Challenge 6
Option A
Business Model

1) Watch the videos linked in 'Top Tips' below.

2) Decide what your business model is.

3) Create a poster that represents your choice and why you chose it.

Top Tips

What is the business model for your Big Idea?

Will you be a for-profit business, or a not-for-profit business e.g. a charity or a social enterprise? Are you driven by making money, or is looking after people and planet more important to you?

Watch the videos/read the information at these links:

- Social enterprise:
  - https://www.youtube.com/watch?v=9_g5RqwW51I
  - https://www.youtube.com/watch?v=0w3xGCojNcc
- Charity: https://www.youtube.com/watch?v=IK0wVIwfejM
- For-profit vs not-for-profit: https://www.youtube.com/watch?v=Zw9j1g1wsq8&t=46s
- Have a look at some examples of basic for-profit business models here: https://www.experthub.info/launch/starting-a-business/business-model/types-of-business-models/

Inspiration

- You can make your poster online using pictures you take yourself or find on the internet; or you can make a paper version, cutting out words and images from magazines or drawing your own pictures.
- Feel free to use both images and words/text on your poster - think back to the kind of poster you created on the Big Ideas Day!

Next Steps

- Complete the challenge
- Update your business plan and PowerPoint with new information