

There's No Business Like Snow Business



Unit Overview

This entrepreneurial unit will challenge students to employ problem-solving skills as they research successful snow related businesses and then create a business idea tied to snowy weather.

Items Included

- There's No Business Like Snow Business Unit Activities (Downloadable document)
- Book: *Lemonade in Winter*
- Book: *Snowflake Bentley*
- Book: *Earmuffs for Everyone*
- Instant Snow Powder
- Posterboard (1 per team)

Entrepreneurial Concepts

Creativity
Critical Thinking
Collaboration
Enterprising
Innovation
Opportunity Seeking
Problem Solving
Resourcefulness

Did You Know?

The first official patent for a snowplow was granted in the 1840s, but it wasn't until 1862 that the first one was deployed in Milwaukee, pulled by horses.

Contact

Economics Arkansas
www.economicsarkansas.org
marsha@economicsarkansas.org

One on One

If you would like a one-on-one regarding this unit, we would be happy to set up a Zoom call.

Unit Overview

QUESTIONING SUCCESS

Every season brings fun and excitement, but sometimes there are problems and opportunities, also. For this activity, distribute a snow related business and a questioning success card to each team of 3 students. Challenge them to complete the graphic organizer and share their findings as a group with the class.

LITERATURE CONNECTIONS

Three books are included in this unit. They all involve young problem solvers and creative thinkers around the topic of snow! You could compare and contrast their ideas and whether there would be a demand for the products in snowy weather. It's a great introduction to Snow Biz Startups.

SNOW BIZ STARTUPS

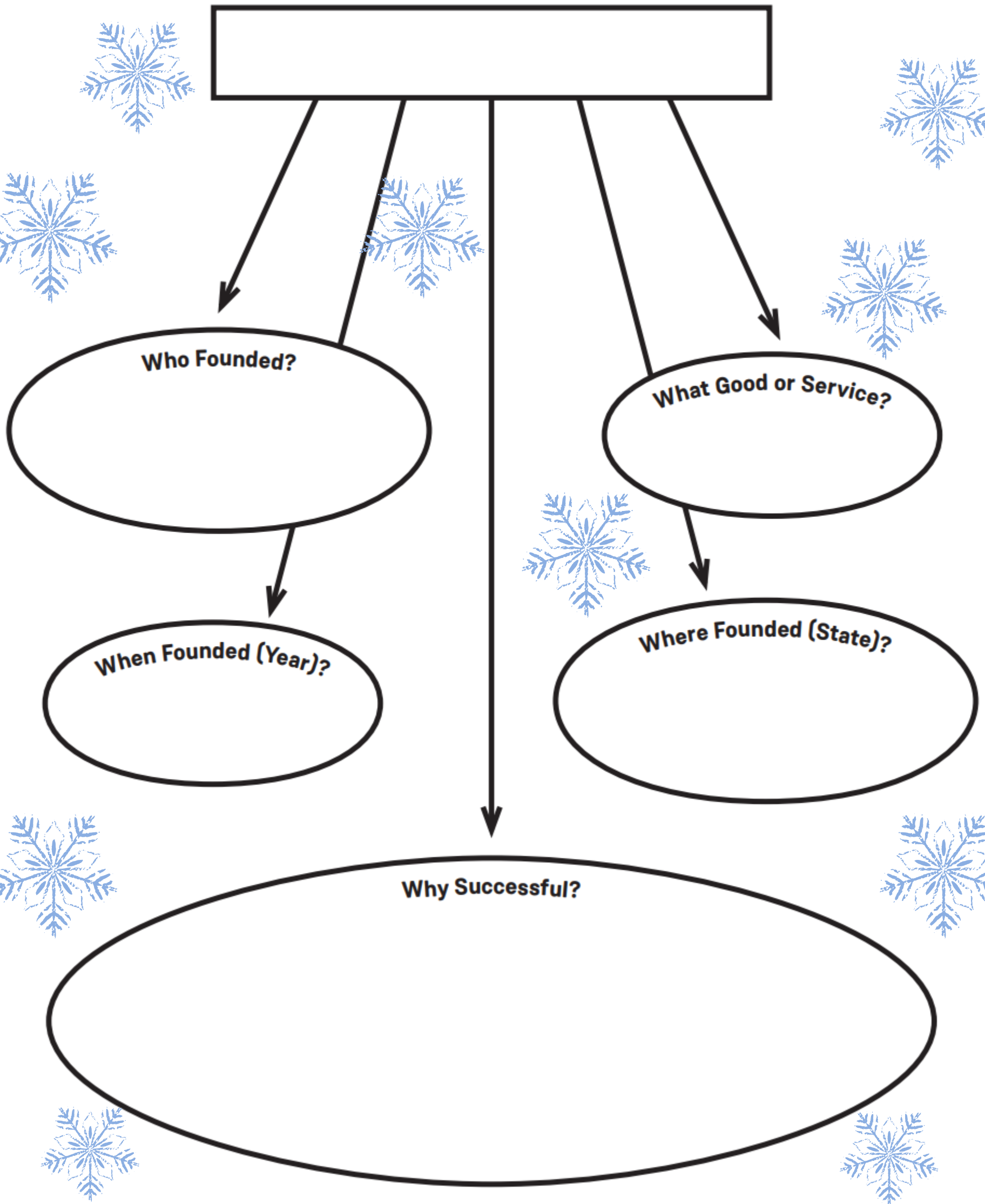
Prior to this activity, create some instant snow with the package you received. Then introduce the scenario on the Snow Biz Startup sheet. Divide students into teams of 3-4. Challenge them to brainstorm ideas of a new product or service. Have them create a poster to advertise their business. Have teams pitch their ideas. A rubric is included. It might be a fun way to include the community and have judges score team presentations.

MAGICAL SNOWBALL FIGHTS

A great way to wrap up the unit is by having a snowball fight with an emphasis on entrepreneurship. Prior to the activity, create magical words on pieces of paper. You might cut sheets in half. Use the words suggested and create new words that might fit. It promises to be fun!



QUESTIONING SUCCESS





Burton Snowboard



Snowfeet



Patagonia



The Snow League



The North Face



MagicSnow



Maison Sport



Fisher Snowplows



TechnoAlpin



Vail Resorts, Inc.

Snow Biz Startups

Imagine your town just experienced the snowiest winter ever!

Businesses are popping up to meet new demand. Your group's challenge is to create a new snow-related business idea, that could thrive in this chilly environment. Specialty snow products could include or be related to: snow services, snow fun, snow style, or snow snacks!

One team has an opportunity to rise up and create the perfect product or service to solve this problem and seize this market opportunity! Will your team be that company?

Guidelines

- Brainstorm ways this problem could be solved. What problems do people who live in snowy areas experience that your team could solve?
- Create a product or service that will answer this problem.
- Come up with a catchy name for your product or service.
- Answer these questions about your product or service:
 1. What is it?
 2. Who is your target audience (Who will buy the product?)
 3. What makes your product different?
 4. Why will people want your product?
 5. Where is it available?
 6. How much does it cost?
- Create a 30 second commercial for your business to promote your product or service. Make it fun, clear and "cool!"



Snow Biz Challenge Planning Sheet

What problem does your good or service solve? What makes it unique or different?

Who is the target audience?

What is the price?

How will you market your product?

Sketch a prototype of your good or service on the back.



Snow Biz Rubric

Criteria	4 – Excellent	3 – Good	2 – Developing	1 – Beginning
Product Description	Clearly describes a creative, useful,	Describes the product and what	Product is mentioned but	Product idea is unclear or
Target Audience	Clearly identifies who the product	Identifies a general audience	Mentions an audience but	Audience not identified or
Comparative Advantage	Explains what makes the	Mentions one reason the	Hints at what makes it different	No comparison or advantage is
Price	Explains what the product would	Mentions the price and gives a	Mentions a price but doesn't	No price is mentioned or
Availability	Clearly explains where and how	Mentions how people can get	Mentions availability	No mention of where or how to

Snow Biz Rubric

Criteria	4 – Excellent	3 – Good	2 – Developing	1 – Beginning
Product Description	Clearly describes a creative, useful,	Describes the product and what	Product is mentioned but	Product idea is unclear or
Target Audience	Clearly identifies who the product	Identifies a general audience	Mentions an audience but	Audience not identified or
Comparative Advantage	Explains what makes the	Mentions one reason the	Hints at what makes it different	No comparison or advantage is
Price	Explains what the product would	Mentions the price and gives a	Mentions a price but doesn't	No price is mentioned or
Availability	Clearly explains where and how	Mentions how people can get	Mentions availability	No mention of where or how to

Magical Snowball Fight

Description:

Snowball Fight? What better way to engage students in sharing what they have learned and allowing an opportunity to ask questions for clarification!

Materials Needed:

White sheets of paper cut in half
(one per student)

White Crayon

Magic Markers (one per student)

Pencil to make a dot on paper

Vocabulary Words

entrepreneur	good	service
price	market	risk
consumer	profit	cost
demand		

Preparation:

Before the lesson, choose the topics to be covered in the lesson. Write a vocabulary word or topic on each sheet of paper with the white crayon in the center of the sheet of paper. Place a dot in the bottom left hand corner. Wad each sheet of paper up into a snowball.

Procedure:

1. Start throwing snowballs at students. When each student has a snowball, instruct each to open his/her snowball and see what is inside. (Students will probably not notice anything at first.)
2. Ask students if they remember the story of Frosty. What was special about him? (He was magical. He came to life.)
3. Distribute a marker to each student and have each rub the marker across the center of the sheet (horizontally, diagonally, and vertically) to uncover a word related to entrepreneurship.
4. Challenge students to turn the snowball to the back and do one of three things: 1. write a definition of the word, 2. share an example, or 3. ask a question about the term.
5. Instruct students to wad the paper back into a snowball and toss it (no head shots) to another person in the room. He/she will look at the word and repeat the process. The only difference is that in addition to the 3 options above, they could also answer a question a student might have about the concept.
6. After a given period of time, stop the snowball fight. Debrief the lesson by addressing questions or statements made.