



ENTREPRENEURSHIP 110

INVENTION AND INNOVATION

[VIDEO ON CREATIVITY BY TIM BROWN](#)

SCAMPER

A tool that can be used to direct creative brainstorming

SUBSTITUTE - other materials, ingredients

COMBINE - blend, purposes or ideas

ADAPT - change one or more characteristics

MODIFY/MINIFY/MAGNIFY - try a new twist, change, add, improve, exaggerate, reduce

PUT TO OTHER USES - use in other situations, settings, markets

ELIMINATE - take away a feature, ingredient

REVERSE - think of opposites, different roles, look at it upside down, turn it backwards





Business Model Canvas...

UNB_business_model_canvas.pdf



- A breakdown of the business model canvas
- Value Proposition
 - Customer Segments
 - Channels
 - Customer Relationships
 - Revenue Streams
 - Resources
 - Key Partners
 - Activities
 - Costs

<https://www.youtube.com/playlist?list=PLQ1KzMO72RBBXac0ZTwRKwnViw0VKBOjL>

BINDER...BUSINESS PLAN ADDITIONS

TASK: Create your own Business Model Canvas for YOUR business venture

UNB_business_model_canvas_working_paper.pdf



Business Model Canvas - Superpower Challenge



IDEA Centre Business Model Canvas.pdf





Application for YEC.pdf



DEADLINE... March 29th!!!

Episode Two

Visualizing Your Business Model



BUSINESS PLAN ADDITIONS

Business Plan Task - Value_Mission Statements.docx



TASK #1: Value Statement...

1-3 sentences What is your business? What is special about it, powerful or unique?

A simple explanation that is focused and brief. Why are you creating this business or service? What is your audience? What is the problem that you are trying to solve or the solution that you are trying to come up with?

TASK #2: Personal Mission Statement...

A longer (paragraph) to one page that tells the story of how and why you became passionate about this idea. Helps the audience get to know you and care about your casual idea.



Entrepreneurship 110
ASSIGNMENT – What Bugs Me?

NAME: _____
February 2019

WHAT BUGS ME?

In a word document answer the following question in each of the categories below:

What are the things in life that frustrate, annoy, irritate, worry or bother you?

Assignment - What Bugs Me.docx



UPCOMING ASSIGNMENT...

TASK #1: Create a list of 3 - 4 possible entrepreneurs that you would like to interview.

TASK #2: Individually, start thinking about some good questions that you can ask your entrepreneur.

The goal is to figure out what the realities are of being an entrepreneur are now – and what it took for them to get where they are now.

Assignment - Entrepreneurs in Your Own Backyard.docx



Entrepreneurship 110
ASSIGNMENT – Entrepreneurs in Your Own Backyard

NAME: _____
February 2019

INSTRUCTIONS: Identify 2 entrepreneurs in your own community.
Interview those entrepreneurs using the **5W method...**

1. Who are they? State their name and the name of their business.
2. What is their business or service? Describe their business.
3. When did they start their business?
4. Where is their business located?
5. Why did they start their business? What passion did they follow that led them to create this business?

**Put your answers in proper sentence and paragraph format in a word document with a title.
Be sure to include their logo and any relevant links to their business.**

Other Possible Interview Questions...

- 1) What was the biggest challenge you faced?
- 2) Can you describe your business and how it works?
- 3) What motivated you to become your own boss?
- 4) Is an entrepreneur what you thought you would be when you were younger?
- 5) How long have you been an entrepreneur?
- 6) Have you ever imagined running your own business or did it just kind of happen?
- 7) Do you feel that it is a profitable business?
- 8) If you could give advice to an entrepreneur what would it be?
- 9) What advice would you give someone looking to start their own business?
- 10) Is it easy to run your own business?
- 11) Is it better to be an employee or an employer?
- 12) Describe your typical day.
- 13) Have you ever experienced failure with your business? How did you deal with it.
- 14) How many employees do you have? What is it like to manage people.
- 15) How do you deal with failure?



Attachments

Assignment -Entrepreneurs in Your Own Backyard.docx

UNB_business_model_canvas.pdf

UNB_business_model_canvas_working_paper.pdf

Ent. 110 Unit 2 - Ideas and Opportunities.pptx

Ent. 110 Unit 2 - Invention and Innovation.pptx

Ent. 110 Unit 2 - Ethics.pptx

Ent. 110 Unit 2 - NB Ideas.pptx

Assignment - What Bugs Me.docx

Business Model Canvas - Superpower Challenge V2.pdf

IDEA Centre Business Model Canvas.pdf

Application for YEC.pdf

Business Plan Task - Value_Mission Statements.docx