

**Green Entrepreneurship Training (GET-UP) Project**

**O3- Development of the Curriculum**

**Unit/Module: Identifying and Pitching a New Business Opportunity**

**Type of Document: Workshop Session Plan**

**Session 2: Reviewing a New Business Opportunity**

|                  |  |                        |  |
|------------------|--|------------------------|--|
| <b>Date:</b>     |  | <b>Time:</b>           |  |
| <b>Location:</b> |  | <b>Facilitated By:</b> |  |
| <b>Title</b>     |  |                        |  |

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|---------------------------|---|
| <b>Overall Aim:</b>       | The aim of this workshop is to explore the processes and practices involved in reviewing new business opportunities and developing a viable business idea. In so doing, the workshop will enable you to: (i) map new business opportunities, (ii) connect opportunities to ideas for starting or developing a green business, (iii) generate new business ideas.  |
| <b>Learning Outcomes:</b> | <p>LO1: Be able to map new business opportunities for a green business</p> <p>LO2: Be able to review the strengths and weaknesses of different approaches to mapping new business opportunities</p> <p>LO3: Be able to generate ideas for a new green business or for a project within an existing green business</p> <p>LO4: Be able to develop an outline business model for new green business or for a project for an existing green business</p> |

| Time        | Learning Outcome | Input   | Slides | Learning and Assessment Activities  |
|-------------|------------------|---|--------|---|
| 09.30-09.45 | -                | <b>Review and preview</b> <ul style="list-style-type: none"> <li>• Introduce the session, the workshop theme, the agenda and discuss expectations</li> <li>• Through the ice-breaker, reflect on understanding of what is an opportunity and what is the difference between an opportunity and a business idea</li> </ul> |        | <p>Introduction from the participants</p> <p>Ice-breaker ⇒ Participants to identify three things that they took away from the last workshop. These should be written on Post-It notes so they can be grouped and key themes explored with the group</p> |
| 09.45-10.00 | LO1              | <b>Reflection on your homework</b> <ul style="list-style-type: none"> <li>• Review what the participants learnt about the opportunity they identified and researched</li> <li>• Reflect on the usefulness of megatrends as a way of identifying new business opportunities</li> </ul>                                     |        | <p>Mind map the key outcomes from the group discussion onto flipchart</p>   |
| 10.00-10.50 | LO1              | <b>Mapping and reviewing opportunities</b> <ul style="list-style-type: none"> <li>• Outline different tools which can be used to map and review new business opportunities</li> <li>• Introduce the IXL Centre mapping framework and</li> </ul>   |        | <p>Complete Activity 1 ⇒ In groups, participants to identify the opportunities for development of a business</p>  |

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|             |             | <p>review how it can be used to identify potential markets, potential customer segment and the experiences and needs of customers</p> <ul style="list-style-type: none"> <li>• Introduce the flooding and new business opportunity case study</li> <li>• Review feedback from the group activity and use the feedback to unpack the implications for moving from opportunity to idea and action in starting and developing a green business</li> </ul>  |  | <p>related to the flooding case study. When the opportunities have been identified and reviewed using the IXL Centre framework, facilitate group feedback on advantages and disadvantages of the IXL Centre framework</p>   |
| 10.50-11.00 |             | <b>Tea and coffee</b>   |  |   |
| 11.00-11.30 | LO2 and LO3 | <p><b>Generating ideas</b></p> <ul style="list-style-type: none"> <li>• Review definitions of idea generation</li> <li>• Unpack the relationship between opportunity recognition and idea generation</li> <li>• Reflect on where ideas come from and the key influences on the ability to generate new ideas</li> <li>• Review experiences with Part 1 of the Coathanger exercise to identify the source of ideas and the importance of brainstorming ideas before reviewing viability</li> <li>• Reflect on the outcomes from Part 2 to discuss the criteria which can be used to assess the viability of new ideas</li> </ul> |  | <p>Complete Activity 2 ⇒ Introduce the Coathanger exercise. Introduce Part 1 and review the ideas to emerge upon completion. Then introduce Part 2. Facilitate group presentations and provide a prize for the best presentation. Use the prize to reflect on what makes a viable idea and effective presentation</p> |
| 11.30-12.20 | LO3 and LO4 | <p><b>Developing the idea</b></p> <ul style="list-style-type: none"> <li>• Introduce the concept of making meaning and using</li> </ul>   |  | <p>Complete Activity 3 ⇒ Participants to develop an</p>   |

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|             |   | <p>the Kawasaki video relate making meaning to starting and developing a green business</p> <ul style="list-style-type: none"> <li>• Review the business model canvas and the nine key building blocks of a business model</li> <li>• Explore the importance of value proposition and ways of developing a value proposition for a new green business or a project in an existing green business</li> <li>• Introduce different resources which can be used to support the development of a business model canvas</li> </ul>   |  | <p>outline business model canvas for their business idea.<br/>Facilitate a group discussion around how they are making meaning for others</p> |
| 12.20-12.30 | - | <p><b>Summary and Homework</b></p> <ul style="list-style-type: none"> <li>• Provide a summary of the key issues to emerge from the workshop including: the importance of mapping new business opportunities, the difference between an idea and a viable business idea, the influences on idea generation, the importance of making meaning for others and the journey from opportunity to idea to action</li> <li>• Outline the homework – to develop an outline business model canvas for a new green business or a project within an existing green business</li> </ul> |  |   |