

PLANNING



BUSINESS BRAINSTORMING

GAME IS FOR 12-36 PARTICIPANTS, WORKING IN TEAMS TO ANALYSE NEW BUSINESS OR SOCIAL ENTERPRISE IDEAS

The goal is to learn skills such as planning, self-management, collaboration and teamwork.

The task is to identify problems in society, or more locally, and develop business solutions for them.

Advice: Provide materials such as paper sheets, pens, markers, post-it notes. Facilitator may wish to provide an explanation of the business canvas model and the use of Pert charts to explain relationships amongst the elements of the business canvas. Alternatively, participants with access to the internet may be asked to research this themselves.

Instructions

Divide the participants into teams and explain the task

- The game is divided into 3 phases, where each team:
 - Brainstorms problems or needs of society, country, or local community that could be solved by an entrepreneurial idea.
 - Creates one or more business ideas to solve the problem.
 - Researches and prepares a business canvas poster/powerpoint slide for their idea(s).
- Each team presents the problem and their business idea to the other participants, based on the above headings and their own research and discussions.
- After the presentations, the whole group discusses and picks the best solutions, based on arguments from the teams.



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Reflection in the learning community: Brief feedback from the activity asking how people enjoyed it and what they have learned from it.

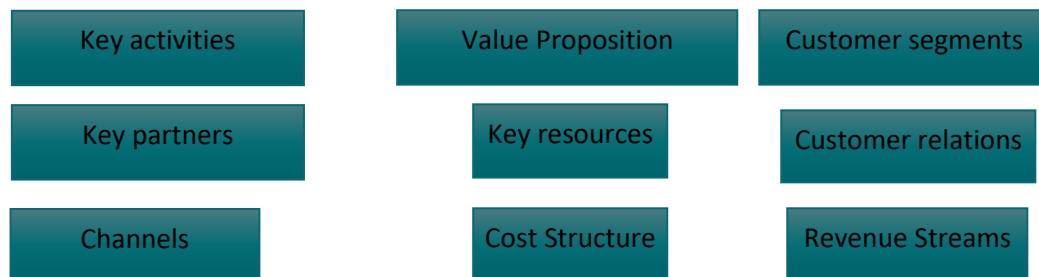
Discuss if the game has changed the opinions of the participants by asking questions as:

- How do you feel after the activity?
- Are you more aware of national and/or European social problems?
- How important are these issues for young European entrepreneurs?
- Can the given solution be realistically implemented?

Tips for facilitators

Facilitators are welcome to use the business canvas with the following elements:

- What resources (both human and material) would be required?
- How will the idea be funded?
- Who will be the buyer/user/consumer of the product/service/idea? etc



If the teams are having difficulty with any of the tasks, the facilitator's role is to unlock the situation through concise questions aimed at motivating reflections, for instance, asking each member to describe a critical social situation in her own country. Taking into account the level of knowledge of participants on business planning, facilitators might need to provide an additional explanation session of business canvas and to use simplified questions.

Furthermore, if, at the end of the activity, a common problem has been identified, the facilitators will lead a debate about how to solve the problem at a European level and not only for a specific country.



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