

# Step-By-Step Project Teaching Guide

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## BECOMING AN ENTREPRENEUR

### Overview, Objectives, Inquiry Questions, and Planning

#### THINGS TO CONSIDER FOR MILESTONE #1

- Cross-curricular resources, like books about entrepreneurship and inventions, may be helpful in making prior knowledge concrete. You can find a list of suggested books on page 4 of the Teaching Guide.
- When your students conduct market research with other students, you can divide the class in half and have one group be the entrepreneurs and the other group be the potential customers. Then, they could switch roles. Another option would be to invite students from another class to be potential customers.

#### LEARNING OBJECTIVES FOR MILESTONE #1

At the conclusion of this milestone, students will be able to:

- Explain how entrepreneurs take a product from an idea to a finished product that is ready to sell.
- Use online and market research to design a prototype of a new fidget spinner.
- Explain why market research is an important step in the process of designing a new product.

#### EXTENSIONS AND ENHANCEMENTS FOR MILESTONE #1

- Are there local institutions (i.e. businesses, factories) who could serve as partners in this lesson?
- Are there other resources or extensions that you can link this project to in order to enhance prior knowledge or introduce new knowledge? For example, have the students visit the [Zolli Candy](#) website. Have them read more about Alina’s story and explore ways she’s grown the business even more in the past few years. They can complete the “Zolli Candy Webquest” on page 3 of the Student Pack as they look for the information. Use the “Zolli Candy Webquest Answer Key” on

page 6 of the Teaching Guide to check their answers. You can even sign your class up for the [Million Smiles Initiative](#) and get a donation of Zollipops for your students to enjoy.

## STUDENT INQUIRY QUESTIONS FOR MILESTONE #1

- What steps do entrepreneurs take to create a new product?
- How can I use online and market research to design a prototype of a new fidget spinner?
- Why is market research an important step in the process of designing a new product?

## ASSESSMENT FOR MILESTONE #1

- **Formative Assessment for Individual Activity:** Check each student's "Market Research" printable on pages 6 and 7 of the Student Pack.
- **Formative Assessment for Group Activity:** Talk with the groups about how they used their online and market research to create the design for their fidget spinners.
- **Summative Assessment:** Have the students complete the response printable on page 8 of the Student Pack for the Inquiry Question, "Why is market research an important step in the process of inventing a new product?"

### Student Pack

- Page 4
- Page 5
- Page 6
- Page 7
- Page 8

### Teacher Pack

- Page 6

## Project Activities for Milestone #1: Becoming an Entrepreneur

### PREPARE (Bell-ringer/opener activity)

Give the students the "Becoming an Entrepreneur" printable on page 4 of the Student Pack. Show them the video [PBS Biz Kids Interviews: Creator of Zollipops, Alina Morse](#). Have the students answer the questions as they watch the video. Use the "Becoming an Entrepreneur Answer Key" on page 6 of the Teaching Guide to discuss the answers.

### PRESENT (Lecture/model)

Tell the students that they are going to become entrepreneurs, just like Alina. They are going to create a new company that specializes in fidget spinners. They will be designing a fidget spinner prototype using LEGO® pieces, collecting data, and marketing their spinner internationally.

Give the students the "Fidget Spinner Project Guidelines" on page 5 of the Student Pack. Go over the project requirements with the students.

## **PARTICIPATE (student/group share, group activity)**

Put the students into groups of 3 to complete the project. Give them the “Market Research” printable on pages 6 and 7 of the Student Pack. Have the students work together to create a name for their company.

Have them interview two other students about their fidget spinner preferences. Remind the students that this is an important step in designing a product that the customer will purchase, enjoy, and recommend to others. They should fill in the customers’ responses in the “Market Research” section of the printable.

Allow the students to research LEGO® fidget spinner ideas online. They can print or save a few of their favorites. Have them use their favorite designs and the findings of their market research to sketch their ideas for their fidget spinner prototypes.

Encourage the students to bring fidget spinners from home for Milestone #2.

**Formative Assessment:** Talk with the groups about how they used their online and market research to create the design for their fidget spinners.

## **PRACTICE (Homework/independent work/extensions)**

Give each student the writing response template on page 8 of the Student Pack and ask them to write an answer to the inquiry question for this Milestone: “Why is market research an important step in the process of inventing a new product?”

## **ASSESSMENT**

**Formative Assessment for Individual Activity:** Check each student’s “Market Research” printable on pages 6 and 7 of the Student Pack.

**Formative Assessment for Group Activity:** Talk with the groups about how they used their online and market research to create the design for their fidget spinners.

**Summative Assessment:** Have the students complete the response printable on page 8 of the Student Pack for the Inquiry Question, “Why is market research an important step in the process of inventing a new product?”