



Global Problem Solvers: The Series – Season 2, The Storm

Episode 2.5 – The Business Plan Teaching Companion

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Episode Summary

The Global Problem Solvers have a working model of an emergency classroom kit. Now they must get the product in the hands of their target market: teachers and administrators at Tampa's schools. One problem is that the roads are difficult to travel and the Air Force can no longer spare high-water vehicles. Another is that these kits cost money, so someone is going to have to pay for them. Once again, understanding the community the Global Problem Solvers hope to serve helps them figure out successful strategies to overcome these problems.

Worksheet

The Global Problem Solvers have asked you for help in preparing their latest business plan for their Tampa schools social enterprise. The following are typical sections in an effective business plan. How would you persuade people to support the emergency classroom kit?

Title: What would you call this social enterprise?

Problem: What is the social problem that needs to be solved?

Solution: How will the emergency classroom kits solve the problem?

Target market: Who will use the kits? Who is likely to buy the kits?

Business model: How will the emergency classroom kit business make money?