

Exploration of Invention & Entrepreneurship: From Idea to Market

Designed for learners in Grades 6-8



Course Description:

Great entrepreneurs and inventors don't just make cool products: they solve challenging problems. Throughout this hands-on course students will practice skills in design, inventing, marketing, and entrepreneurship, culminating in a final project where they will bring their own idea to market!

Equipment, Curriculum, and Training Available:

- 15 Lesson Hours
- Curriculum and supporting materials
- Ongoing product and curriculum support
- Professional development
- Facilitation by a trained STEM instructor (optional)

Lesson	Learning Target Examples
1. What is an Invention?	Identify examples and non-examples of inventions.
2. Reverse Engineering	Take apart an existing product to determine how it actually works.
3. Prototyping Physical Inventions	Use basic art materials to build a “works like” and “looks like” prototype.
4. Prototyping Digital Inventions	Create a digital prototype, or “wireframe”, for an existing digital invention.
5. Manufacturing	Simulate a manufacturing process and identify ways to make it more efficient and sustainable.
6. What is an Entrepreneur?	Research famous entrepreneurs and describe the mindset and skills it takes to be an entrepreneur.
7. Problem Identification	Identify problems and brainstorm solutions that will improve the lives of others.
8. Business Basics: What’s a Business Plan?	Define cost, profit, revenue, and explore the basics behind creating a business plan.
9. Logo Design	Design a logo to represent a product, business, person, or idea.
10. Marketing Strategies	Evaluate marketing platforms/products and determine the best option for a certain product/business.
11. Project Kickoff: Brainstorming and Problem Identification	Brainstorm a list of problems and choose a problem to solve for their project.
12. Sketching and Prototyping	Create a sketch and prototype of a product that solves the problem statement.
13. Create your Business Plan	Create a business plan for the invention including a plan for manufacturing; cost, profit, revenue, and a marketing plan.
14. Design a Logo and Marketing Materials	Design a logo that represents the business/invention.
15. Pitch Presentation	Create a pitch presentation for the product that identifies the problem, ideas, solution, and business model.