

## OVERVIEW

Course: **Venture**

Grade: **Middle School**

Event Format: **Virtual**

### Activity: Group Business Plan

**Activity Description:** Easy to implement and highly interactive, this activity works virtually as a class to create a business plan for a new startup. Volunteers will provide guidance and feedback throughout the activity.

## RUN OF SHOW

Program Element	TIME
<p><b>Volunteer Arrival:</b></p> <ul style="list-style-type: none"><li>Volunteers should log onto the virtual meeting platform at least 5 minutes prior to the event start time.</li></ul> <p><b>Student Arrival</b></p> <ul style="list-style-type: none"><li>Students begin to log onto the virtual meeting platform or arrive to their classroom</li></ul>	5-15 minutes
<p><b>Opening Remarks</b></p> <p>The teacher will introduce and welcome guests.</p> <p>Introduction Suggestions: <i>Below are some things you can share during your introduction:</i></p> <ul style="list-style-type: none"><li>General background information</li><li>How did you get started in banking?</li><li>Why do you think this course is important?</li><li>What do you do in your day-to-day role?</li><li>Show of hands, how many of you know what career you want to pursue?</li><li>Raise your hand if you know of someone who works in a bank</li></ul>	5 minutes

<p><b>Student Activity</b></p> <p><b>Build a Business Plan</b></p> <p>Students will apply entrepreneurial concepts by creating a business plan for a product or service, then share their ideas with the group and receive feedback from volunteers.</p> <p>Directions:</p> <ul style="list-style-type: none"> <li>• Volunteer starts by explaining what a business plan is and why it is important when starting a business</li> <li>• Send the provided <a href="#">worksheet</a> for students and have them take a few minutes to fill out virtually</li> <li>• Encourage students to be creative and ask volunteers any questions or put questions into chat</li> <li>• Come back as a group and ask a few students and volunteers to present their business ideas with the class</li> <li>• After a few students and volunteers present their business plan, bank volunteers will provide feedback and ask questions (ex: Why did you choose this product to sell? What challenges might you face?)</li> </ul>	25 minutes
<p><b>Student Q&amp;A</b></p> <p>Leave time for students to ask questions! Students can either submit questions ahead of time or we can open the floor to students to ask questions in real time. Below are a few questions you may ask the students if you have extra time -</p> <ul style="list-style-type: none"> <li>• Have you talked about this course with friends or family? What lessons did you share?</li> <li>• When it comes to your future, what excites you and most worries you?</li> <li>• What types of jobs are you considering in your future?</li> </ul>	10 minutes
<p><b>Concluding Remarks/Farewell</b></p> <p>Be sure to thank the students and teachers for participating in the event.</p>	2 minutes
<p><b>Follow Up/ Feedback</b></p> <p>Please consider sending the teacher a thank you email to the teacher and invite his/her feedback by completing a quick <a href="#">post-event survey</a>.</p>	

**Packing List:**

- Business plan worksheet (provided)
- Prizes (if applicable)
- Thank you note for the teacher (optional)
- Camera (or phone)

## Glacier Family of Banks

### Business Plan Creation

Names:

Business Name:

Product/Service: *(what are you selling?)*

Target Audience: *(who will your customers be?)*

Price? *(what will you charge?)*

How will you promote your business? Why?