



E² Entrepreneurship Experience

Lesson 2: Recognizing Opportunities



Kansas State University Agricultural Experiment Station and Cooperative Extension Service

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Additional meeting resources can be found in the Appendix at the end of Lesson 1 (4H1098A).



Lesson Time: 75 minutes

This lesson has a lot of content. If your timeline is limited, you may have to make choices.

Materials Needed

- » Numbered sign-in sheets, pencils
- » Hand-washing poster
- » Camera for photo opportunities
- » Flip chart and markers or white board

For Snacks:

- » Celery stalks
- » Peanut butter or cream cheese
- » Apple slices
- » Orange slices
- » Kiwi slices
- » Cucumber slices
- » Grapes
- » Blueberries
- » Grape tomatoes
- » Celery or radish matchsticks for antennae
- » Knives for spreading
- » Cups for water or small bottled water
- » Small plates
- » Napkins

For 4-H Meeting

- » American flag
- » 4-H flag
- » 4-H pledge banner
- » 4-H motto

Room Arrangements

- » Tables and chairs for meeting
- » Snack table
- » Lesson/activity table

Lesson 2: Recognizing Opportunities

Overview

Students will learn about goods and services and why they can't have all the goods and services they want. Through activities, students will learn that scarcity requires people to make choices. Students will learn how to think creatively to address the wants and needs people have.

1. Objectives

Students will be able to:

- Identify wants and needs
- Identify goods, services, scarcity

2. Life Skills

- Positive self-concept; inquiring mind; concern for community; sound decision-making

3. Getting Ready

For a 4-H Meeting:

- Prepare the meeting room by displaying the American flag, 4-H flag, 4-H Pledge banner, and 4-H Motto banner at the front of the room. Optional: Read the 4-H Code of Conduct.

For a session with or without a 4-H Meeting:

- Have numbered sign-in sheet and pencils at the meeting door entrance.
- Arrange tables, chairs, etc. for meeting space and activity space.
- Arrange beverage and snack ingredients on separate table.
- Arrange lesson activity supplies on separate table.
- Have camera available for photo opportunities.

For the Snack Activity:

- Prior to the meeting, check health participation forms for food allergies and make adjustments accordingly.
- Prior to the meeting, prepare all ingredients according to the snack recipe (included in this lesson).
- Arrange supplies/ingredients in the center of a table so participants can have access from both sides of the table beginning with plates, food ingredients, plastic ware, napkins, and beverages.

For Lesson Activity:

- Prior to the meeting, gather supplies and print and assemble cards according to instructions on the Lesson Activity Sheet.

4. Open the Meeting

- Tap the gavel twice. “The meeting of the Entrepreneur SPIN Club will now come to order.”

5. Flag Salute

“We will now have the Flag Salute led by _____.”

(Choose someone to stand in front of the group to lead the pledge.) *Tap the gavel three times to stand. When the pledge is completed, tap the gavel one time to have the group sit.*

6. Roll Call

“We will now have roll call. Please draw a card from the basket. This card will either be a ‘need’ or a ‘want.’ Needs are things that we need to live. Wants are things that make life more pleasant or enjoyable. Read the card aloud to the group and say, ‘The card that I drew is _____ and this is a Need ... or that is a Want.’ I will write your word on the flip chart under the correct column.”

After everyone has answered roll call with their choices, talk about the following:

Encourage youth to address you as the chair when wanting to answer questions. Say, “To practice our meeting etiquette, remember that you must be recognized by me before answering a question. You will need to stand up and say, ‘Madam or Mr. President,’ and then wait to be recognized, and then state your response.”

Our needs and wants can be met with goods and services. Can anyone explain the difference between goods and a service? Give the participants an opportunity to express what they think are goods and what a service is, and then give the explanations. Say, “Goods are objects that satisfy a person’s wants — something that can be touched. Services are actions that satisfy a person’s wants — something someone does for you. Can you give me an example of goods from our list?” Give the participants time to respond, making sure that they address the chair and are recognized. Can you give me an example of services from our list?”

Say, “The word “scarcity” means that there isn’t enough of something to satisfy everyone’s wants or needs. Because of “scarcity,” people must constantly make choices or decisions about what to do or how to use their time or money wisely.

In our lesson today we are going to talk about the ways that we can be creative to meet our needs and wants.

7. Snack Activity

“Before we begin to make our snack, it is always important to practice food safety. Everyone will need to wash their hands



Resource 2.3 - Snack Recipe**Resource 2.4 - Snack Table Tents**

Snack Activity: 30 minutes

Arrange snack ingredients so that participants can pick up their plate and ingredients from both sides of the table. If you have a large group, you may need to put snack ingredients on each table to save time.

Entrepreneur Lesson Activity:
30-45 minutes.

before we begin.” Hold up hand-washing poster and briefly talk about proper hand-washing. Escort participants to restrooms, encouraging them to wash their hands properly. Escort back to meeting area.

“Today you are going to create your snack from the ingredients on the table, but you will need to make some choices and decisions to fulfill your needs and wants. Cards are placed next to the food ingredients that indicate whether it is a need or a want. Everyone NEEDS at least one piece of celery and everyone NEEDS at least one creamy topping. All the rest of the ingredients are chosen by your desires or wants. You will be limited to no more than five types of ingredients. After everyone has created their snacks, we will discuss your choices and decisions. Please be respectful of others in our group, making sure you only take what you need and not necessarily what you want if some items are scarce.

“Once you have gathered your ingredients, napkin, and drink, you will put your snack together to create a caterpillar, snail, or other small creature. Before you eat your snack, I will ask you to stand and explain the choices you made for your snack and whether it was a need or want.” Give participants a little time to create their snack and then begin having them share their snack choices with the group. Those who went through the line first can begin sharing while others are finishing to save time.

8. Talking Points During Snack

“When you created your snack, you had to make choices and some of the ingredients were scarce. How many ingredient bowls were empty?” Allow participants to respond. “Were they needs or wants?” Allow participants to respond. “If there is a need for goods and services in a community, problem-solvers like entrepreneurs can try to find a solution. They can research the need for goods and services to see if a business can be created to fulfill those needs. For an entrepreneur, the needs become an opportunity. With practice, we can get better at recognizing opportunities if we understand how people make choices.”

“When you are finished with your snack and drink, please clean up your area and walk over to the table for our lesson activity.”

9. Entrepreneur Lesson Activity

“Everything in life is about making decisions. What should I wear? Should I do my homework now or later? What should I eat for a snack? Should I share my things with others? What other decisions do you make every day?” Allow time for the participants to respond and relate their responses to making choices.

Make the following points:

Choices are made by people based upon their tastes, their income, and the prices of goods or services.

- “During this lesson activity, your group of 2 to 4 participants will be given a scenario of a situation or problem that

Handouts: 2.5, 2.6, 2.7

Lesson 2.5 Scenarios (2 versions)

requires a solution. As you read through the scenario, look for an opportunity in which you could potentially earn money. Referring back to the scenario, complete the list of questions on the right side of your scenario handout. Using your answers, create an entrepreneur business that would solve the situation or problem as well as provide an income. The purpose of being an entrepreneur is to develop a market that others aren't supplying products for in order to make a profit."

- "Identify the problem or situation presented in the scenario and write it down."
- "Decide whether the solution for the scenario is a 'Need', a 'Want' or both. Describe what that 'Need' or 'Want' is and write it down."
- "Decide whether the 'Need' or 'Want' is a Goods or Service and circle the best answer."
- "In recognizing a business opportunity in the scenario, who would utilize your Goods or Service – who would be your customers. Write your answer."
- "Write down the Goods or Service that you will offer to your customers through your business."
- "Write the times of day that you will be available to provide your Goods or Service."
- "Write the location where customers will be able to contact you and purchase your Goods or Service."
- "Write an explanation as to why your Goods or Service is Needed or Wanted in your scenario and what problem or situation will be solved."
- "Explain how your business will generate an income and list your expenses."
- "Once you make decisions about how to solve the situation or problem, decide on a name for your business. Using the colored pencils, crayons, and markers provided, create a logo on the marquee handout."
- "It is important for the success of your new business to let your community know about your goods or service. You will need to 'advertise' so that consumers are aware of your business. On the next handout, create a flier to entice consumers to use your goods or service. Remember to include all of the information that they will need to know:
- '**Who**' — this is your target audience or consumers who would use your goods or service.
- '**What**' — list the goods or service that you are offering your customers.
- '**When**' — do you have specific times that your goods or service is available.
- '**Where**' — list the location of your business and how the customer can contact you for your goods or service.
- '**Why**' — create a slogan that might entice customers to use your business over someone else. A slogan is a short,

Lesson 2.6 Logo Marquee

Lesson 2.7 Advertising Flier

Write "Who" on the flip chart

Write "What" on the flip chart

Write "When" on the flip chart

Write "Where" on the flip chart

Write "Why" on the flip chart

Write "How" on the flip chart

memorable phrase used in advertising. Some examples of slogans would be: 'I'm lovin' it' (McDonalds), 'When you care enough to send the very best' (Hallmark), 'Just Do It' (Nike), 'Finger Lickin' Good' (Kentucky Fried Chicken), 'It's the Real Thing' (Coca-Cola), 'Think outside the bun' (Taco Bell), and 'The happiest place on earth' (Disney World).

- **'How'**— list the cost of your goods or service that will provide an income for your business.”

Allow time for the participants to read their scenarios, answer the questions on the right side of the scenario handout, and create their logo and advertising flier.

When everyone has completed the tasks assigned, move forward by saying “Please clean up your work space by returning any of the supplies used to the designated area.”

10. Sharing

“Next, I would like to ask each team to come to the front of the room to share their business logo and advertising flier for the business they created to address the problem or situation in the scenario. Remember to wait until everyone is listening, include all participants and everyone should be respectful of each other during presentations.”

Allow time for the participants to ask questions of the presenters. Ask participants questions about their newly created business: How much money do they expect to earn, what difficulties might they encounter in their business, do they feel they solved the scenario problem or situation. Usually one question will lead to another and the participants will be excited to share.

“Thank you for sharing your creative entrepreneur business ideas. You are now on the road to becoming a successful entrepreneur!”

11. Review Recognizing Opportunities and Key Words

- A Need: something that is needed in order to live or succeed or be happy
- A Want: something desired or wished for.
- A Scarcity: there isn't enough of something to satisfy everyone's wants or needs.
- Goods: objects that satisfy a person's wants — something that can be touched.
- Services: actions that satisfy a person's wants — something someone does for you.
- Choices: making a decision when faced with two or more possibilities.
- Opportunity: an occasion or situation that makes it possible to do something that you want to do or have to do, or the possibility of doing something

12. Close the Meeting

Tap the gavel twice. “**The meeting of the Entrepreneur SPIN Club will now come to order.**”

13. 4-H Pledge

“**We will now have the 4-H Pledge led by ____.**”

(Choose someone to stand in front of the group to lead the pledge.) At the end of the 4-H Pledge, everyone will shout the 4-H motto — To Make the Best Better!” Tap the gavel three times to stand. *When the pledge is completed, tap the gavel one time to adjourn the meeting.*

“The meeting is adjourned!”

Roll Call Cards

Xbox

iPad

Candy

Bicycle

Ice Cream Cone

Puppy

Magazines

Computer

Hair Cut

Royals Tickets

Doctor's Visit

Theme Park Ticket

Eye Doctor

Electricity

Roll Call Cards



Resource 2.1

Designer Jeans

Groceries

Chocolate Shake

Restaurant Meals

3 Meals a Day

New Baseball

Home

Baseball Glove

Medicine

Shoes

School Supplies

Cell Phone

Hamster

Television

Roll Call Cards

Bus Ride

Water

Theater Movie

Trash Pick-Up

Internet

Golf Lessons

Concert Tickets

TV Repair

Gym Membership

House Cleaner

Manicure

School Teacher

Pool Pass

Car Wash

Goods and Services

Goods

Designer Jeans

Chocolates Shake

3 Meals a Day

Home

Medicine

School Supplies

Hamster

Xbox

Candy

Bottled Water

Magazines

Groceries

Restaurant Meals

New Baseball Glove

New Shoes

Cell Phone

Television

iPad

Bicycle

Puppy

Computer

Goods and Services

Services

Haircut

Doctor's Visit

Motel Stay

Dentist

Theme Park Ticket

Eye Doctor

Electricity

Bus Ride

Water

Theater

Trash Pick-Up

Movie

Golf Lessons

Internet

TV Repair

Concert Tickets

House Cleaner

Gym Membership

School Teacher

Manicure

Car Wash

Pool Pass

Royals Tickets

Celery Snails & Caterpillars

These adorable snacks take ants on a log to the next level.

Total Time: 10 minutes for each option

Prep: 5 minutes

Level: Easy

Ingredients

Snails

- » celery stalks
- » peanut butter or cream cheese, at room temperature
- » sliced apple
- » sliced orange
- » sliced kiwi
- » sliced cucumber
- » sliced tomato
- » cashews



Caterpillars

- » celery stalks
- » peanut butter or cream cheese, at room temperature
- » grapes
- » blueberries
- » grape tomatoes
- » candy eyes
- » celery or radish matchsticks

Directions

1. Make the Snails: Fill celery stalks with peanut butter or cream cheese and top with an apple, orange, kiwi, cucumber, or tomato slice shell and a cashew head. Use peanut butter or cream cheese to glue on candy eyes.
2. Make the Caterpillars: Fill celery stalks with peanut butter or cream cheese and top with grapes, blueberries or grape tomatoes for the body and head. Use peanut butter or cream cheese to glue on candy eyes and celery or radish matchstick for antennae.

Adapted from Women's Day Kitchen

creamy spread
celery

NEED

NEED

celery
creamy spread

(limit 3)

WANT

WANT
(limit 3)

Recognizing Opportunities

Scenario 1

Grandma Betty, who lives in Kansas, was so excited about meeting her newborn granddaughter living in Florida. She searched to find a plane ticket leaving on Friday and returning on Sunday and then realized that no one would be home to care for her small terrier dog, Noodles. Her neighbor usually cares for her dog if she needs to be away from home, but they are not going to be available. She would like to find someone to feed and water Noodles, take him on walks and keep him happy while she is gone.

As an entrepreneur, what type of business could you create that would help Grandma Betty so that she can fly to Florida to meet her new granddaughter?



Entrepreneur Business

Scenario Problem or Situation: _____

Needs or Wants: _____

Goods or Service (*circle best choice*)

Opportunity Solution

Who (*target audience*): _____

What (*goods or service offered*): _____

When (*times goods or service is available*): _____

Where (*location of goods or service*): _____

Why (*what need or want would be met*): _____

How (*resources needed to provide goods or service*): _____

Recognizing Opportunities

Scenario 2

An elderly neighbor, Ruth, is diligent about sending birthday cards and small gifts to her grandchildren and great-grandchildren. She recently had hip replacement surgery and is not able to get out of her home to shop for her card and gift for Jacob, her grandson. She wants to make sure that Jacob is not disappointed as he looks forward to receiving mail from his Grandma.

As an entrepreneur, what type of business could you create that would help your neighbor, Ruth, so that she will be able to fulfill her tradition of making sure her grandson receives his card and gift for his birthday?



Entrepreneur Business

Scenario Problem or Situation: _____

Needs or Wants: _____

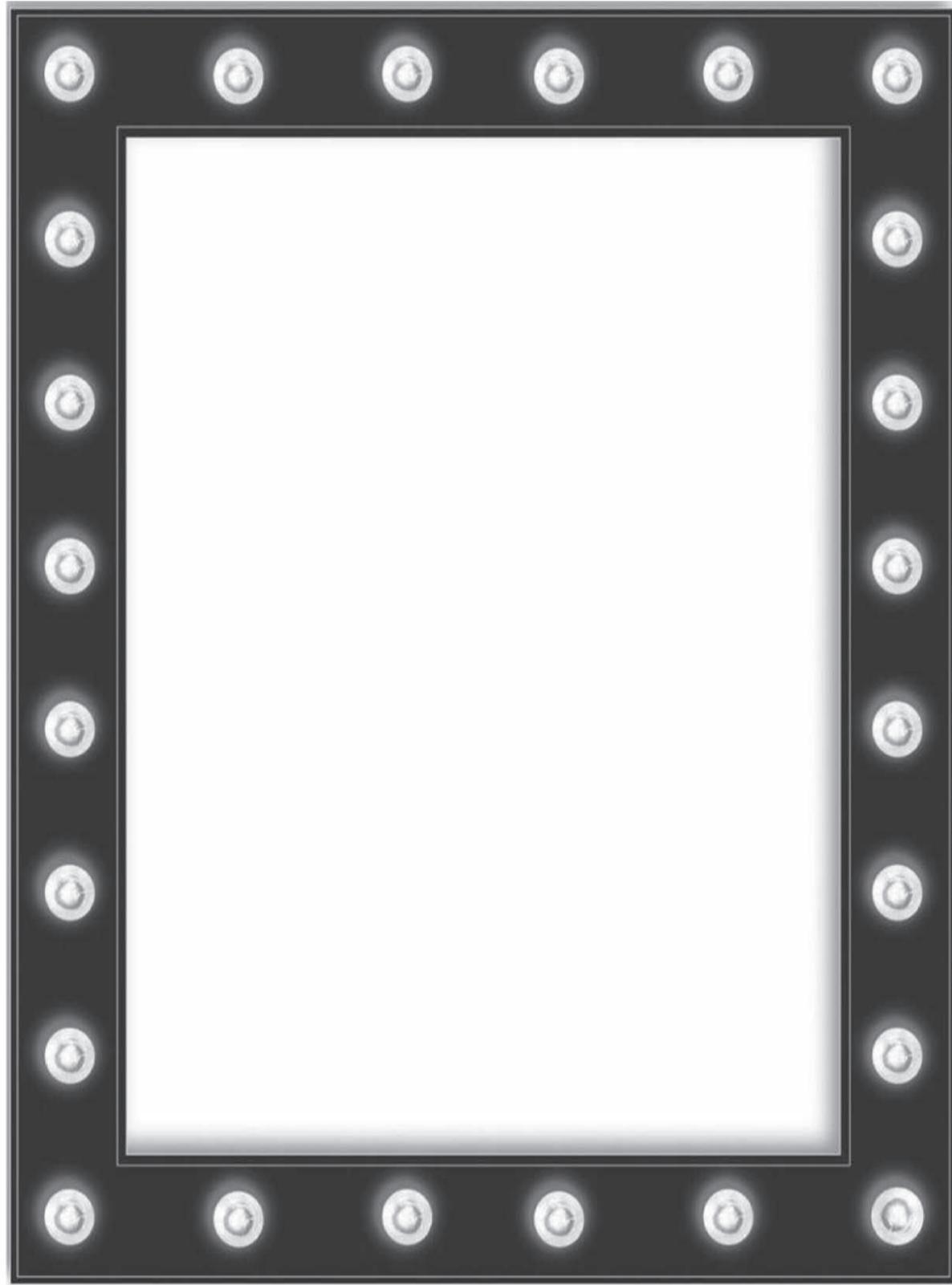
Goods or Service (*circle best choice*)

Opportunity Solution

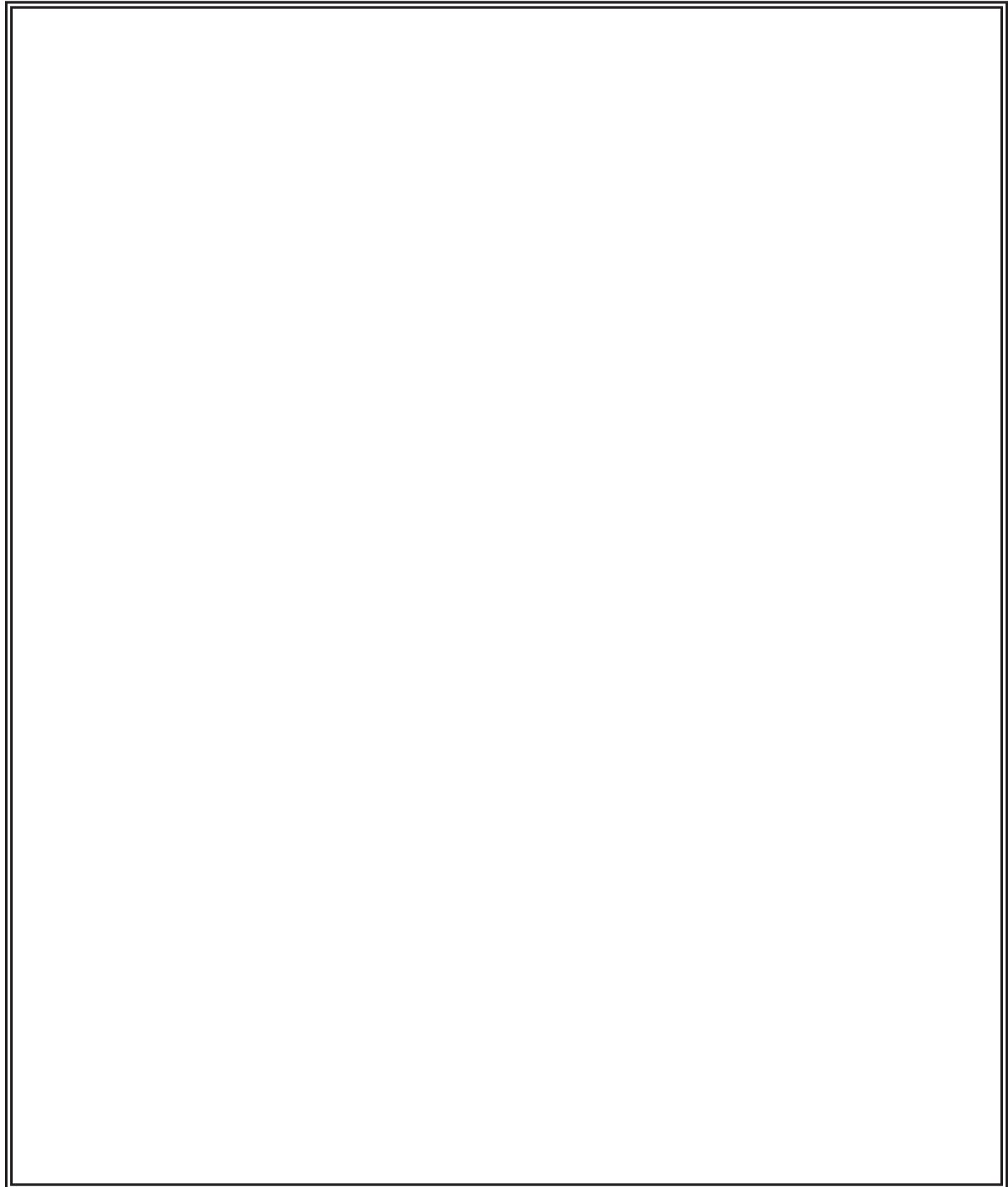
Who (*target audience*): _____

What (*goods or service offered*): _____

Logo Marquee



Advertising Flier



EVALUATION: Recognizing Opportunities — Lesson 2

Please, **circle** the face that you believe fits each sentence the best.

Key:

YES Maybe Yes I Don't Know Maybe Not NO



1. The definition of a need is something I desire or wish for.



2. The definition of a want is something that is needed in order to live or succeed or be happy.



3. The definition of customer service is an action that satisfies a customer's wants – something the entrepreneur does for you.



4. One important thing I learned today:

Dear Facilitator: The number of participants for this lesson: _____

Please, tell us the number of participants who circled each emoji by writing the number (or tally) under each emoji face. Please list any written responses in the last item (#3.)

Facilitator, how might this lesson be improved?

Facilitator, please share any anecdotes that might be insightful and/or indicate a positive impact:

Thank you and, please, send this evaluation form to Sheryl Carson, Extension Agent, at scarson@ksu.edu; or Thomas County Extension at 350 S. Range, Suite 16, Colby, KS 67701. 785-460-4582; FAX 785-460-4583

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