

Green Entrepreneurship Training (GET-UP) Project

03- Development of the Curriculum

Unit/Module: Identifying and Pitching a New Business Opportunity

Type of Document: Workshop Session Plan

Session 1: Identifying a New Business Opportunity

Date:		Time:	
Location:		Facilitated By:	
Title			

Overall Aim:	The aim of this workshop is to introduce what is meant by a business opportunity and the process for identifying new business opportunities. In so doing, the workshop will enable you to: (i) understand the difference between an opportunity and idea, (ii) understand different ways of identifying new business opportunities and (iii) review the different influences on the ability to identify new business opportunities.
Learning Outcomes:	LO1: Understand what is meant by a new business opportunity LO2: Understand the difference between an opportunity and idea LO3: Be able to identify business opportunities for starting a new green business or a developing a project for an existing green business

Time	Learning Outcome	Input	Slides	Learning and Assessment Activities
09.30-09.45	-	Workshop Overview <ul style="list-style-type: none"> Introduce the session, the workshop theme, the agenda and discuss expectations Through the ice-breaker, reflect on myths and misconceptions surrounding idea generation (e.g. it is not difficult to come up with ideas) and the difference between an opportunity and an idea 		<p>Introduction from the participants</p> <p>Ice-breaker ⇒ When did you last come up with a good idea – What was the idea? When did you come up with the idea? What were you doing? Did you do anything with the idea?</p>
09.45-09.55	L01	Opportunities and being entrepreneurial <ul style="list-style-type: none"> Outline the key activities associated with being entrepreneurial Review the abilities and skills associated with identifying and spotting opportunities Highlight identifying and spotting opportunities as central to being entrepreneurial 		
09.55-10.20	L01 and L02	What is an opportunity? <ul style="list-style-type: none"> Introduce Activity 1 related to understanding of an opportunity Reflect on the outcomes from Activity 1 to review definitions of an opportunity Outline a definition of a new business opportunity 		<p>Complete Activity 1 ⇒ In pairs, participants to write down words and images that they associate with the concept of an ‘opportunity’. Each pair to feedback to the rest of the</p>

		<p>and relate to starting a new green business or developing and existing green business</p> <ul style="list-style-type: none"> • Identify the difference between an opportunity and idea 		group the key similarities and differences in perceptions
10.20-10.50	LO2 and LO3	<p>Understanding opportunity recognition</p> <ul style="list-style-type: none"> • Outline a definition of opportunity recognition – i.e. the activities undertaken to identify new business opportunities in the external environment • Introduce different models of opportunity recognition and entrepreneurial action • Discuss the advantages and disadvantages of the different models with the participants 		Complete Activity 2 ⇨ Facilitate a group discussion around the value of different models of opportunity recognition in spotting opportunities in practice
10.50-11.00		Tea and coffee		
11.00-11.20	LO3	<p>Understanding opportunity recognition</p> <ul style="list-style-type: none"> • Review the different influences on the process of identifying opportunities • Outline the importance of understanding motivations and stage of development on opportunity recognition as this will influence what is done and how (e.g. acceptance of support from others, the narrative used to describe experiences to others) 		Complete Activity 3 ⇨ Provide participants with a checklist of influences and facilitate self-assessment against the checklist to identify strengths and areas for development
11.20-12.20	LO3	<p>Identifying new business opportunities</p> <ul style="list-style-type: none"> • Introduce the concept of megatrends as a 		Complete Activity 4 ⇨ In small groups, review one or two

		<p>framework to reflect on the drivers to new business opportunities</p> <ul style="list-style-type: none"> • Outline the six different categories of megatrends and the ways they are playing out in the green economy • Use the video from PwC/Schwartz to identify that some of the drivers to change can be seen in the present • Outline a set of questions for the participants in making sense of the trends creating new business opportunities and the implications in starting and developing a green business 		<p>megatrends and critically assess the opportunities and challenges for starting and developing a green business. Facilitate a group discussion around key issues to emerge from their assessment of the opportunities and challenges</p>
12.20-12.30	-	<p>Summary and Homework</p> <ul style="list-style-type: none"> • Provide a summary of the key issues to emerge from the workshop including: what we mean by a new business opportunity, the difference between an opportunity and an idea, the drivers to new business opportunities in the green economy • Outline the homework – to complete a review of a specific new business opportunity related to their business or from the group activity 		