

## **KAPOW Volunteer Activity**

### **Lesson 8: Decision Making**

**Title:** Business Challenge

**Goal:** Design and Market A New Product

**Skills:** Language Arts, Math, Art, Communication, Teamwork and Decision-Making

**Materials Needed:** Power Point Software, Power Point Template computers and projector

#### **Description:**

Describe the challenge: You are on a team that has a NEW product idea. This product will \_\_\_\_\_ *describe hear a particular type or product, i.e., energy drink, etc.* You will work within a team where most of you are fact finders, plus a team leader and a spokesperson.

#### **Steps:**

1. Have the students form student teams of 4-6
2. Make up and distribute tags. Each team has
  - A leader (a #1 on their tag)
  - A spokesperson (#2 on their tag),
  - 3-4 fact finders (#3 on their tag)
3. Discuss examples of types of products the teams can develop.
4. Team Leaders: have your team pick a name (1 minute to decide)
5. Entire team: decide on a name for your product (4 minutes to decide)
6. In your teams, talk about how you plan to sell your product
  - What type of person will you need to hire to help do this?
  - What other jobs will you need to help run this business?
  - Based on the type of employees you think you will need, what will it cost to run this business? Think about things like Rent, IT costs, salaries, advertising
7. Discuss how products are marketed:
  - Taking a product idea and adding TEXT and other MEDIA to help “sell” it (i.e., brochures, web pages, blogs, etc.)
  - Who will it be sold to?
  - Products can be sold either to companies (known as B2B) or directly to customers (B2C)
  - One of the FACT FINDERS needs to volunteer to type on the computer
8. Each team has to complete FIVE slides, using the Power Point template.
  - These are questions based on what you’ve seen, heard and discussed today.
  - After completing the PPT presentation template, the Team SPOKESPERSON comes to the front to deliver the team’s presentation.
9. Discuss why the product may be valuable

For more information and how-to’s, E-mail the creator of this activity, Elaine Martin, at [FL54@hotmail.com](mailto:FL54@hotmail.com)