



Training course for youth workers
‘Social mentoring as innovative training pathway to lifestyle self-employment’

Module II.

Facilitating the social mentoring process on LSE by using the set of open educational resources (OERs) on Life-Style Entrepreneurship

Exercise 8.

Dragon’s Den Social Enterprise Challenge¹

The aim of the exercise:

To invent an idea of Life-Style enterprise that will be presented to the “judges” in “[Dragon’s Den.](#)”

The tasks of the exercise:

The participants should be split into groups, which will be asked to design a Life-Style enterprise. For this activity, participants must be able to use supplies only in the classroom/venue to start their enterprise. They will have 45 minutes (15 min. each step) to plan their idea and prepare a two-minute presentation.

Follow steps bellow: in step 1, 2, 3 small groups (3-5 people) are encouraged to discuss and work; in step 4 each group presents their idea to the judges.

Step 1. Brainstorm

- What is your mission? What type of problem are you trying to fix (environmental, relationship, health)?
- Do you have a feasible business idea? Do your colleagues want your product or service?
- Be creative! Think outside the box and have fun.

List your top three ideas.

1. _____
2. _____
3. _____

Step 2. Project selection

Choose the best out of the three ideas. You will have to present this idea to a panel of “judges”.
Project idea:

¹ This activity was taken from [i2P Social Entrepreneurship Lesson.](#)



Training course for youth workers
‘Social mentoring as innovative training pathway to lifestyle self-employment’

Goal-setting:

What are the steps you need to follow to make your idea happen? Make a list of the steps you will take to achieve your goal: supplies, authorizations, people, marketing, production, etc. Keep in mind the SMART goals criteria (specific, measurable, assignable, realistic, time-bound).

Step 3. Analysis

List three strengths of your idea that might make you successful and three weaknesses that might cause your problems as you develop your enterprise (SWOT analysis).

Strengths:

Weaknesses:

Step 4) Presentation

Your team will now present your project to the dragons (the panel of judges). The facilitator/s will judge as a dragon. You should include where, what, why, who, and how in your presentation:

- Where did your idea come from?
- Why did you choose this idea? Why will it be successful? What will you do? What classroom supplies will you use?
- Who will purchase your product or service? Who are your customers?
- How will you go about starting your social enterprise? How you will be resilient and overcome any perceived challenges. Describe your timeline.

The learning outcomes:

- The learners will be able to generate new enterprise ideas.
- The learners will be able to analyse the developed ideas and make its implementation plans.

The total duration: 45 minutes + presentations.

This project has been funded with support the European Commission. This publication reflects the views only of the author, and the Commission cannot be held for any use which may be made of the information contained therein.