

FUNNEL TOOL: ENTERPRISE IDEAS

This is the same process that you went through in order to decide on the issue(s) you would like to address, but this time focussing on the enterprise element. Which product or service do the young people most want to create? The filters below might help you to decide: First create loads of enterprise ideas, be as creative as possible, good, bad and indifferent! 1st filter - From all the enterprise ideas created, each young person chooses one. 2nd filter - After researching and developing the idea they chose, they can seek to persuade others to join them in creating the product or service - to choose to do 'their idea'. 3rd filter - Through a vote/discussion/dragons' den etc. a manageable number of products/services are chosen to fuel the Social Enterprise (this may well only be 1 enterprise idea)

Top tip - Since anything they can trade will work, it's ok to create from an interest or activity the pupils are already enthusiastic about - mini trials are helpful to assess their perceived market.

ALL THE ENTERPRISE IDEAS!

- How do they know there is a market for it?
- Does this enterprise idea support their chosen issue?
- How practical is this in the current situation?
- Is this an enterprise activity that young people can lead on?
- Will this enterprise activity create the money needed to tackle the chosen issue?

ENTERPRISE IDEA(S) TO TAKE FORWARD



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