



Reading

The Power of Persistence: Learning from Entrepreneurs (pg. 93)

Activities

2. Work in pairs.

Possible answer:

- a) What inspired you to start your business?
"I was inspired by a personal problem I faced. I couldn't find comfortable, professional shoes for women, so I decided to design my own. That's how 'ComfortWalk' was born."
- b) What challenges did you face in the beginning?
"The biggest challenge was convincing manufacturers to take my design seriously. Many of them didn't believe there was a market for my product. It took over six months of pitching before I found someone willing to produce a prototype."
- c) Can you share an example of a failure and how you overcame it?
"One of my first designs was a disaster. Customers complained that the shoes didn't last long. I took their feedback seriously, partnered with a materials expert, and created a much more durable product. That failure taught me the importance of listening to customers."
- d) How do you come up with innovative ideas?
"I always start with the customer's needs. I ask myself: 'What problems are they facing, and how can I solve them creatively?' Observing trends and listening to feedback is crucial."
- e) What advice would you give to someone who wants to start their own business?
"Don't be afraid of failure. Every mistake is an opportunity to learn. Stay persistent and believe in your vision, even when others doubt you."



Listening

Interviews with Entrepreneurs (pg. 94)

Professional Challenge

Example Proposal: "EcoHub" - A Community Recycling Solution

Problem:

Many urban neighborhoods lack accessible recycling facilities, leading to increased waste and pollution.

Solution:

EcoHub is a mobile recycling station that visits different neighborhoods weekly, providing a convenient way for residents to recycle plastics, metals, and electronics. The service also offers incentives like discounts at local businesses for every kilogram of recyclable material collected.

Value Proposition:

EcoHub makes recycling convenient and rewarding, fostering environmentally conscious communities and reducing landfill waste.

Target Audience:

Urban residents aged 25-50 who are environmentally aware but have limited access to recycling options.

Funding Strategy:

Initial funding through local government grants and sponsorships from eco-friendly brands. A subscription model will sustain operations, offering premium services like doorstep pickup.

Marketing Plan:

- Launch social media campaigns highlighting the environmental impact of EcoHub.
- Partner with local influencers and businesses to promote the service.
- Organize community events with recycling workshops to build awareness.

Rubric:

Criteria	Excellent (5)	Good (4)	Satisfactory (3)	Needs Improvement (1-2)
Identification of Problem	Clearly identifies a relevant, specific, and	Identifies a relevant problem but lacks specificity.	Problem is somewhat vague or not pressing.	Problem is unclear or unrelated to the context.



Answer Key

	pressing problem.			
Innovation of Solution	Proposes a creative, practical, and highly innovative solution that addresses the problem effectively.	Proposes a practical solution with some innovation.	Solution is somewhat practical but lacks originality or feasibility.	Solution is impractical or lacks innovation.
Value Proposition	Provides a compelling and clear value proposition that demonstrates the unique benefits of the solution.	Value proposition is clear but less compelling or unique.	Value proposition is present but vague or lacks clarity.	No clear value proposition is provided.
Target Audience	Clearly defines the target audience with detailed understanding of their needs and preferences.	Defines the target audience but lacks depth in understanding their needs.	Target audience is identified but not well matched to the solution.	Target audience is not defined or poorly matched to the solution.
Funding Strategy	Outlines a detailed, realistic funding strategy with multiple sources.	Funding strategy is outlined but lacks depth or diversity.	Funding strategy is somewhat realistic but underdeveloped.	Funding strategy is missing or not feasible.
Marketing Plan	Presents a detailed, innovative marketing plan with specific strategies and examples.	Marketing plan is clear but lacks some detail or innovation.	Marketing plan is present but vague or generic.	Marketing plan is unclear or missing.
Presentation Skills	Delivers a confident, well-structured, and engaging pitch with clear visuals and	Delivers a clear and organized pitch with moderate audience engagement.	Pitch is somewhat organized but lacks confidence or audience connection.	Pitch is disorganized, unclear, or fails to engage the audience.



	strong audience impact.			
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Writing

Action Plans and Innovation Proposals (pg. 98)

Activities

1. Work individually or in pairs to write a short action plan or innovation proposal based on your own idea. Include the following sections: executive summary, problem statement, proposed solution and call to action. Exchange proposals and provide feedback using these questions: is the problem clearly defined?, does the solution seem feasible and innovative?, is the call-to-action persuasive?

Sample Action Plan/Innovation Proposal:

Executive Summary

Our innovation, SolarFlow, is a portable solar-powered water filtration system designed for remote areas with limited access to clean water. With a lightweight, durable design and cutting-edge filtration technology, SolarFlow provides safe, potable water in just minutes, improving lives and reducing reliance on single-use plastic bottles.

Problem Statement

Globally, over 2 billion people lack consistent access to clean drinking water. Traditional filtration systems are often expensive, cumbersome, and reliant on electricity, making them inaccessible for remote or disaster-affected areas. This scarcity not only impacts health but also forces communities to rely on costly, unsustainable bottled water solutions.

Proposed Solution

SolarFlow uses a patented dual-technology system that combines UV-C filtration and a compact solar panel. The UV-C light eradicates 99.99% of bacteria and viruses, while the solar panel powers the device, ensuring its functionality without electricity. A single SolarFlow unit can filter up to 20 liters of water daily, providing a sustainable, eco-friendly solution to water scarcity.

Call to Action

We are seeking an investment of \$100,000 to scale production, enhance marketing efforts, and reach underserved communities globally. Join us in revolutionizing access to clean water and making a meaningful impact on millions of lives.

Feedback Questions

1. Is the problem clearly defined?



Answer Key

Yes, the global water scarcity issue is explained with compelling statistics and implications.

2. Does the solution seem feasible and innovative?

Yes, the use of dual-technology filtration and solar energy is both practical and groundbreaking.

3. Is the call-to-action persuasive?

Yes, it clearly outlines the investment needed and emphasizes the social and environmental impact.

Professional Challenge

Project: Develop and pitch an innovative business idea (pg. 101)

Executive Summary:

SmartBuddy is an AI-powered wellness coach designed to help users improve their physical and mental health through personalized recommendations and reminders. It combines fitness tracking, mental health support, and habit-building strategies in one app, creating a holistic approach to well-being.

Problem Statement:

Many people struggle to maintain a healthy lifestyle due to lack of time, motivation, or guidance. Current fitness and wellness apps often focus on just one aspect, such as exercise or meditation, without addressing overall wellness.

Proposed Solution:

SmartBuddy provides an all-in-one solution that used AI to offer tailored fitness plans, daily mindfulness exercises, and motivational nudges. It syncs with wearable devices and offers real-time advice based on the user's data and goals.

Target Audience:

Busy professionals aged 25-45 who want to improve their health but lack the time to consult multiple experts or use multiple apps.

Marketing Strategy:

- Launch a free trial version to attract users.



Answer Key

- Partner with wearable tech companies (e.g., Fitbit, Apple Watch) for bundled offers.
- Use targeted social media ads highlighting the app's unique features.

Revenue Model:

- Freemium: basic features are free; premium features are available through a subscription (€9.99/month).
- Corporate Partnerships: offer wellness packages to companies for employee programs.

Rubric:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Creativity and Innovation	The business idea is highly original and solves a clear, specific problem in a novel way.	The idea is somewhat original and addresses a relevant problem effectively.	The idea shows some originality but lacks innovation or a clear problem-solving focus.	The idea is unoriginal or does not clearly solve a problem.
Problem-Solution Fit	The problem is clearly identified, and the solution is logical, feasible, and well-explained.	The problem and solution are connected, though the explanation could be clearer or more detailed.	The problem and solution are weakly connected or lack detail.	The problem and solution are unclear or unrealistic.
Target Audience and Market Understanding	Clearly defines and justifies the target audience, showing strong understanding of the market.	Defines the target audience and shows some understanding of the market.	Target audience is identified but lacks depth or market understanding.	Target audience and market understanding are vague or missing.
Language Use	Advanced vocabulary and grammar (e.g., future tenses, causatives) are used accurately and appropriately throughout.	Vocabulary and grammar are used appropriately with minor errors.	Basic vocabulary and grammar are used with noticeable errors.	Vocabulary and grammar are weak, with significant errors that affect understanding.



Answer Key

Pitch Delivery	Pitch is confident, engaging, and well-structured, with clear and persuasive arguments.	Pitch is clear and structured but lacks some engagement or confidence.	Pitch is somewhat clear but lacks structure or persuasive elements.	Pitch is unclear, disorganized, or unpersuasive.
Visuals and Prototype	Visuals or prototypes are creative, professional, and enhance the presentation.	Visuals or prototypes are clear and support the presentation.	Visuals or prototypes are present but lack detail or connection to the idea.	Visuals or prototypes are missing or do not support the presentation.
Collaboration and Effort	Shows excellent teamwork and effort, with all members contributing equally.	Shows good teamwork and effort, though contributions may be slightly uneven.	Effort is adequate, but teamwork is inconsistent.	Lacks effort or collaboration among team members.
Professionalism	Presentation is professional, with polished delivery, timing, and tone.	Presentation is mostly professional, with minor issues in delivery or tone.	Presentation lacks professionalism in delivery or timing.	Presentation is unprofessional or disorganized.