



YARD4ALL

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ENTREPRENEUR GAME

O. KNOWING THE GARDEN

It is important that the children know the garden before starting to develop their business idea.

A first knowledge session will be held to evaluate what type of products will be grown during the year and to know the times of each one of them.

*Use the template "**know your garden**".*

In this point is important that the teacher make sure of how many products they can use to develop their projects. Ideally foods that germinate in April / May should be used. (onion, leek, garlic, tomato, lettuce, spinach, chard, cabbage, broccoli, cauliflower, cucumber, bell pepper, zucchini, squash, eggplant, peas, green beans, green asparagus, artichoke, beets, celery, and radish.)

1. MY COMPANY

1. Formation of groups

a. How to create groups?

- i. Teacher election
- ii. Following class list
- iii. Game (example: balloons with a paper inside with a product name)
- iv. Random (papers from a box)

2. Find a name for the company. (Brainstorming + design thinking)

3. Creation of **profiles** of the components (avatar + description)- Roles

4. Logo + Slogan

5. **WEB** (WIX, google sites, Wordpress...)

2. MY COMPANY- ANALYSIS

At this stage we are going to use agile methodologies to have a clear vision of the company.

- SWOT
- Canvas model

STRENGTHS

- What is your unique selling proposition?
- What are your competitive advantages?
- What resources do you have?
- What do customers like about your product?
- What do you do better than your competitors?
- What advantages do your staff members have?
- What assets does your company have?

WEAKNESSES

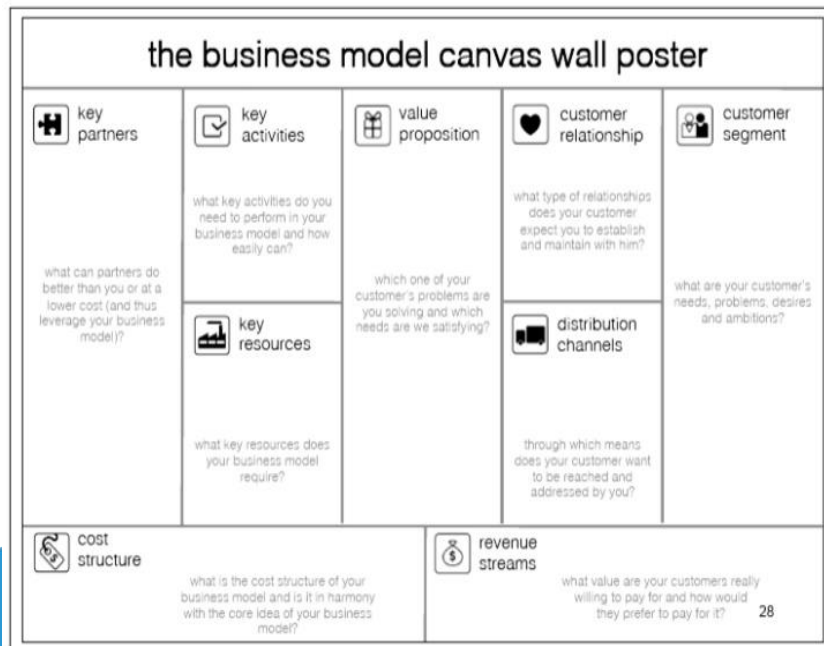
- Which areas of your business/projects could use improvement?
- What advantages does your company lack?
- What do your competitors do better than you?
- Which disadvantages do our workers/products have?
- Which internal factors interfere with your business success?

OPPORTUNITIES

- Does economic/political climate help you develop your business?
- Which external factors can give you an edge?
- How can market fluctuations aid you?
- Do these opportunities have temporary nature?

THREATS

- Who are your competitors?
- Which market areas are potentially dangerous for your business?
- Which trends can negatively affect your business?
- Is there a product/innovation on the market that will make your product/innovation outdated?



3. THE PRODUCT

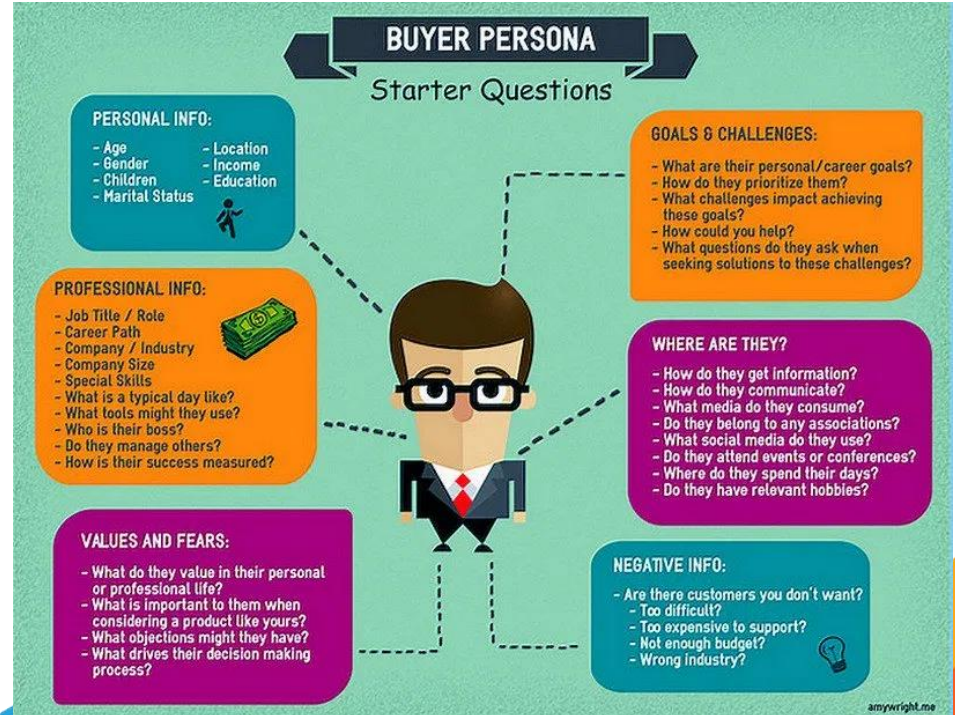
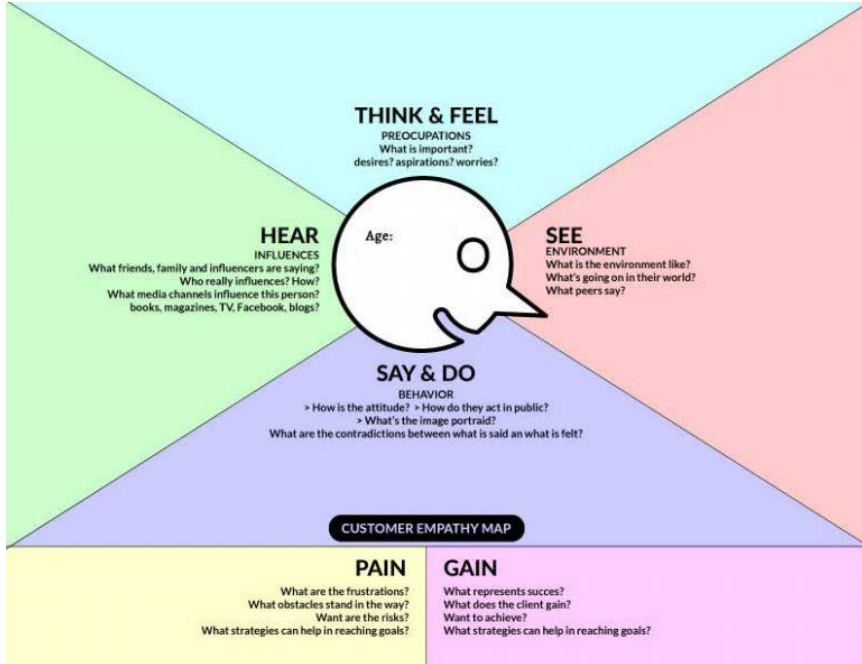
At this stage we are going to investigate everything about our product.

- **Research about the product:** research on our product: what is it for, how is it produced, how much are the costs, how much is it sold, what derivatives can I get, where is it sold ...
- **Benchmarking:** What are my rivals doing?
- **User interviews:** investigate if our product interests customers and why



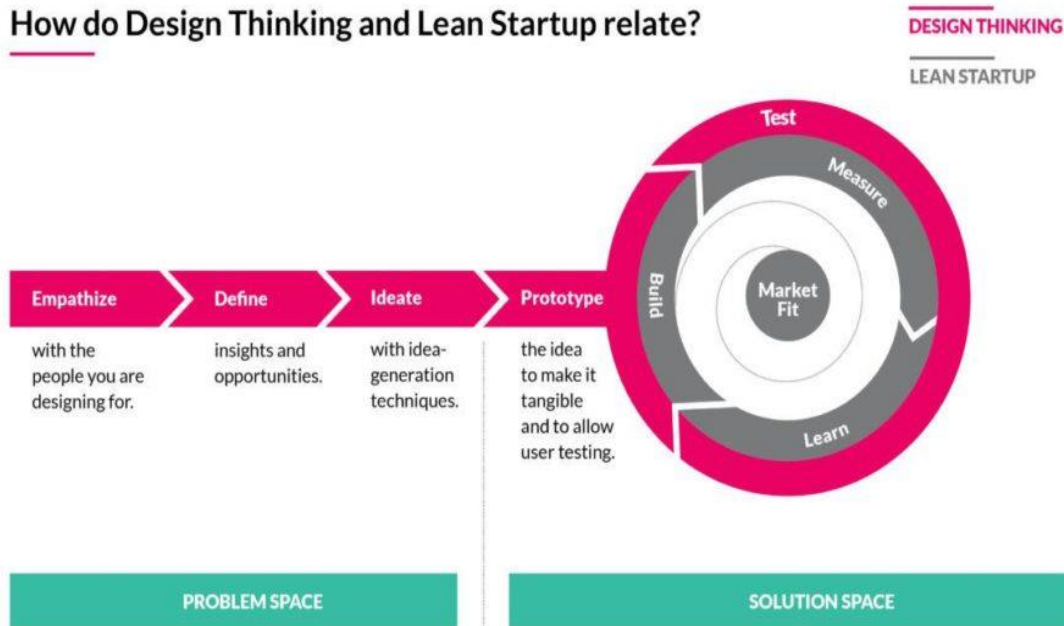
4. MY CLIENTS

In the part of my company we have defined a type of client that we are going to develop in depth in this section.



5. PROTOTYPE: MVP

How do Design Thinking and Lean Startup relate?



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WHAT IS MINIMUM VIABLE PRODUCT

MVP is



DESIGNED TO CHANGE THE WORLD

By trying new ideas



SUPPOSED TO SOLVE A REAL PROBLEM

It is the problem that makes an MVP viable



BUILT TO LEARN USER FEEDBACK

And to improve the project in an iterative manner



MORE MINIMAL THAN YOU THINK

To learn user feedback early with small investment

MVP is not



ABOUT GETTING PROFIT

At the first stage you should only learn



DESIGNED TO IMPRESS USERS

Rather, it focuses on problem solving



SUPPOSED TO BE AN END PRODUCT

It is a basis for launching new entrepreneurship

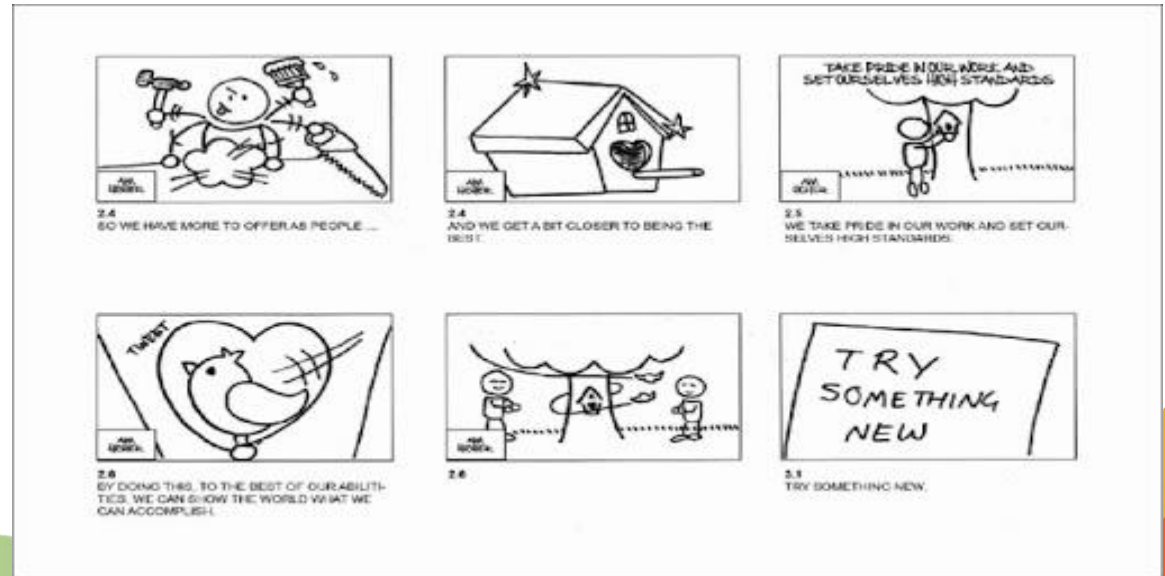


CARVED IN STONE

It is supposed to change

5. PROTOTYPE - STORYBOARD

- Step 1: **Create** a Template. Draw a series of rectangles on a piece of paper, as if you were creating a comic strip. ...
- Step 2: Add the Script. Under each rectangle, write the line of script or dialogue that corresponds to that scene.
- Step 3: Sketch Out the Story. ...
- Step 4: Add Notes.



6. MARKET RESEARCH

Once we have our prototype product, we must teach our target customers to get their opinion.

1. Create questionnaire
2. Undertake survey to future clients using questionnaire and prototype
3. Analyze results



7. FINANCIAL PLAN

Income minus expenses

- *Direct expenses*

- MATERIAL
- PACKAGING
- MARKETING
- MANUFACTURING
- TRANSPORT

- *Indirect expenses*

- PERSONAL
- WAREHOUSE / SHOP RENT
- INVOICES / BILLS
- MANAGEMENT
- MARKETING

- *Investments*



8. Marketing Digital: Advertising and Ordering

We already have almost all the necessary steps to know if our product will be successful. Now we are going to spread it among our future clients.

We are going to launch a pre-sale campaign and make sure that we have clients for our production.



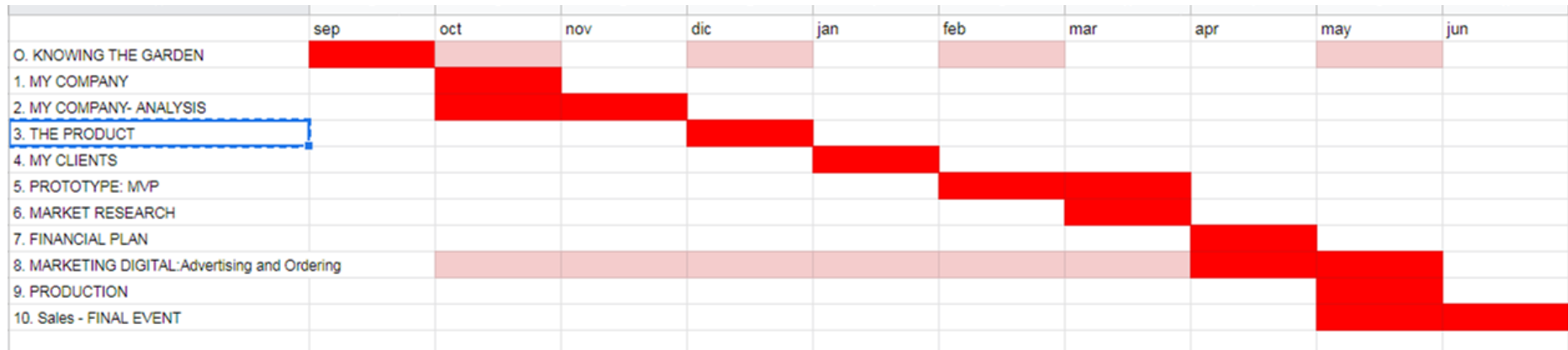
9. Production

- 1. Order materials and manufacture*
- 2. Take photos of progress*
- 3. Post links on where to purchase materials*
- 4. Keep accounts in spreadsheet*



10. Sales - FINAL EVENT







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