

Building Buzz - The Sweet Bee Sisters | Lesson Plan

How do entrepreneurs discover business ideas and improve their products?

Students will learn that successful entrepreneurs often capitalize on ideas that solve real-world problems and then continuously work to improve on them.

Learning Objectives:

- Define the key terms: target market, feedback, business development, product improvement, and discovery.
- Analyze the impact of problem-solving in entrepreneurship.
- Evaluate the importance of customer feedback for product improvement.
- Examine the concept of a target market and its role in business.

Key Vocabulary:

- **Target Market:** A focused consumer group for a product or service.
- **Feedback:** Customer input on products or services.
- **Business Development:** Stages in starting and expanding a venture.
- **Product Improvement:** Enhancing products using feedback and trends.
- **Discovery:** Exploring ideas and identifying opportunities.

Educational Standards: CCSS.Math.Content; CCRA.R.1; CCRA.W.1

Academic Subjects: Entrepreneurship, American Values, Small Business

What You'll Need

- Video: *The Hustle: Building Buzz - Sweet Bee Sisters* (Watch [Here](#))
- Worksheet: *The Hustle: Building Buzz - Sweet Bee Sisters* (Click [Here](#))

Lesson Plan (45 mins.)

Warm-Up: (15 mins.)

1. Begin by displaying key terms to the students and asking them how each term might be relevant in starting a business. Encourage brief discussions or pair shares.
2. Continue the discussion by exploring the idea of generating business venture ideas. Where do business ideas come from? How can they be tested? What makes business ideas successful in the marketplace? List thoughts on the board, encouraging the use of key vocabulary throughout the discussion.



3. Distribute *The Hustle: Sweet Bee Sisters, Discovery and Improvement Worksheet*, and review the instructions as a class. Instruct the students to complete the “Venture Vocab” section as they watch the video.
4. Watch the video.

Work-Out: (20 mins.)

1. After the video, ask follow-up questions that help students identify the key factors that contributed to the success of the Sweet Bee Sisters. Guide students to consider how discovery and improvement in the business help it to grow. Prompt students to cite specific examples from the video.
2. Give the students time to complete *The Hustle: Building Buzz - Sweet Bee Sisters Worksheet* either individually or in collaboration. Offer support and insights where necessary.

Wrap-Up: (10 mins.)

1. Review the answer to the “Startup Scenario” with the class. Encourage students to share their calculations and reasoning.
2. Ask students (or groups) to share their answers to the “Entrepreneurial Insight.” Guide discussion on the importance of risk management and scalability in the success of a business venture.
3. Consider collecting the completed worksheet as a formative assessment to gauge understanding and engagement with the lesson’s content.

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.