

Crunching the Numbers—Granola'd | Lesson Plan



How do research and testing get a product ready for the marketplace?

Through the real-world story of sisters Anna Belle and Lila Mae, students will learn how successful entrepreneurs prepare products for the market through a careful process of research, experimentation, and product testing.

Learning Objectives:

- Define key terms related to bringing a new product to market, including research and development, product testing, public relations, market differentiation, and market gap.
- Identify the key steps entrepreneurs use to research, test, refine, and promote a new product.
- Analyze the role of testing and customer feedback in improving a product.
- Explain how public relations contributes to a product's success and brand image.

Key Vocabulary:

- **Research & Development:** The process of experimenting, building, and improving a product before it goes to market.
- **Product Testing:** Having people or potential customers try a new product to identify what works and what needs to change.
- **Public Relations (P.R.):** The art of building and maintaining a good public image for your business while sharing its story, products, and services.
- **Market Differentiation:** Distinguishing a product or service from its competitors.
- **Market Gap:** An unmet need of the market that has not yet been met.

Educational Standards: CCRA Anchor Standards: CCRA.R.7; CCRA.W.2, CCRA.W.4, CCRA.W.7

Academic Subjects: Entrepreneurship, American Values, Small Business

What You'll Need

- Video: *Crunching the Numbers—Granola'd* (Watch [Here](#))
- Worksheet: *Crunching the Numbers—Granola'd* (Click [Here](#))

Lesson Plan (45 mins.)

Warm-Up and Lesson Introduction: (15 mins.)

1. Introduce the key vocabulary on a whiteboard or screen. Have students write notes for each term, then turn briefly and pair-share to discuss what each term might look like in a real business setting.
2. After covering vocabulary, explain to the class that many businesses start because someone notices a problem, an unmet need, or a product that could be improved. That's where the market gap and market differentiation come in.



Scan to watch episode:

3. Ask students to name one example of a product they think is “missing” or could be improved (food is fine, but not required). Write examples on the board.
4. Continue the discussion by having students think of how they would research ways to improve their product. Ask them:
 - What ingredients/materials would work best?
 - What features matter most to customers (taste, convenience, price, etc.)?
 - What would make it different from competitors?
5. Explain that R&D produces a first version (prototype), but testing reveals what changes are needed. Have students write two testing questions they would ask real customers, such as:
 - What do you like most/least?
 - What would you change to make you buy it?
6. Explain that in the video, students will see how these young entrepreneurs move from an idea to launch using Research & Development, Product Testing, and Public Relations.

Work-Out: (20 mins.)

1. Watch the video as a class. Afterwards, facilitate a short discussion using evidence from the video:
 - What market gap did they notice?
 - What role did feedback play in changing the product?
 - How did branding/PR help people discover and trust the product?
2. Hand out the companion worksheet for Crunching the Numbers—Granola’d to the students. Allow students to work together or individually, depending on the needs of the class.

Wrap-Up: (10 mins.)

1. Debrief the Startup Scenario: Select a few students (or pairs) to share: (1) their product type/prototype, (2) two changes they made after a 3/5 rating, and (3) two PR actions they chose. As they share, prompt them to explain *why* each choice makes their product stronger.
2. Discuss the Entrepreneurial Insight: Invite a few students to read or summarize their paragraph. Emphasize responses that clearly describe: (1) the market gap the sisters identified, (2) how feedback/testing improved the product, and (3) how PR/branding helped build trust and attract customers.
3. Collect worksheets to check for completion and understanding.

Cash Course Companions for these concepts:

[Different Ways to Budget](#)

[Using Credit and Debit Cards](#)

[Accounting Basics](#)

[Using Financial Institutions](#)

[Good vs. Bad Credit](#)

Don't have time for the full lesson? Quick Activity (15 mins.)

Watch the video and distribute the worksheet for homework or as a project. Alternatively, have students watch the video, complete the worksheet at home, and discuss it in class the next day.