



High School Lean Launch

Story Boards

Module 1

Problem Questions



Self
Evaluation

1. Who am I?
2. What do I value?
3. How am I important in this world?
4. Why am I here?
5. What is the new way of launching a business?
6. How do I choose what type of product I want to launch?
7. What kind of customers would like my product?
8. What is reflection?



Leadership

Problem 1: Who am I?

Information

Icebreaker Intros:

Teacher First (Name, Gender, pronouns, roles)

"My name is Marie, her/she, wife, mother, daughter, educator"

Introduce the identity wheel.

Demonstration

Teacher will model how to fill in the identity wheel with one color. Have students share a google document to share in the identity wheel for themselves. Each student will be a different color.

Application

Partner Share: Have students discuss with a partner what they notice. Which identities have do most students have in common? Least in common?

Group share out.

Integration

Partner Share:
Did you learn anything new about yourself in this activity?
How do you think your identity affects the business you will create?

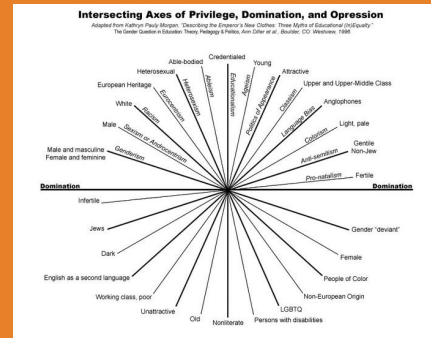
Problem 2 How am I important?

Information

Evaluate the marginalization wheel. Teacher will circle the bits of the wheel that pertain to themselves.

Students follow suit. Fill out the wheel.

Explain at the top portion of the semi-circle is privilege and the bottom is marginalization



Demonstration

Facilitator will demonstrate the 5 Areas and have students write on sticky notes:

Family History: Where have you come from?

Strengths: What skills and talent do you have?

Interests: What are you most interested in?

Future: Where do you hope to be in 5-10 years?

Application

Quiz / Quiz Switch

In groups of two, quiz a friend on the first two questions. SWITCH

Quiz a friend on the last two questions. Switch as time permits.

Integration

Reflection:

Which identity do you think about most often? When reflecting on various areas of your life, Family History, Strengths, Interests, and Future...what makes you important?

Problem 3 What are your values?

Information

The importance of a mission.

<https://www.youtube.com/watch?v=JaECsnWJAWA>

(We will need to rewrite this TEDTalk in order to make time and friendly.

1. Great people are able to do great things...They know themselves
2. Great companies have great missions.
3. You and I are worth more than a corporation.

Demonstration

Read a list of words together. Reveal definitions of each words. As you're are reading the words, have students reflect and write 3 words that clearly define themselves.

*Choose a value to represent your identity, one value to represent your core belief, and one value to represent your future.

Application

In groups of 4: Your definition and your why?

Focus Questions:

1. Do your values align with your identity?
2. Do your values represent your future aspirations (dreams)
3. Feel free to change your values

Integration

Create a personal values statement - Finish for homework.
(Designer Note*) Design a worksheet to represent values

Problem 4 Why Are You Here?

Information

Information

1. WHY?

https://youtu.be/GUxyQ6Mi_kc

2. History

<https://youtu.be/Ilk5xAoKVqk>

3. Start ups vs Large Companies

<https://youtu.be/k1izZrxR9Lg>

4. Business Plan

<https://www.youtube.com/watch?v=rr4g-JxGQoM>

Demonstration

Create an Infographic based off this website:
<https://www.forbes.com/sites/allbusiness/2018/09/17/dont-waste-time-on-a-startup-business-plan-do-these-5-things-instead/#2b5b837a69ab>

Website also includes videos

Application

History Sliders: Create a timeline and have students place pertinent items in the spaces.

Application

Have students write a short reflection on starts-ups vs. business plans. Why is it important to not use a business plan as a start-up? Possible answers: Lengthy information for established businesses. Launches are unpredictable. It's a dated way of creating a business.

Problem 5 What's the new way of launching a business?

Information

Create Powerpoint of CANVAS model explaining its components.

https://www.slideshare.net/sblank/lecture-1-intro-bus-model-cust-dev-120411-10462453/105-Key_OpinionLeaders_KOLs

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Demonstration

Demonstrate the CANVAS model (Can use the Nespresso in Powerpoint)

https://www.slideshare.net/sblank/lecture-1-intro-bus-model-cust-dev-120411-10462453/105-Key_OpinionLeaders_KOLs

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Application

In groups, have cards (or online have drag and drop) have students use the canvas to place Nespresso canvas together.

Application

Continue onto the next slide for Jigsaw activity.

Problem 5 What's the new way of launching a business?

Information

Jigsaw Activity for deeper learning into each section of the Canvas model.

Distribute videos: Found Below

Distribute short readings: Ask students to highlight definition, and the "why" for each section.

9 sections, 1 - 2 students per group.

Demonstration

Instructor will demonstrate a poster sample so students have an understanding of what is needed for their poster.

Application

On stickable paper, have students create a poster of their chosen piece of the Canva model.

1. Illustration
2. Definition
3. The "why"

Integration

Presentations:
Each student or team will present their poster to the class.

Problem 6 How do I choose my product ?

Information

Value Proposition Box:

Your product must fill a need.

<https://www.youtube.com/watch?v=PHYKaRVGt3U&feature=youtu.be>

Demonstration

Class discussion: Brainstorm with your team.

1. What problem are you trying to solve?
2. What are some features of your product that help solve the product?
3. What "pain" does this feature alleviate?

Application

Open share information with class:
What is your idea?

Problem 7 Who are my customers?

Information

Customer Segment

Video

https://www.youtube.com/watch?v=Q7_HU07fNo&feature=youtu.be

Customer Discovery

https://www.youtube.com/watch?v=f_LNNnNfpp4&feature=youtu.be

Demonstration

Introduce case study with

Ms. Rosie's 3D Ed Tech Company:

1. Customer segment Educators
2. Customer segment Administration
3. Customer segment Students

Discuss the 5 WHY question strategy
(Create visual on 5 WHY)

Application

Students work in groups to brainstorm customer segments.

Application

Students work in groups to create why questions for each segment.

Problem 8 : Reflection

Information

What does it mean to reflect?

A way to think about an interaction and think about the next intentional step.

Ask questions: Do you reflect?

How do you reflect?

Writing? Talking with friend? Parent? Mentor? Just thinking?

Accept all answers.

Demonstration

System of critical reflection in business.

Gibb's Model of Reflection

https://youtu.be/w_acUWM3co8

An overview of Gibbs' Cycle of Reflection developed by University of Northampton Skills Hub and available as one of their OER (open educational resources).

Application

Reflect on a recent interaction?

Application

Share this reflection with your flip group.

Problem 1 Why Are You Here?

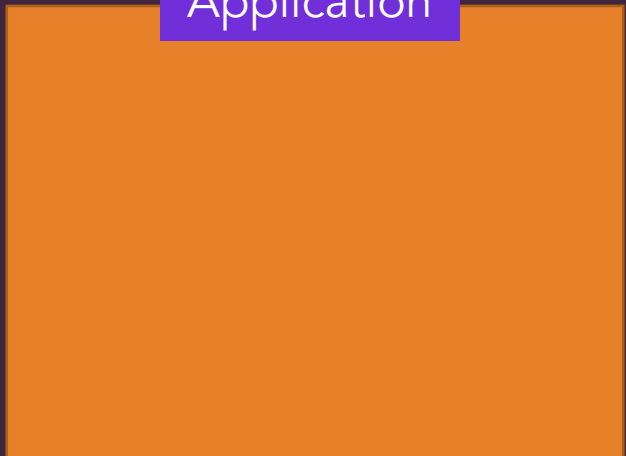
Information



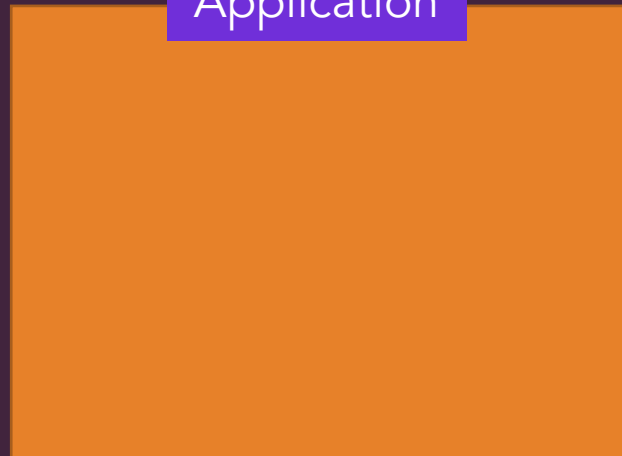
Demonstration



Application



Application



Application



Integration

