

THERE ARE NO BAD IDEAS....

Pupils come up with their own business ideas – whether this be a product or a service.

Remind pupils that ‘there are no bad ideas’ and to put down something on the **‘PAPERPLANE’** sheet that they think could make money and even better might help address their social aim. Once written, pupils fold their sheets into paper airplanes and then ‘launch’ their business ideas to the front of the classroom.

Taking turns, pupils are asked to read out someone's (anonymous) idea to the class, sharing what they think is good about the idea and how they might make it better. By the end of this activity, lots of ideas will have been discussed.

Choosing their own pairs or groups, pupils to complete **‘SWOT ANALYSIS’** sheet about their chosen idea to consider its viability. These can be shared with the class and depending on how many social enterprises you would like to set up, take a blind vote to decide.

ALTERNATIVE ACTIVITY: In groups, pupils prepare a persuasive presentation to convince their class to choose their business idea. They can also create market research surveys to gather information about their potential customers in order to demonstrate gaps in the market.

THERE ARE NO BAD IDEAS

What is your business idea?

What is good about this idea?

What would you do to make it better?