



LEVEL	2
LEARNING OUTCOME	LO4 - The student can generate, develop and test sustainability-driven business ideas and opportunities
SPECIFIC LEARNING OUTCOME	Student can create and assess sustainable business ideas and opportunities
KEYWORDS	Business idea
INTRODUCTION	<p>Generating a sustainable business idea</p> <ol style="list-style-type: none"> 1. Before brainstorming the Business Idea Generating Canvas, students should watch the video: <i>How to find business ideas</i> and read the project case study: Be Green Cleaning 2. Then students can start to work themselves or in groups using the Business Idea Generation Canvas <p>Through a set of questions, budding entrepreneurs develop a good understanding to see if they have the passion, right skills related to their business idea and whether there is a need. The learning material is a Canvas which needs to be filled out and the answers need to be brought together at the end. This can be done individually or as a group.</p>
HOW TO WORK WITH THIS MATERIAL	<ul style="list-style-type: none"> • Students can complete a Sustainable Business Idea Generation Canvas individually and evaluate other students' business ideas. Or this can be done in a group. This exercise would also be useful as a hypothetical initiative. • The suggested video and case study can be shown as an introduction to the activity: • <u>How to Find Business Ideas - The Ultimate Guide (2021) - YouTube, 3:52 minutes</u> • Case study: Be Green Cleaning (SdE case Study)
TIMING	approx. 2-3 hours

2.4.2 Student can create and assess sustainable business ideas and opportunities

Generating a sustainable business idea

1. Before brainstorming the Business Idea Generating Canvas, students should watch the video: *How to find business ideas* and read the SdE project case study: *Be Green Cleaning*
2. Then students can start to work themselves or in groups using the Business Idea Generation Canvas

Through a set of questions, budding entrepreneurs develop a good understanding to see if they have the passion, right skills related to their business idea, whether there is a need and if it is making the world a better place. The learning material is a Canvas which needs to be filled out and the answers need to be brought together at the end. This can be done individually or as a group.

The suggested video and case study can be shown as an introduction to the activity:

- [How to Find Business Ideas - The Ultimate Guide \(2021\) - YouTube \(2021\) - YouTube, 3:52 minutes, Case study: Be Green Cleaning \(SdE case Study\)](#)



Business Ideas Generator

Before you start preparing for a business, it is important that you have a strong business idea. You might have a number of ideas, be absolutely certain about your plans or still be wavering.

Your business idea should have some vital ingredients to make it work in the long run. Work your way through the table below and make sure that you are honest with yourself. The questions below will also help you define your business idea.

<p>1. What are your passions/interests/hobbies?</p> <p>Eg. I love the outdoors, I enjoy keeping fit, I enjoy cooking, I like to contribute to the reduction of greenhouse gasses, I love making my own skincare products.</p>	<p>2. What are your skills/strengths/qualifications?</p> <p>Eg. I am good with animals, I enjoy dealing with people, I have a diploma or certificate in teaching yoga, hairdressing, food preparation etc</p>	<p>3. What needs have you identified that you are trying to meet?</p> <p>Think about people, your local community, your area and the impact on the wider world world.</p> <p>Eg. There are many older people with dogs in this area, many people would benefit from attending yoga sessions to reduce stress, there is a lack of outdoor catering in our local park, people want to use products containing less chemicals.</p>
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4. How is your idea contributing to environmental sustainability?

Is your solution to the problem trying to solve, making the world a better place?

Eg. I am using foods that have passed their best before date, my initiative uses organic ingredients, my idea reduced food miles etc

5. Bringing together 1-2-3

- What product or service could you offer that meet all of the points you wrote down under no 1,2 and 3? Eg. dog walking/sitting
- Who could be your customers? Eg. park visitors, people on their way to work
- Who could benefit and how? Eg. Older people not have to go out and walk their pet, my yoga classes will reduce stress

....and now you should have a pretty good idea what would suit you well by now!

