



LEVEL	1
LEARNING OUTCOME	LO5 Students can produce, present and implement a sustainability-driven business plan
SPECIFIC LEARNING OUTCOME	Students knows what a business plan is
KEYWORDS	Business plan, Tesla, M, video
INTRODUCTION	You learn about the most important parts in a traditional or lean business plan
HOW TO WORK WITH THIS MATERIAL	<ul style="list-style-type: none"> • Before you answer the questions, read the explanation • Answer the questions • You can also see te videos for examples • When you go to every step, you get a picture of a lean business plan • This task can be done alone, in pairs or small groups. When the students work for the first time on a business plan, the best way to do it is in small groups. • Watch the videos together, and help the students answering the questions.
TIMING	aprox. 1.5 hours

Introduction

During this learning outcome you will learn what a business plan is, how to develop a good business idea, but also how to come up with the right ideas and transfer them to the stakeholders.

Step 1 *Students knows what a business plan is*

Writing a good business plan is the first step towards a successful start of your sustainabel-driven business. In a business plan you make your plans concrete and map out the opportunities and possible obstacles. One of the models you can work with, business model canvas.

In this step you learn from the best, but they also sometimes make mistakes. But you also learn from mistakes.

Get started with the case and get inspired.



Casus Tesla

Elon Musk is no ordinary automaker, but is building an entirely new industry to usher in the end of the fossil age. If it's up to him, the whole world will soon be driving electric cars (and on solar energy).

How did Tesla position itself as the Apple among the cars?

You're taking a look at Tesla's business plan now.

Watch the video “The history of Tesla in 5 minutes”



Link: [The History of Tesla in 5 Minutes - YouTube](#)

After watching the video, answer the following questions

1. Why was there no chance for EV1 according to General Motors (GM)?
2. Why is the EV1 very important for the electric car?
3. In which year will Tesla start?
4. What is the role of Elon Musk in the start of Tesla?
5. Tesla has a “simple” business plan at the start. This plan consists of 3 parts.

Briefly describe these parts.

6. Why, even with a good business plan, Tesla almost went bankrupt?
7. Tesla will use the wider market strategy. Briefly explain this strategy.
8. Tesla is working on making society more sustainable. How does Tesla want to do this?
9. Only the electric cars that Tesla now produces will not solve the problem the great global energy issue. Name 3 solutions from Tesla.



Casus MacDonalds

The only two McDonald's restaurants in Iceland will close on November 1, 2009. The hamburger chain is forced to take this step due to the high costs incurred as a result of the economic crisis in the country, according to the Icelandic operator of the fast food chain. But is this really the case or should they have looked more closely at their business plan?

Watch the next video :



Link: https://youtu.be/AT-E_eMiwgk

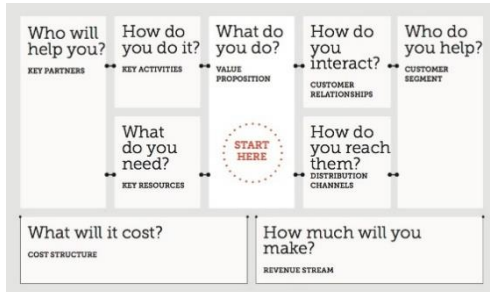
After watching the video, answer the following questions

1. Why didn't MacDonalDs make it in Iceland?
2. After the closing of the MacDonalDs stores, the restaurants were renamed to Metro. Why do these restaurants still exist?
3. Which foreign fast food chain made it in Iceland?
4. How is this foreign chain operating sustainably?
5. There may be opportunities in the future for MacDonalDs to reopen a branch in Iceland. Name 3 reasons.



Explanation model Canvas

When you want to start a business, you can use Canvas. The Business Model Canvas (BMC) is a strategic management tool to quickly and easily define and communicate a business idea or concept.



Watch the video <https://www.youtube.com/watch?v=IP0cUBWTgpY>

After watching the video, answer the following questions

1. Why do you have to have a business model as a starting entrepreneur?
2. What is a business model?
3. How many steps does the canva business model consist of?
4. Step 1 is about Value. There's talk of proposition. What is a fancy word for proposition?
5. What should you add value to the step?
6. Your customers do not exist to buy, you exist fort him. What is meant by this sentence?
8. Explain the step channels in self-words.
9. What has changed about the Channels step since the mid-1990s?
9. Which 3 questions should you ask the customers?
10. What question should you ask at the step revenu?
11. How do you get to the price of a product or service?
12. What is an example of Assets?
13. Give an example of a physical, intellectual, and human asset
14. Where does it often go wrong when choosing a partner?
15. How can you avoid choosing the wrong partner?
16. What is meant by the concept of key activities?
17. What parts do the costs of a product or service consist of?

