

Entrepreneurial Thinking in Florida: What Would You Make? What Would You Sell?



Match the words to the definitions!

Innovator



Inventor

Matching Pairs

Draw It

What is something that was invented in Florida?



Open Ended Question



What did Thomas Edison invent?

Poll

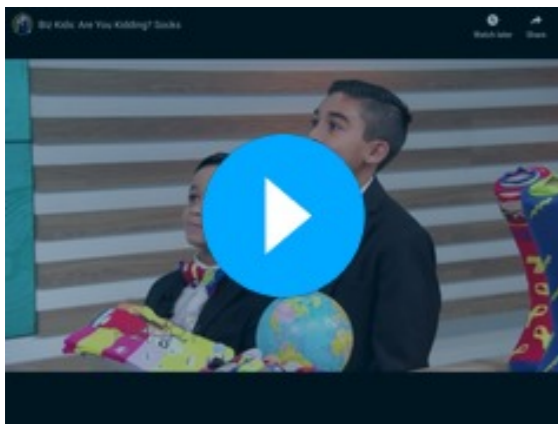


Was Thomas Alva Edison an inventor or an entrepreneur?

- inventor
- entrepreneur
- both

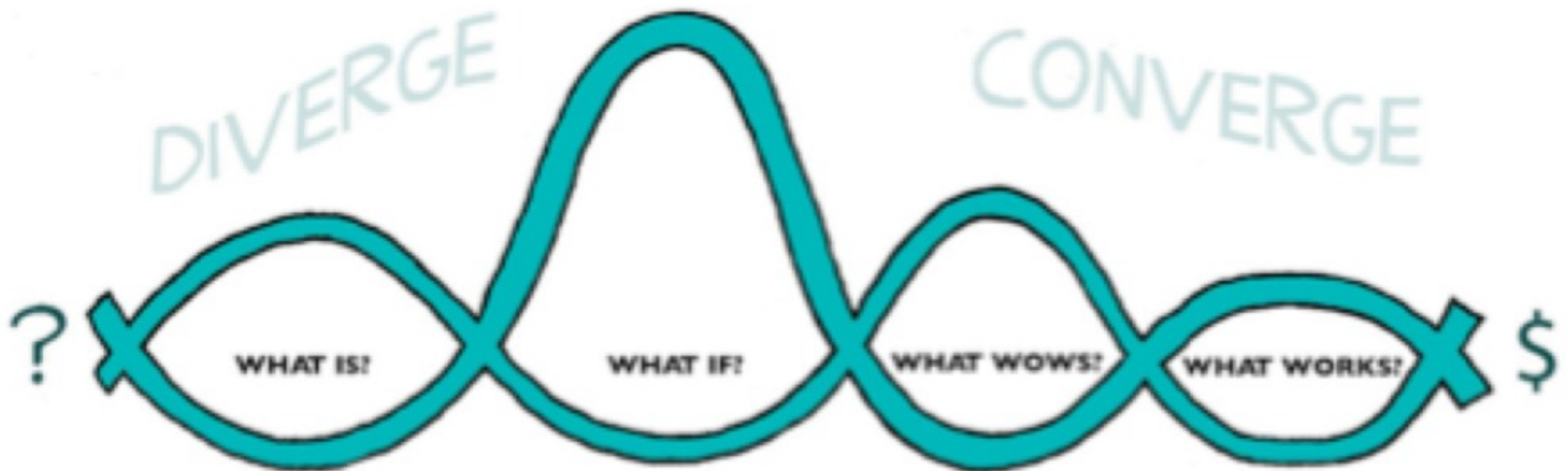
Draw It

What would you make? What would you sell?



Entrepreneurship with Design Thinking

1. Find something you can do or make better.
2. Ask: What is broken?
3. Use Design Thinking



Open Ended Question

Rethink Tank Step 1: What is?



- What do you notice?
- How is the good or service used?
- What are some things your product needs to do?
- What do you like about the product?
- What needs to be improved?

What is broken?



Collaborate!

What if?

Draw It

What wows? Draw and create a pitch.

What Wows? Make a Pitch that Wows!

1. Show them what you do with a story about the problem. *Did you ever . . .*
2. Who are you? *We are* (name of company)
3. What are you creating? *We are here to tell you about* (product)
4. Who do you help? What is the solution?
5. What is your "secret sauce" or how is your product better? *Our product is better because . . .*
6. Create a persuasive slogan. This is a short phrase that tells what you do.

Open Ended Question

What Works? Evaluate pitches with SWOT

How to make a SWOT Analysis

	Positive impact	Negative impact
Internal	Strengths	Weaknesses
External	Opportunities	Threats

What works? What are the strengths? What are the weaknesses? What are other opportunities/uses? What are possible threats?