



# Welcome to the Den

## Business Education (ADST - Entrepreneurship) 8

### OVERVIEW & PURPOSE

Entrepreneurial and Innovative mindsets are extremely important in this current and future job market. For this project, you will engage in the **Design Thinking** process in order to solve a problem in your personal life, in your school life, or in your community. At the end of this unit you will present your projects to the Dragons who will have an influence over your final mark.

The world is full of problems. My question to you is, **which one do you want to solve?**

On your **own**, or in a group of a **maximum of 3**, decide on a problem either in your own life, in your school community, or in your larger community that you want to solve.

### THE PROPOSAL

By **FRIDAY, November 19th**, you will need to submit a **Project Proposal**. Project Proposal templates can be found on our **Ms. Welsh's website**. You may choose any template so long as the following information is included:

1. Project Title (Company Name/Product Idea)
2. Overview - the problem you are trying to solve, the audience, the purpose, the inspiration (what's the story behind the problem? *Empathy and Defining the Problem*)
3. Goals - what do you hope to accomplish? (How will what you come up with benefit your audience? *Brainstorming and Ideation*)
4. Research Methods - what research do you need to do in order to better understand the problem and the people you are trying to help? (*Active Research vs. Basic Research*)
5. Milestones - this is your timeline; what do you want to accomplish, and by when (a calendar similar to the one below)

**Before investing time and money, make sure your problem is approved by your teacher.**

## THE PROCESS

Once your problem has been approved, you will complete daily meeting minutes with brainstorming, research, and accomplishments. You can complete meeting notes in the provided template.

Record ALL ideas, possible solutions, **everything** must be recorded in the Word document under the **DATE** of discussion. These will be submitted to your teacher.

## THE PITCH

You will be presenting your project, pitching your idea, to 3-5 Dragons LIVE on

**November 29th - No exceptions, or extensions.**

In your final presentation of **MAX 5 minutes**, you will present your problem, rationale, solution, and successful prototypes. How you choose to present yourselves to the Dragon's is up to you - we will discuss strategies in class prior to presentations.

## THE DESIGN THINKING PROCESS

Design Thinking is a cyclical and linear process that is extremely useful for problem solving, innovation and entrepreneurial thinking.

It begins with **Empathy**. When we develop a deeper understanding of the challenges we face either as individuals, as a school community, or as a local or global community, we can better identify possible solutions.

Then comes **Defining the Problem**. Once we've identified the challenges we face, we can clearly articulate the problem we want to solve.

**Brainstorming** or **Ideate** is the next step. Here we brainstorm all the possible solutions - both big and small, out of this world, and realistic. This helps us refine, select, and develop solutions to our problem and challenge.

Then we create our **Prototypes, or series of prototypes** to test all or parts of our solutions.

Finally, we **Test** our prototypes and engage in a continuous short-cycle innovation process to continually improve your design.

## MILESTONES AND DEADLINES

Wednesday/Thursday, November 17/18 - Project Given and Discussed; Groups made. Design Thinking Process; Research Methods and Brainstorming

Friday, November 19 - **Proposal Due**; feedback loop with Classmates, prototype development

Monday, November 22 - Financial Planning and Money, first prototype should be done, general research.

Tuesday, November 23 - **Financial Planning Due**, research marketing strategies and distribution channels

Wednesday/Thursday, October 13 & 14 - **Feedback meeting** with Ms. Welsh, Power Point Presentation

Monday, November 29 - **Enter the Den!!!**



## PROJECT ASSESSMENT

Explore other new learning experiences that stimulate <b>entrepreneurial and innovative thinking</b>		
<b>DEVELOPING</b>	<b>PROFICIENT</b>	<b>EXTENDING</b>
I/We tried to engage in the design thinking process, and participated in feedback loops; however, we are “stuck” on ideas; not open to feedback or change. We stay “safe”.	I/We engaged in the design thinking process and participated in feedback loops in order to come up with unique ideas that stimulated entrepreneurial and innovative thinking.	We engaged in the design thinking process and participated in feedback loops in order to come up with unique ideas that stimulated entrepreneurial and innovative thinking. Student incorporated feedback and took risks to push their ideas further.
Apply decision making strategies to a life, work, or community problem and <b>adjust strategies to adapt</b> to new situations		
<b>DEVELOPING</b>	<b>PROFICIENT</b>	<b>EXTENDING</b>
I/We used decision making strategies to make our prototype. We created a (1) prototype; did not test or adjust. We tried to participate in the feedback loops but were unprepared.	I/We used decision making strategies to further our prototype(s). We created multiple prototypes that evolved with testing. We participated mostly in the feedback loops to get input from peers and teachers.	I/We used decision making strategies to further our prototype(s). We created multiple prototypes that evolved with testing. We participated fully in the feedback loops to get input from peers and teachers. The modifications and learnings were communicated professionally in the Den.
Demonstrate respect, <b>collaboration, and inclusivity</b> in working with others to solve problems		
<b>DEVELOPING</b>	<b>PROFICIENT</b>	<b>EXTENDING</b>
We tried to demonstrate respect, collaboration, and inclusivity but found it difficult.	We demonstrated respect, collaboration, and inclusivity most of the time. We listened and got along well.	We demonstrated respect, collaboration, and inclusivity all of the time. We worked very well together. The presentation highlighted all team members’ skills.
Demonstrate their product and describe their process, using appropriate terminology and providing reasons for their selected <b>solution and modifications</b>		
<b>DEVELOPING</b>	<b>PROFICIENT</b>	<b>EXTENDING</b>
We described the basic process of our solution(s). We introduced listeners to our ideas using basic terminology and tools.	We described the detailed process of our solution(s). We introduced listeners to our ideas using professional terminology and tools.	We described the detailed process of our solution(s) and modifications. We convinced our listeners by using sophisticated language and tools.

