▶ **Materials:** the first 2 slides printed in one A4 page and given to each participant.
- ▶ **Preparation (if necessary):** no preparation necessary
- ▶ **Time:** 90 minutes.
- ▶ **Target group:** Teachers of lower secondary education (students aged 12-15 years)
- ▶ **Theme:** Ideation (developing a business idea for the first time), nice ice-breaking activity. Different variations exist.
- ▶ **Working method:** the teacher explains the exercise and asks people to form in groups of 4-5 people, making sure there is a balance between boys and girls in each team.
- ▶ The classroom is set up in a way that encourages team work, through 4-5 team stations.

A graphic featuring a glowing lightbulb with a yellow filament, surrounded by blue and white geometric shapes. The word "IDEATION" is written in white capital letters across the lightbulb.

ENTREPRENEURSHIP

ACTIVITY 1: IDEATION STAGE

► Description of activity:

- The objective of the exercise and the instructions are given within 10' and then the team has 40' to develop its business idea and present it to the rest of the people within 2'.
- Max. number of people: 20
- First each participant completes the table on his/her own within 5'.
- Then their team discusses what each participant wrote in each column and they start finding common elements/interests.
- We provide each team in advance the flipchart paper, with the 6 boxes of the third slide already written.



ENTREPRENEURSHIP

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Facilitation by the teacher: If the members of the team are struggling to agree or generate problems, we can give them examples or problems that need solutions within the STEAM areas:

- Use of plastic bags in our everyday life
- Problem of water shortage in countries of the east-Mediterranean region
- Problems students are facing in their own school (e.g. in Cyprus, due to the hot weather in the summer, the water coming out of the water tank is too hot and kids cannot drink this. In the winter, it is too cold).
- Problems they face in their sports activities or dance or other out-of-school activities (e.g. parents spend too much time driving their kids around to private lessons after school in Cyprus)
- Pollution of the environment through car emissions
- Fatal car accidents
- Traffic in the streets because of too many cars
- Leaves on railway lines, etc.

The teacher can think of more examples that can relate to their national/local context or he/she can give examples of problems their school or their community is facing.



IDEATION

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► REFLECTION AT THE END OF THE EXERCISE:

Once the presentations are over, participants will reflect on the exercise, giving input on:

- How they worked as a group
- What kind of roles did each member assume (e.g. coordinator, evaluator, risk-averse person, idea creator, etc.)? How do these roles assumed by each member relate to each participant's unique capabilities, interests, personalities?
- Did they have any stereotypes/pre-conceived ideas on the role that boys and girls should take in each exercise? Did these stereotypes change after the exercise?
- Was there something they could do better next time?
- Did it helped them in developing a new understanding about the ideation process?
- The participants give feedback on whether they would use this method from now on.

IDEATION STAGE (1st slide)

1

- **Think about the things that you like/enjoy**

2

- **Think about the things you really like doing**

3

- **Think about the things that irritate or frustrate you** *e.g. when you are shopping; or when you need service*

4

- **Think about the things or services that you need** *i.e. that create a necessity for you, that you have to spend money/time*

- ▶ Developing a business idea for something young people are passionate about!
- ▶ The business can be a commercial enterprise or a social enterprise.
- ▶ The idea can be developed either at individual or team level. Encourage kids to work in teams.
- ▶ By developing the idea as a team it helps in building a strong team spirit and understanding the importance of having a multi-disciplinary team in a start-up

IDEA GENERATION:

2nd slide: COMPLETE THIS TABLE ON YOUR OWN

Passions	Hobbies	Frustrations	Necessities

3rd slide: Once the upper sections are filled as a team, fill the lower sections

PASSIONS:

HOBBIES:

FRUSTRATIONS:

NEEDS:

LINKS:

Business Opportunity Ideas?

ASSISTANCE TO STUDENTS AND REFLECTION TIME

- ▶ If you see that some students are having a hard time in finding the right business idea, you can guide them through by giving them examples from our everyday lives, e.g.
 - Too many cars in the streets, causing road traffic accidents and pollution to the environment
 - No free time for young people, too much time spent in private lessons during the afternoon to catch up with their homework
 - Socialising with their peers can be difficult due to the COVID-19 situation

Also make sure you have at least 10-15' for reflection after the exercise is completed, asking questions on what they liked about the exercise, what kind of roles did girls and boys had in each team, whether their perceptions changed concerning boys and girls' roles in such teams and what they would do differently now that they have this experience next time they play this game.