



## Entrepreneurship Warm-Up (15 minutes)

*Think about successful entrepreneurs you know or have heard about. Answer the following questions:*

1. What characteristics do successful entrepreneurs share?

2. What business opportunity do you see in your community?

3. What skills do you think you need to develop to become an entrepreneur?

## Understanding Business Basics (20 minutes)

### Group Discussion:

In groups of 3-4, analyze a local business of your choice and identify:

- Their target customer base
- Their value proposition
- Their revenue model
- Their competitive advantage

## Business Model Canvas Components (30 minutes)

### 1. Customer Segments

### 2. Value Propositions

### 3. Channels

### 4. Customer Relationships

## Apply the Canvas (25 minutes)

*Choose a business idea and complete the remaining canvas elements:*

### 5. Revenue Streams

### 6. Key Resources

### 7. Key Activities

### 8. Key Partnerships

### Market Research Exercise (25 minutes)

Conduct a mini market analysis for your business idea:

1. Define your target market demographics:

2. List three main competitors:

3. Identify market trends affecting your business:

### Basic Financial Calculations (20 minutes)

#### Calculate Start-up Costs:

Item	Cost (\$)
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<b>Total</b>	

### Mini Business Plan (30 minutes)

Create a simplified business plan for your idea:

1. Executive Summary (Brief description of your business):

2. Marketing Strategy:

3. Operations Plan:

4. Financial Projections (First year):

### Final Reflection

#### Personal Development Journey:

1. What was the most valuable lesson you learned about entrepreneurship?

2. How has this workshop changed your perspective on business?

3. What next steps will you take to develop your business idea?

