

Purpose: Finding alternate uses to an already existing product is what entrepreneurship is all about. Entrepreneurs are always looking for problems to solve, and efficient ways to solve them. Sometimes in marketing, you find alternative uses for a product, and it makes the product more desirable for consumers. Students in this lesson will complete a challenge and play a creativity game

Objectives:

- Students will develop and practice 21st Century Skills concepts of collaborative problem-solving and learning in digital networks.**
- Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.**
- Students will demonstrate employability skills required by business and industry (teamwork and critical thinking, problem solving).**

Day 1

Play the [Snake Oil game](#) as a warm up to creativity, innovation, and sales pitches.

OR

“Why didn’t I Think Of That”

Instructions: Ask students to brainstorm several products or items that are used today which seem to be such simple ideas. List the products or items on a flip chart or the board. Examples might include: Build-A-Bear, Pillow Pets, Pizza Scissors, Scrunchies, Snuggies, Wristbands for charity. Allow time for learners to identify an existing value for each item listed on the flipchart or board. Using the information shared by learners, initiate a discussion on entrepreneurial ideas.

Watch the [Making It Up North Crud Cloth](#) and notice how Tim White found a problem (he was too dirty after mountain biking), had an idea after trying what was on the market (there is nothing like a soapy wet washcloth), and then how he creatively gave the washcloth a new use just by packaging it in a unique way.

Day 2-5

A classroom version of the DECA Idea Challenge.

The DECA Idea Challenge asks students to pitch their invention in a creative 3-minute YouTube video presentation of an everyday item such as a rubber band, or a paper clip (Any and all students can participate in the the **real** challenge at [DECA.org](#))

Each team’s entry will be evaluated based on the following:

- New use and value created for the item.
- Feasible and sustainable idea.
- Ability to work effectively as a team.
- Creative presentation



The Project ([examples](#))

1. Put students into groups of 3-4.
2. The item they need to create a new use for is: [Crud Cloth](#)
 - a. Crud Cloth actually is asking for help with innovation, click [here](#) to submit your student's ideas
3. Collaborate as a team to generate an original and sustainable use for the challenge item.
4. Create a (3 minute minimum) video to present to the class
 - a. Plan it out
 - b. Keep it short and to the point
 - c. Check sound quality
 - d. Make it your own
 - e. Edit it to the best of your ability

Day 6-7

Have the students present their videos. You should review them and grade them beforehand if possible, but should still acknowledge all of the videos.