



West Virginia DEPARTMENT OF  
**EDUCATION**

# Business Opportunities Lesson

Business Cluster

# Comic Strip Learning Objectives

- Market Opportunities
- Products vs Services
- Entrepreneurship
- Design for Delight

# Week at a Glance

- Day 1: Market Opportunities with Products & Services
- Day 2: Goods or Services
- Days 3 - 5: Entrepreneurship & Design for Delight
- Days 6 – 9: Prototyping and Pitch Development
- Day 10: Shark Tank Style Market Fair

# Important Vocabulary

- Market Opportunities
- Products
- Services
- Goods
- Entrepreneurship
- Design for Delight
- Customer
- Investment

# Market Opportunity with Products & Services



# Market Opportunity with Products & Services



# Goods Or Service?

#1

A service is something someone does for you.  
Goods are things that you buy.  
Write "s" if a person provides a service.  
Write "g" if a person sells goods.



Construction worker



Bookstore



Babysitter



Taxi driver



Farmer



Painter



Baker

# Good or Services ?

- Play GimKit

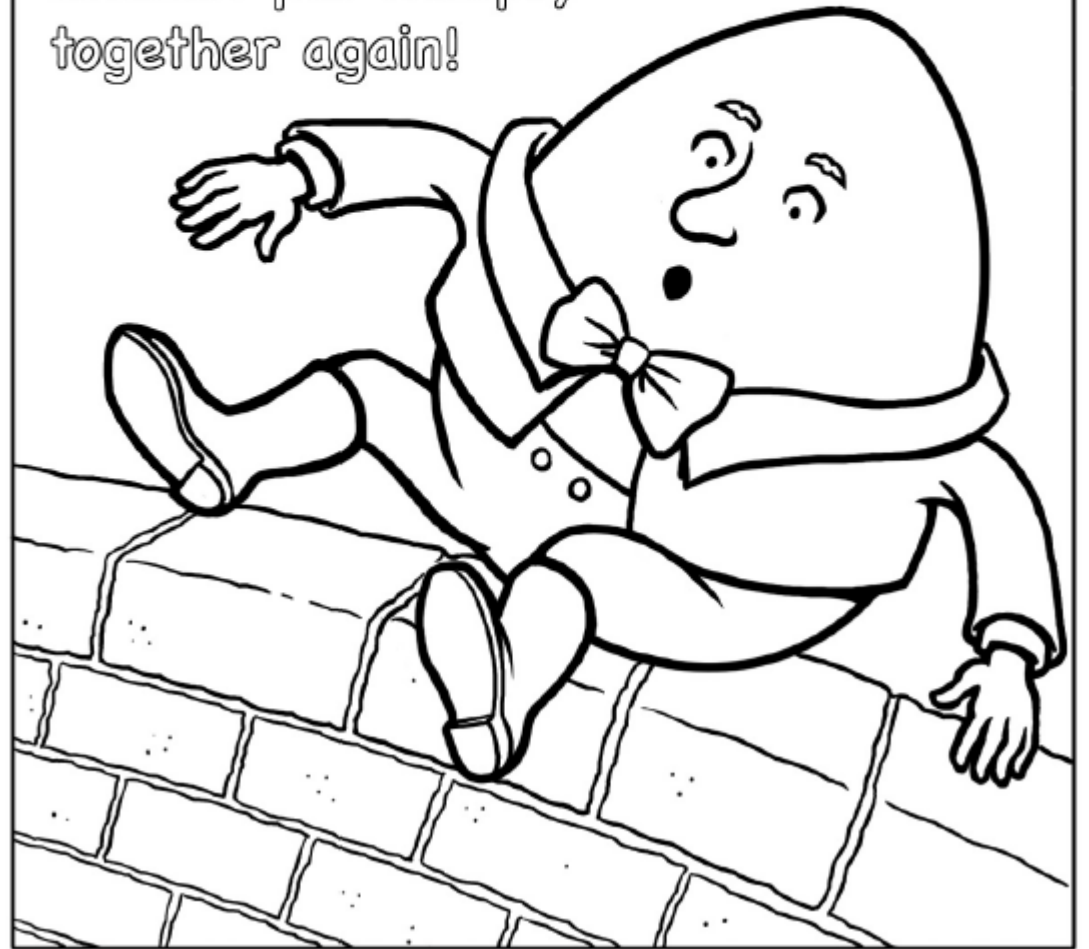


**Gimkit**



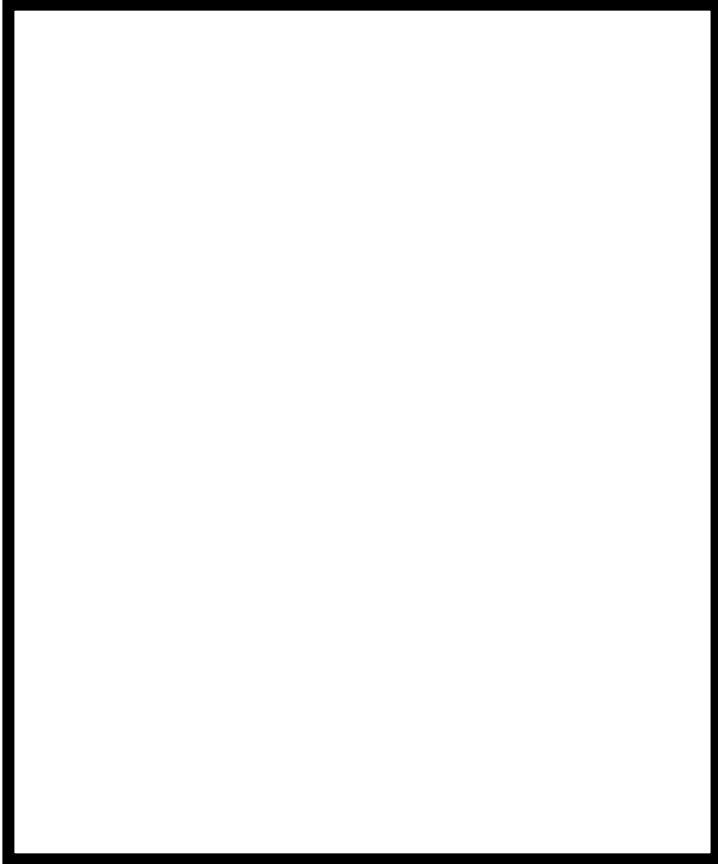
# Entrepreneurship & Design for Delight

**H**umpty Dumpty sat on a wall.  
Humpty Dumpty had a great fall.  
All the king's horses  
and all the king's men  
couldn't put Humpty  
together again!

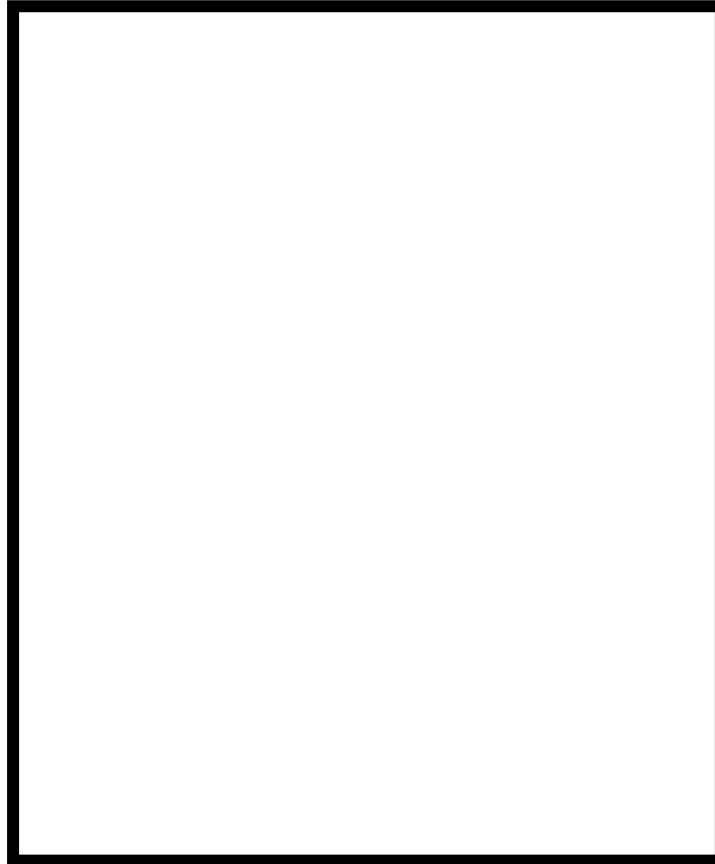


# Empathy

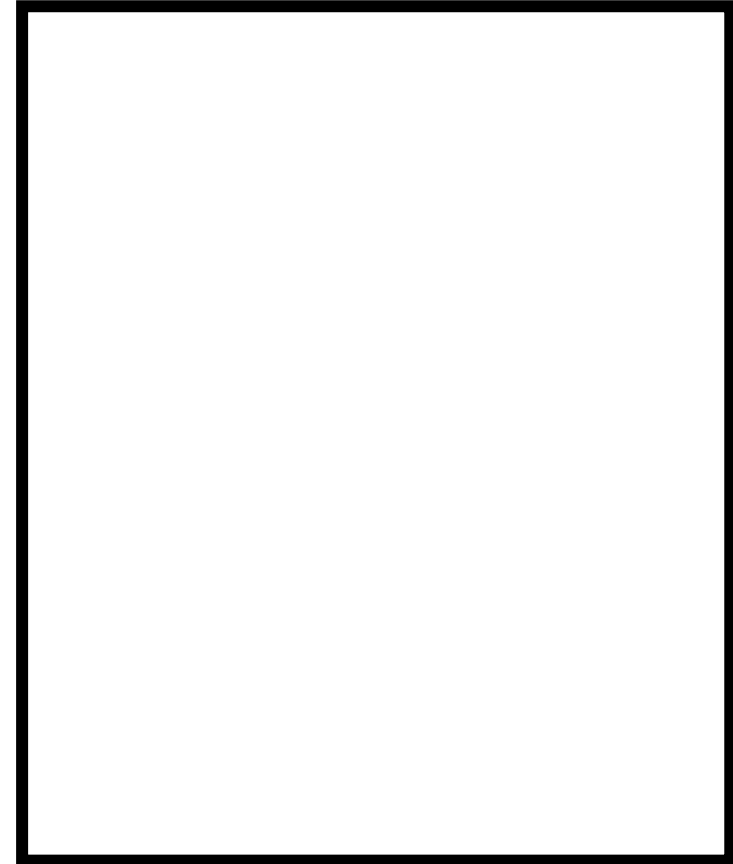
Humpty Dumpty, why do you think you fell off of the wall?



What do you think would help you keep from falling?



What do you think could protect you if you did fall?



# Products That Solve Problems

Did you even know these existed!?

## Hot Iron Holster

Keep styling tools from taking up counter space while they're heating up.



# Draw Organizer

Cut down on clutter and secure a place for every tool.



# Connected Kitchen Scale

Easily measure out recipes by simply pouring ingredients into a bowl.



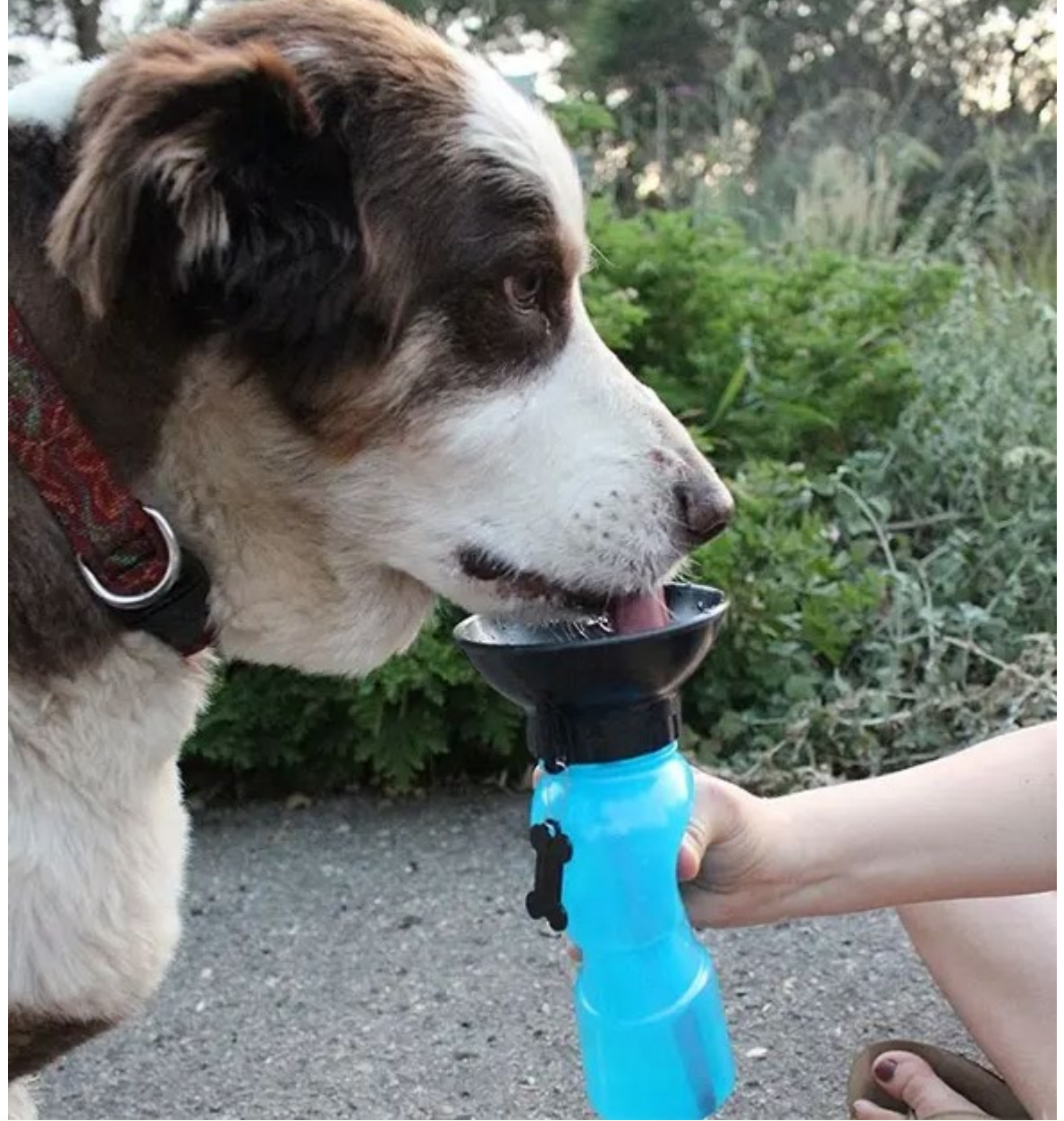
## Brush and Pan Set

Designed so you can use it one handed.



## Dog Water Bowl Bottle

Make it easy for your dog to stay hydrated with a single squeeze.





# Take apart truck

DIY Engineering Building Toy Push & Go STEM  
Toy Gift



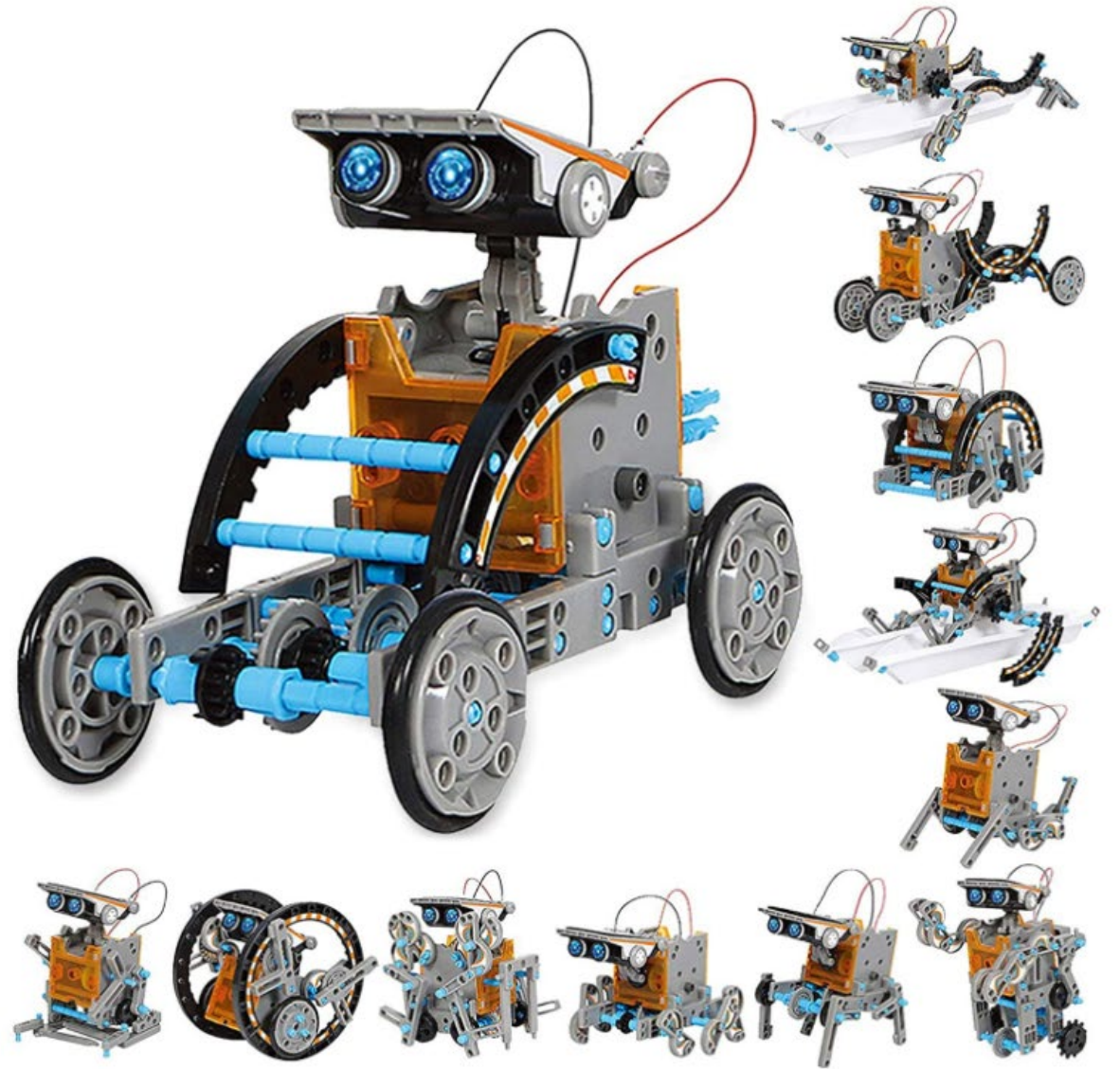
# Gravitrax Starter Set and Marble Run STEM Toy

Construction activity to learn about gravity-based elements in a race to the finish. Experience educational and science play with 24 problem-solving building exercises.



# Sillbird STEP 12 in 1 Education Solar Robot Toy

DIY Science Experiment Solar Powered by the sun. Build 12 different robots which can move on land or water with two levels of complexity.



# Improving an Already Existing Product

# The Decline of Blockbuster

- Movie Rental Stores
- Netflix \_ mail home DVDs
- Redbox
- Netflix Streaming
- Other Streaming TVs
  - HBO MAX
  - Disney+
  - ESPN PLUS
  - Discovery+
  - HULU
  - And so on



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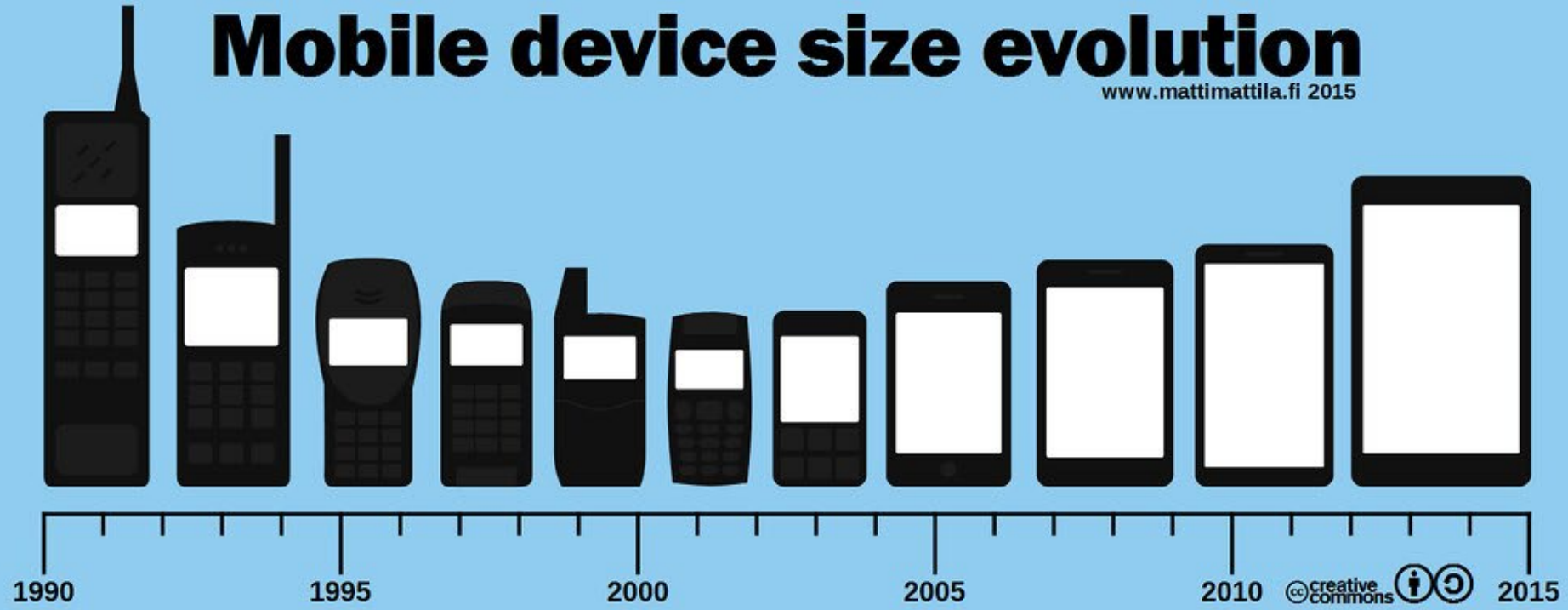


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# Mobile device size evolution

www.mattimattila.fi 2015



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# Vacuum Cleaner Evolution



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# Evolution of Popular Products



1998



2000



2002



2004



2005



2007



2009



Today

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# What will you create or redesign?

# Prototyping and Pitch Development

## Product/Service Design Challenge

**Why do you think you fell off of the wall?**

Team Name: \_\_\_\_\_

Group Members: \_\_\_\_\_

\_\_\_\_\_

Problem Statement

\_\_\_\_\_

\_\_\_\_\_

### Material List

*Select all that you need.*

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Popsicle Sticks    | <input type="checkbox"/> Rulers                  | <input type="checkbox"/> Index cards   |
| <input type="checkbox"/> Straws             | <input type="checkbox"/> Tape                    | <input type="checkbox"/> Cotton Balls  |
| <input type="checkbox"/> Paper              | <input type="checkbox"/> Glue                    | <input type="checkbox"/> Toothpicks    |
| <input type="checkbox"/> Construction Paper | <input type="checkbox"/> Paperclips/Binder Clips | <input type="checkbox"/> Aluminum Foil |

### Specifications

*Explain your product or services*

\_\_\_\_\_

\_\_\_\_\_

### Constraints

*Explain how your prototype will differ from your final product.*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Prototype

*Draw and Label your Design*

Survey your Customers

Does this solve your customers problem, how?

\_\_\_\_\_

What can you improve?

\_\_\_\_\_

What did your team struggle with the most?

\_\_\_\_\_

\_\_\_\_\_

### Prototype—ReDesign

*Draw and Label your Design*

Build your Prototype Using your Material List

# Shark Tank Product Fair



<https://www.wtae.com/article/abcs-shark-tank-holding-first-ever-casting-call-in-pittsburgh/19142063>