



ENTREPRENEURSHIP 110

‘BHS ICE CENTRE’
FALL 2022



TEACHER: A. Hallihan

COURSE DESCRIPTION:

The BHS ICE Centre is a program designed to focus on **Innovation, Collaboration and Entrepreneurship**. This course will complement the availability of technologies in the MakerSpace. Students will be given independence and choice as they develop a product and/or service to solve a real-world problem. Students will work through problems, collaborate with local mentors, and develop their own business plans. As well, students will be involved with the Power Play activity block where middle school students will be mentored by entrepreneurship students weekly with themed modules. An open mind and a collaborative approach are keys to success in this course. Upon completion of their business plan, students will present their work at a showcase event. This event will involve community members, students, teachers, parents, and local businesses. The purpose of this event is to foster entrepreneurial spirit and engage students with the community in a meaningful way.

OVERVIEW:

| Orientation Awareness | Ideation Problem Definition | Market Research Model Canvas | Marketing Launch | Business Plan Reflection |
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| Know yourself & team building | Interests, passions & opportunities | Market comparisons & competitors | Advertising & promotions | Planning & reflecting |
| Key concepts... core curriculum & business knowledge | Brainstorming... ideas, innovations & inventions | Research... costumers, designs & barriers | Branding.. design, media & the sales pitch | Showcase... plan, product & passion |
| What is the role of the mentor & the role of the mentee? | What do we care about & what problems exist? | What elements are needed for a successful business? | What resources are needed to promote & sell products? | What have I learned & how can I further grow the venture? |
| Community outreach & opportunities | Community improvements & solutions | Market analysis with application to the community | Identify costumer profile within the community | Involvement of the community in your venture |
| Business venture organization & development | Business venture identification & possible solutions | Business venture prototypes & manufacturing | Business venture planning & market growth | Business venture analysis & assessment |

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| EVALUATION: | Orientation & Ideation | 20 % |
| | Market Research & Marketing | 20 % |
| | Mentoring & Showcase | 30 % |
| | Business Plan & Reflection | 30 % |

“I skate where the puck is going to be, not where it has been.”
- Wayne Gretzky