

Competition Time!

This worksheet is going to help you come up with ideas for a social enterprise that could address some of the social issues created by the Covid-19 situation.

Review the Entrepreneurship Worksheet to remind yourself about the different examples of social entrepreneurs. Once you have completed the activities in this worksheet and you have an idea for a social enterprise, you should write an **elevator pitch**.

An **elevator pitch, elevator speech** or **elevator statement** is a short summary used to quickly and simply define a process, product, service, organisation, or event and its value proposition. The term itself comes from a scenario of an accidental meeting with someone important in the elevator. If the conversation inside the elevator in those few seconds is interesting and value adding, the conversation will either continue after the elevator ride, or end in exchange of business cards or a scheduled meeting.

Include: Your name, the company name, brief description of service/product, and what social issue that it could help solve.

Enter the JAI competition: Once you have an elevator pitch, you can enter the competition to win a €50 voucher by recording yourself presenting the Elevator Pitch (approx. 30-60 seconds) and asking your teacher to send the video to info@jai.ie along with your name, school name, school address, and the teacher's name.



A **Social Entrepreneur** takes the drive and energy we see in successful entrepreneurs and rather than focusing on building profitable businesses, they use their talents to build better communities. The dividend or profit of a social enterprise is not financial, but bringing about positive change.

Elevator Pitch:

Activity One – Idea Generation Quiz

Read the statements and choose the option you feel most strongly about. Once completed, count up how many a, b, c, and d's you have chosen and look at the business suggestions in the boxes on the next page.



1. If you had an evening off, what would you rather do?

- a) Go to a party
- b) Stay home and go online
- c) Spend time enjoying your favourite hobby
- d) Go to a movie

2. Which section of a newspaper or news app do you look at first?

- a) Advice column or letters to the editor
- b) News
- c) Sports
- d) Entertainment

3. What would you prefer to do at a party?

- a) Greet people at the door
- b) Join in a group discussion
- c) Make party food for guests
- d) Entertain

4. Which book would you rather receive as a gift?

- a) Chicken soup for the Teenage Soul
- b) A Brief History of Time
- c) How Things Work
- d) An art book

5. What you rather do in your spare time?

- a) Catch up with friends over coffee
- b) Organise your room
- c) Garden or do home renovations
- d) Write poetry

6. It's your turn to choose the movie. What's your first choice?

- a) A romantic film such as LA LA Land
- b) A thought provoking drama such as A Beautiful Mind
- c) An action-adventure movie such as Star Wars
- d) An independent film such as Precious

7. You're at a social event. Who would you rather join?

- a) A large group that is laughing a lot
- b) A small group having a lively discussion
- c) Several people playing a game such as pool or darts
- d) An individual who looks like an interesting person

8. You have the chance to be on a reality show. You choose:

- a) A show where your interpersonal skills can help you win, such as The Apprentice, or Bear Grylls
- b) None. You think reality shows are a mindless waste of time
- c) A show that gives you the chance to work hands-on to improve something, such as Trading Spaces
- d) A show where you can win on the basis of your talent, such as America's Got Talent or Project Runway

9. Which of the following would your friends say best describes you?

- a) A people person
- b) Intelligent
- c) Handy
- d) Creative

Add up how many of your answers were the following:

A) _____

B) _____

C) _____

D) _____

Mostly A's

If you answered mostly A's, you're a sociable person who loves working with and helping people. Most careers/businesses that involve interaction with people will suit you. These businesses may involve: mentoring, negotiating, instructing, consulting, supervising, persuading, speaking, serving, or assisting.

Business ideas include:

Using a skill you have to turn into a business i.e.

- Teaching dance/singing/guitar lessons and charging for these lessons
- Make-up lessons
- Organising a football tournament in your school etc.
- Giving grinds to other students in your class at a subject you are good at
- Organise a movie club at lunchtime or after school
- Organising talent competitions in your school

Mostly B's

If you answered mostly B's, you would probably enjoy setting up a business that involves working with information. This business would include tasks such as coordinating, analysing, compiling, computing, copying, or comparing.

Business ideas include:

- Designing websites for companies
- Designing a school website with student info and blogs
- Designing computerised games
- Co-ordinating and editing a school magazine/newsletter
- Designing revision/educational books for fellow students
- Writing/designing informational booklets on specific topics which you have an interest in, such as beauty, health, fashion, sports music, pets, etc.

Mostly C's

If you answered mostly C's, you would probably enjoy setting up a business that involves working with things. Tasks you might do in this business include setting up, precision working, controlling, driving, operating, tending, feeding, or handling.

Business ideas include:

- Baking and selling cookies, scones, cakes, other baked goods
- Dog walking service or pet grooming service for local neighbours
- Making customised jewellery, cushions, homewares etc. i.e. buying the basic product and adding to it or making the product from scratch
- Making customised bookmarks, candle holders, greeting cards, calendars
- Gardening service, selling home-grown plants or seeds to the local community
- Making pottery ornaments/gifts
- Making hand-made canvas prints or selling paintings

Mostly D's

If you answered mostly D's, you would probably enjoy setting up a business that involves using your creativity.

Business ideas include:

- Designing revision/educational books for fellow students
- Writing/designing informational booklets on specific topics which you have an interest in such as beauty, health, fashion, sports, music, pets etc.
- Making and customising jewellery, cushions, candle holders, bookmarks etc.
- Taking pictures of your local area and using the pictures in a calendar
- Fashion design i.e. customising t- shirts/shoes /dresses
- Recording a CD
- Making pottery ornaments/gifts
- Making handmade canvas prints/selling paintings

Activity Two - Creative Minds

What annoys you or what do you find hard to use? Many innovations and inventions come from problems. Finding the solution to a problem could potentially be a business idea. Below is an example:



The inventor of the ear muff was 15 year old, Chester Greenwood. While testing a new pair of ice skates, he grew frustrated at trying to protect his ears from the cold. He decided to fix the problem by shaping two ear-shaped loops out of wire. He then asked his grandmother to sew fur on to each loop.

Try answering the following questions and write down any ideas you have:

- Can you think of any problems created by the covid-19 situation that you could help solve?
- If you could invent something to make life easier what would you invent?
- Have you seen anything really cool over the last few months?

Do you have any special skills (eg. computer, musical, woodwork, designing, sports etc.) that could be used as the basis for the social enterprise?

Activity Three – SCAMPER

You could be inspired by the idea of changing existing products or services.

Use the **SCAMPER** acronym to help you decide how to adapt your existing product!

	Questions to Ask	Example	Your Ideas
S wop	Can you swop part of the service/product for something else to make an improvement (eg. people, materials etc.)	Swop glasses for contact lenses	
C ombine	Can you add something to an existing product to make it more appealing?	A mobile phone and earphones – bluetooth earphones and earbuds.	
A dapt	What idea can we alter or adapt?	The roll-on deodorant was an idea adapted from the ballpoint pen.	
M odify	Can you make the product bigger, smaller or change the shape, colour etc.?	Post-it Notes® come in different sizes, colours, shapes, and uses.	
P urpose	How can you put the product to different or other uses?	You can use a spoon to open a jam jar.	
E liminate	What elements of the product or service can be eliminated?	A low cost airline like Ryanair has removed pockets at the back of its seats, thus eliminating the cost of keeping them clean!	
R earrange	What can be rearranged in some way?	McDonalds rearranged its restaurant by getting customers to pay first.	