

**COVID-19
SERIES**



**We
Care**

-  **3** **ENTREPRENEURSHIP**
-  **EMPLOYABILITY**
-  **EDUCATION**

Learner's Workbook

FACING THE DRAGONS



GRADE

9



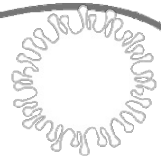
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REPUBLIC OF SOUTH AFRICA



Learner's Workbook

GRADE 9

E³ Projects for
Trimmed ATP



Facing the Dragons

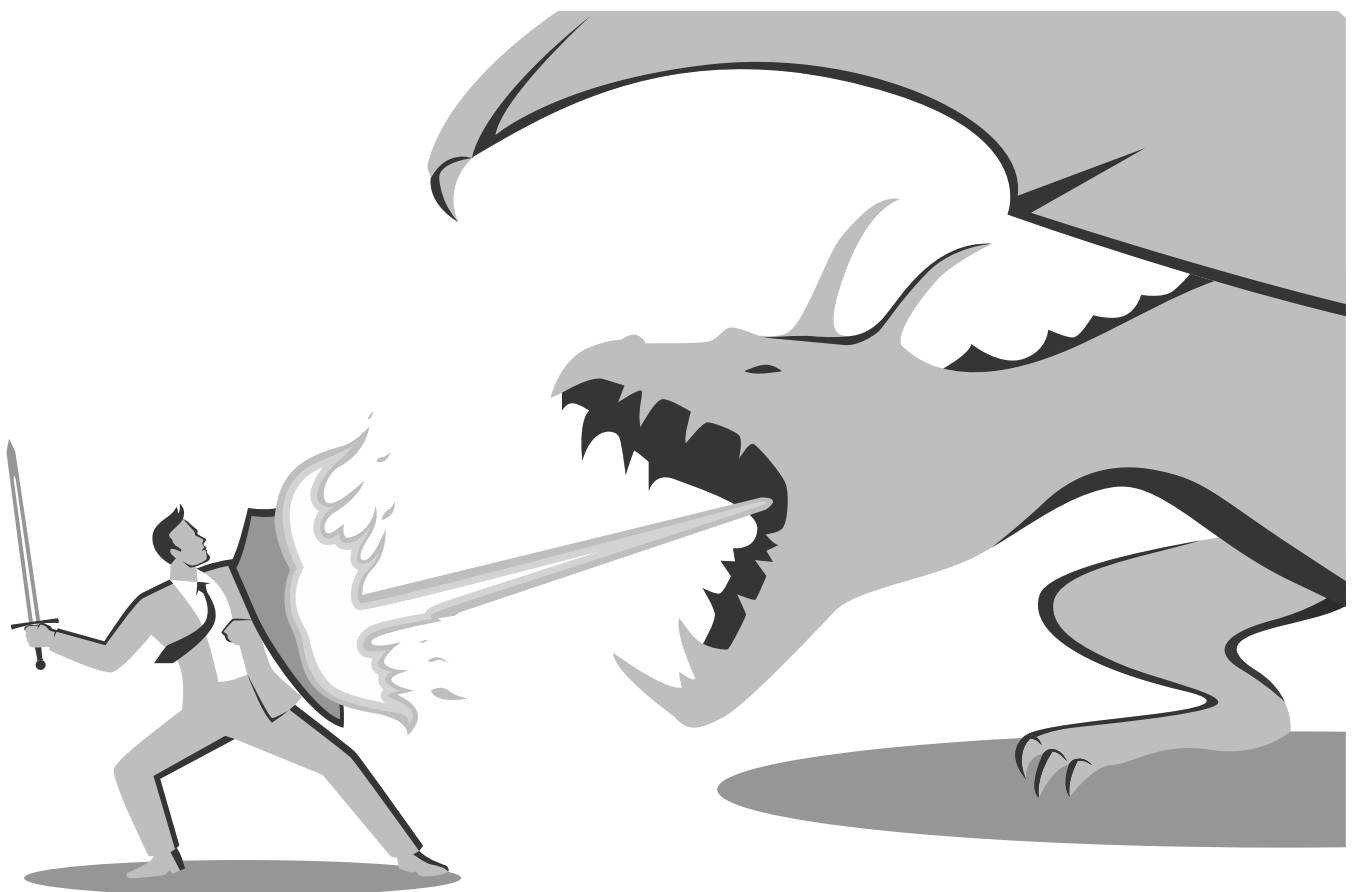
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3 ENTREPRENEURSHIP
EMPLOYABILITY
EDUCATION

E³ LEARNER'S WORKBOOK | GRADE 9 | EMS | TERM 3

Facing the Dragons



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**Send your
pictures and
videos!**

Please send us pics/videos for our Facebook/Website

Dear learner

We are so excited about this project and we would like you to share it with us once it is complete so that we can profile it on our website and possibly on Facebook or Instagram. To do that, please follow these instructions very carefully.

How to put your information together:



Tell us about your project:

1. Name of project:
2. Name of learner:
3. School:
4. Grade:
5. Describe your project. (50 - 100 words)
6. Describe the biggest challenge you had doing this project. (50 - 100 words)
7. Describe what you would do better next time. (50 - 100 words)



Choose the right photographs to tell the story of your project

1. Choose three photographs that tell the story and progress of your project
2. Make sure that no-one's face is clearly visible unless they are wearing masks
3. Make sure the picture is in focus and clear



How to send your submission:

1. All submissions must be in a word document and the pictures must be in the document.
2. You can send it to us on email or WhatsApp
3. You can email it yourself, or you can ask your parent/caregiver or teacher to do this for you. You must use this heading on the email: Learner Portfolio Grade 6 Life Skills



Email

info@ecubed-dbe.org

If needed, we might ask you to make some changes to your submission in order to make it ready for uploading onto our website.

► Introduction

Dear Grade 9 learner

Due to the COVID-19 pandemic, you were at home for a long time. We hope you enjoyed it and you are all healthy, and that you reconnected with your family, something you did not always have time to do because everyone was so busy! Now it is time to start doing exciting projects with your fresh brain and rested body. School is a very different place now: you cannot hug or high five your friends or share lunchboxes. A lot has changed, not only on the playground but also in the classroom: no more group work for a while and less role-play and games.

Because you have to work and communicate with your friends for really deep learning to take place, you have to start thinking of safe ways to communicate with other people who you can share your ideas with and who can give you feedback.



Here are some ideas:

- 1 Choose one **buddy-guard**, someone with whom you can discuss everything in class. Agree before the time that you will be partners and do all the activities together.
- 2 Don't forget that your family at home is also a good sounding board – to share ideas and help with your project.
- 3 A one-on-one discussion with your teacher, either face-to-face or using WhatsApp is also a good way to get feedback.

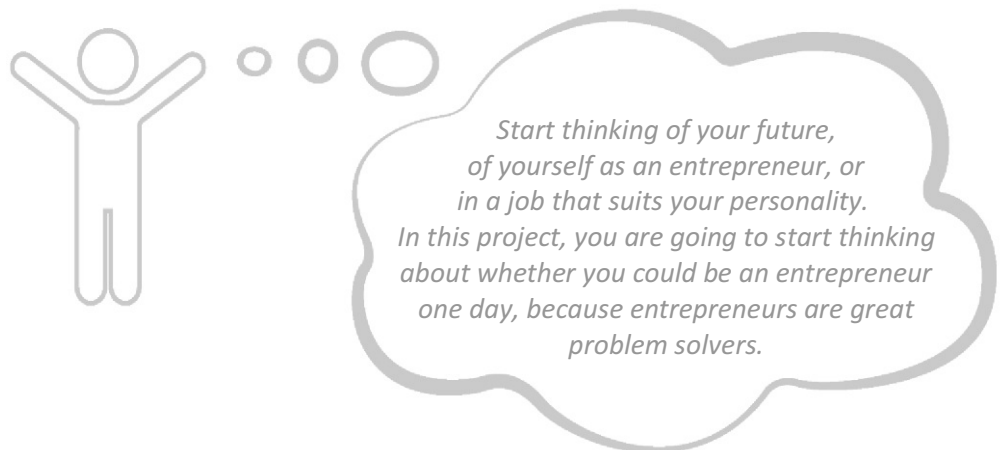
► Become a problem-solver and make a future for yourself



This project has one clear goal, to **reduce youth unemployment which is one of our country's biggest problems.**

Can you as a Grade 9 learner solve this gigantic problem?

Yes, you can!



Look at brands like Uber and Airbnb. These are companies that have physically transformed how we will travel for the rest of our lives.

What is important when you look at these and other great companies, is that they have found **very simple solutions for quite complex problems**. They train themselves to focus on results by finding simple solutions for the problems we face in society. In this project you will be working to find simple solutions for creating work for yourself and others by thinking of money-making products and services to sell during the COVID-19 pandemic.



➤ This is how entrepreneurs make a lasting impact on the world as we know it.

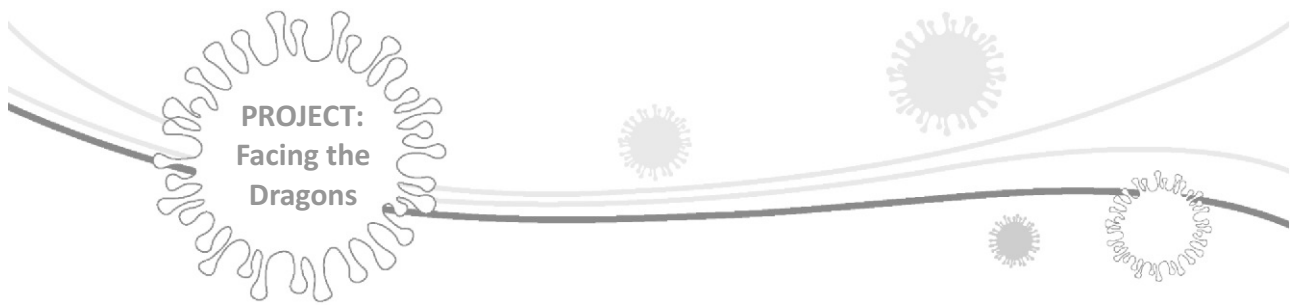
Entrepreneurs are **problem-solvers** at their core, but they are different from the rest of the world's problem-solvers. This is because they look for cool and unique solutions that often bring about great change in different industries and transform the world we live in.

*Don't become one of those South Africans
who are forced to sit at home after school because they
have no future and no hope
...your future in is your hands.
Start now!*



THERE ARE MANY USEFUL RESOURCES AT THE BACK OF THIS BOOKLET IN THE RESOURCE LIBRARY. PLEASE USE THEM!

Vocabulary list	<p>Discussion – chat</p> <p>Solutions – answers</p> <p>Complex – difficult</p>	<p>Transform – change</p> <p>Gigantic – huge/big</p> <p>Reduce – lesson/lower</p>	<p>Transform – change</p> <p>Core – centre/middle</p> <p>Unique – special/individual</p>
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► Ice Breaker – Play the Boat Making Game

Watch the Video on how to play the Boat Making Game. If you cannot watch the video, please read through the background below. If you are at school, your teacher will ask the class to play the game. If you are at home currently, ask your whole family to play this game with you. Below is some general information. The rules and instructions are at the back of this booklet in the Learner's Resource Library.

Background Information on the Boat-making Game

Your city is very close to a large dam. Boat building is a very good business and some crafts people, like you and your family, have been making boats for generations. However, building boats is very competitive and you have to work very hard to make a profit. As in any family business, everyone involved must do their best to make the best possible boats.

Making boats is an art as well as a craft. Some people are better than others in designing and building boats in various shapes and sizes. There is a timber company in the city that specialises in the types of treated plywood needed to make the best boats. All the boat builders buy sheets of plywood from this timber company because they know they will receive the best quality at reasonable prices. The cost of one sheet of plywood is R50. Because the city is known throughout the country for making high quality boats, there are two major boat-buying companies in the city. They buy boats and then transport them to other areas of the country and province to be sold.

The first company, Premier Boats, is a fairly strict company and buys only boats that meet their high standards. They are very careful in choosing the boats they are going to buy. This company has a set price of R80 when buying boats from the builders. Only once in the past four years has Premier Boats paid more than R80 for a large Sea Boat, and that was because of the demand from the fishing industry.

The second company, Batho Boats, is owned by the Mokoena family who have lived in the area for a long time. Batho Boats is not as strict in evaluating the quality of the boats they buy, but the price may vary based on demand (the price may go up or down).

TO PLAY THE GAME AT HOME YOU WILL NEED:

- A4 paper, recycled paper or even newspaper (cut to A4 size)
- Monopoly money (or photo copies of play money; OR draw your own)
- Homemade signs that states: Raw Materials, Bank, Boat Seller 1, Boat Seller 2
- If your family group is small, choose only 1 person to be the bank manager and the boat buyer.
- Divide the rest of the family members into two groups. The groups present the two boat making companies.
- It is very important to keep your books (income and expenses) updated throughout the game. Draw up a simple income/expense sheet.

PLEASE NOTE: Adapt the game to how many persons are available to play. Involve the whole family!

Activity 1 – Unpacking the Boat Making Game

Have you enjoyed playing the game? Why? Why not?

Which team won the game? Why did they win?

There must have been a few challenges. List at least three:

How did you get past these challenges?

Who folded the best boats?

Who were the best at boat selling?

Who were the best at keeping books?

Who were best at negotiating better prices for raw materials?



Open your Text Book at The Eight Business Functions. Write the functions in the table on the left, and the name of the person who performed the task on the right. Some people (especially in smaller businesses) perform more than one function.

BUSINESS FUNCTION	PERSON DOING THE JOB
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

You must remember to include these 8 functions in your presentation at the end of the project.

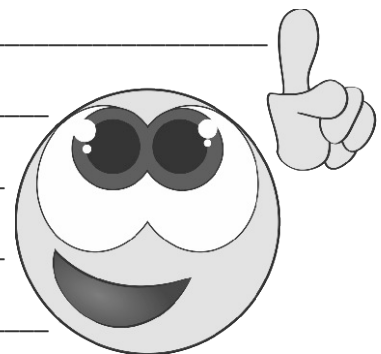


PLANNING



Activity 2 – Creating a business idea

Do you have any great business ideas? It can be products or services. Please write them down:



Start a discussion with your buddy-guard. What are his/her three ideas? Write them down:

1.

2.

3.

Now you need to think critically about all the business ideas above. Which one do you and your buddy-guard think has the most merit for success? Write it down in the block below:

If we do research, we have to start with a BIG question. If you could change your business idea into a big question, what would it be? Please write this down in the block below:



RESEARCH / FINDING OUT



Activity 3 – Researching your business idea

You and your buddy-guard need to present your great business idea to a panel of businessmen/women. To prepare for the presentation, you need to put together a business plan. You can start by filling in the following table. These are the basic ideas you will further develop for your business plan.

What are you selling (or providing)?	
What is the name of your business?	
Does your idea meet a need or solve a problem?	
What makes you different from the businesses out there who are delivering the same product or service?	
Does this idea excite or interest you?	
Will you be making a profit?	
Can you see yourself doing this for years to come?	
Does your business add value to the community or the environment?	
What do you need to start?	
How much start-up capital do you foresee you will need?	
Do you have any experience working in the industry? Can you find some information (talk to someone)?	
Have you tested the idea on a complete stranger?	

Activity 4 – Market Research

Before you put anything on the market, it is a good idea to find out and ask around if someone actually needs what you are offering. Please contact three persons (keep a safe distance) and ask whether they would consider buying what you are offering:

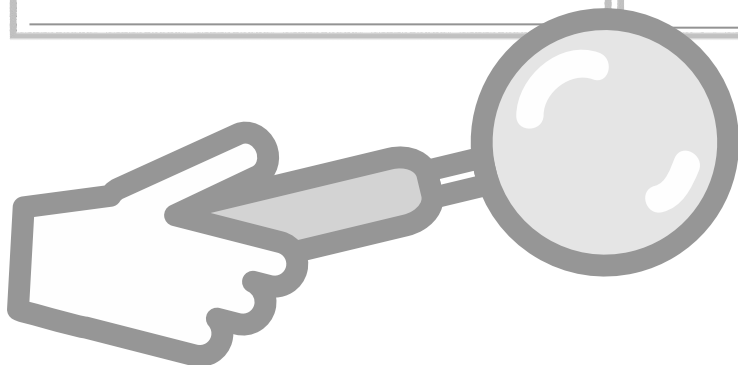
PERSON	DO THEY LIKE THE IDEA OF THE PRODUCT OR SERVICE?	WHY / WHY NOT?	WOULD THEY BUY NOW OR PRE-ORDER?
1.			
2.			
3.			

Activity 5 – SWOT analysis

Watch the videos of Sally and Nabira's businesses (or read the transcripts) and complete the questions below:

Sally's SWOT analysis

Business Strengths <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Business Weaknesses <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Business Opportunities <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Business Threats <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>



Also do Nabira's SWOT analysis

Business Strengths <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Business Weaknesses <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Business Opportunities <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Business Threats <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

A circular diagram with 'Nabira's Business Idea' in the center. The circle is divided into four segments: 'Strengths' (top-left), 'Weaknesses' (top-right), 'Opportunities' (bottom-left), and 'Threats' (bottom-right). Large, faint letters 'S', 'W', 'O', and 'T' are positioned behind the quadrants.

NOW take your business idea and, with your buddy-guard, perform a SWOT analysis on it below. Use this in your presentation.

MY BUSINESS: _____

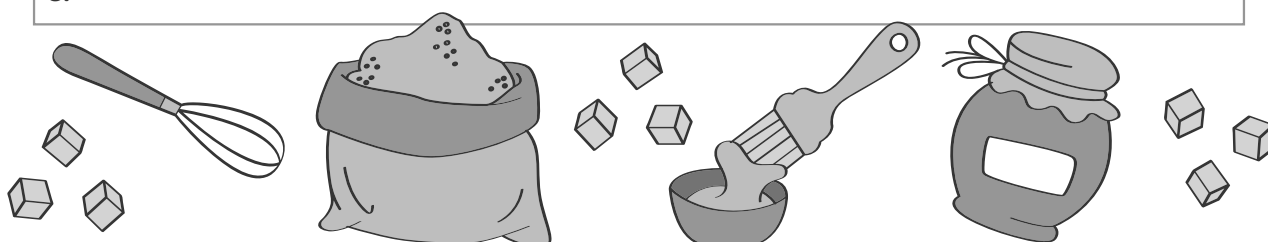
Business Strengths <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Business Weaknesses <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Business Opportunities <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Business Threats <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

A circular diagram with 'My Own Business Idea' in the center. The circle is divided into four segments: 'Strengths' (top-left), 'Weaknesses' (top-right), 'Opportunities' (bottom-left), and 'Threats' (bottom-right). Large, faint letters 'S', 'W', 'O', and 'T' are positioned behind the quadrants.

Activity 6 – What's in a good business plan?

Together with your presentation, you have to hand in a solid business plan for your start-up. Research good business plans (see the Learner's Resource Library) and please add elements to the list below. Our business plan should include the following:

LIST OF INGREDIENTS FOR A GOOD BUSINESS PLAN
1. SWOT Analysis
2. The 8 functions of a business
3. Market research
4.
5.
6.
7.
8.



Please study some examples of good business plans in your Learner's Resource Library.

Activity 7 – Recognising a good presentation

Please watch the TED talk of Ludwick Marishane (the creator of DryBath) and critically analyse his presentation. Use the questions below in your analysis.

How did he start his presentation?

What did he do next?

Did he use story-telling or humour to get the message across?

How does he use statistics to get his point across?

Why did he compare his formula to the KFC special spice?

Why did the audience find this funny?

Did he move around much while he was talking?

Did he pause now and then to give the audience time?

Something went wrong at the end of his speech. What happened?

How did Ludwick respond?

Did Ludwick use any props?

How did he end his talk?

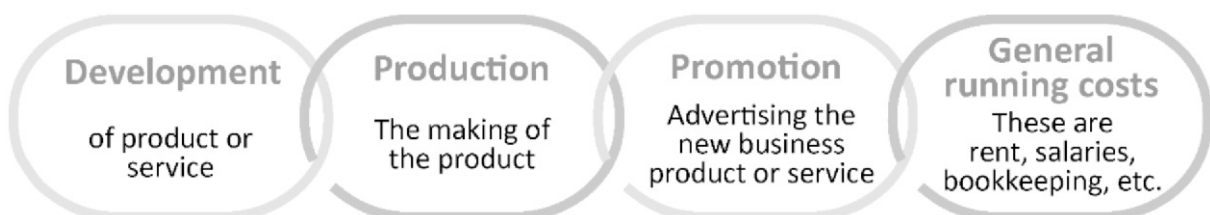
Do you consider this to be a good talk? Why?

Activity 8 – Compiling a financial plan for a start-up

A sound financial plan is a very important part of a business presentation. Your future investors need to see that you did the math in regards to profit, scaling, expenses, etc. They will understand that some figures have to be guesswork, but where possible, you must be very precise.

Study this start-up budget for a local cleaning company and answer the questions below.

There are mainly **four things that you should budget for** when you start a new budget:



Here is an example of a simple budget for a new service business:

START-UP BUDGET FOR COVID CLEANING (PTY) LTD.



ITEM	COST PER ONE	AMOUNT NEEDED	SUBTOTAL
Microfiber Cleaning cloths	13.00	10	130.00
85% Alcohol Sanitizer 1 litre	130.00	10	1300.00
Protective clothing - overall	250.00	3	750.00
Protective clothing - masks	5.00	100	500.00
Protective clothing - gloves box 100	135.00	1	135.00
Telephone usage	600.00	1	600.00
Rent office	1500.00	1	1500.00
Advertising Facebook / Instagram	155.00	2	310.00
Salaries 3 workers	2000.00	3	6000.00
Total			11225.00

What is missing from the expenses side?

Could you better describe some of these items?

Now study the Income and Expenses Statement below

INCOME STATEMENT COVID CLEANING (PTY) LTD.

ITEM	ITEM	ITEM
Petunia school cleaning	5000.00	
Dinako taxi cleaning	6500.00	
TOTAL REVENUE 	11500.00	
TOTAL EXPENSE  (from above)		11225.00
PROFIT		275.00

If you were an investor, what would you expect from the owners before you start investing in COVID CLEANING? Name at least three things:



MAKING AND SHOWING THE EVIDENCE



Activity 9 – Putting it all together

Now it is time to start working on your Business Plan and Presentation. There are many things to consider: Will you use PowerPoint for your presentation or a flip chart? Will you make one product mock-up to show the panel? What other props can you use? Will you all dress the same for the presentation? How can your presentation stand out from all the others?

In the space provided below, please start writing the main ideas for your business plan and presentation.



GETTING FEEDBACK AND CHANGING IF YOU NEED TO



Activity 10 – Getting feedback

REMEMBER: PRACTICE MAKES PERFECT

Show your business plan to as many people as possible. Listen carefully to the feedback. Also practice your presentation in front of the mirror, or take videos on your cell phone.



Listen to useful information to improve your business plan and/or presentation. Get at least 3 people to give you feedback.

DATE OF ADVICE	WHO GAVE FEEDBACK	WHAT THEY SAID I SHOULD DO

Write down what you changed, and why.

WHAT YOU
CHANGED?

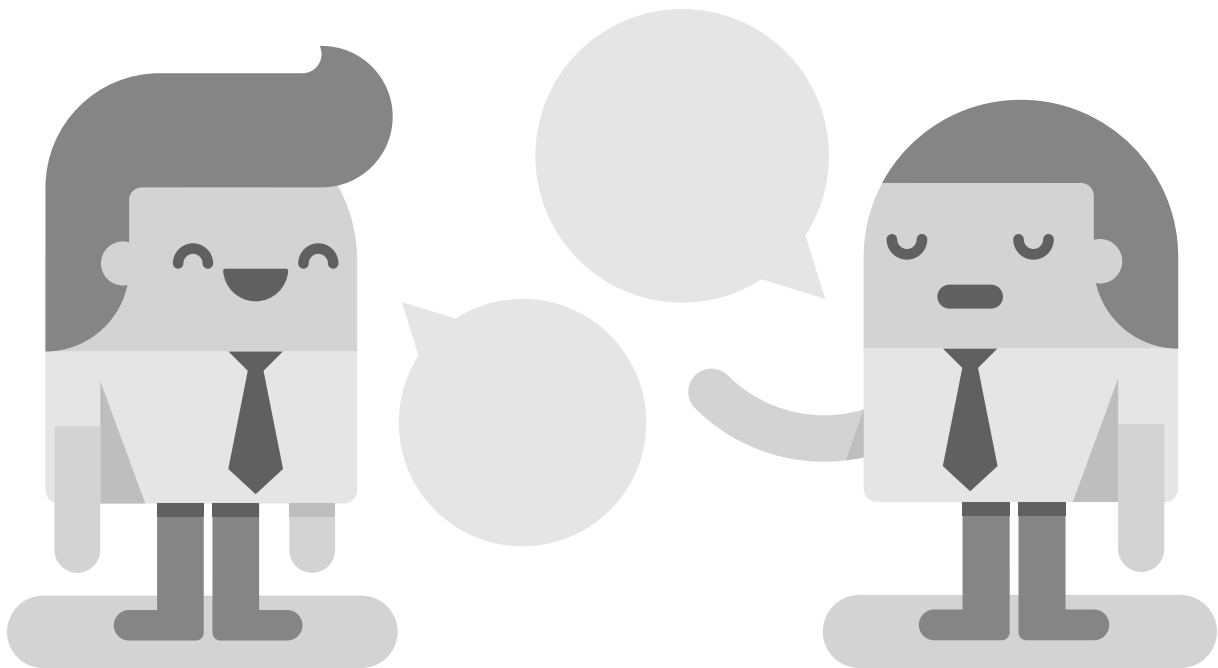
WHY YOU
CHANGED
IT?

Positive vs. Negative Feedback

Accepting critique or criticism is very difficult, but we all have to deal with it at some point. Remember: those who don't get criticized, haven't done anything great.

What do you think is the worst thing they could say?

How will you answer?





FINISHING OFF THE PROJECT



Activity 11 – Getting it perfect

Work in class or at home and make the final changes to your Business Plan. Keep on practicing your Presentation. Who is going to say what? What if the investors have any questions?

As part of the preparation, think of three possible questions that investors might ask, and how you plan on answering:

Three possible questions they might ask:

How we plan on answering:



SHOWING OFF YOUR PROJECT



Activity 12 – Presenting to the Dragon's Den

TODAY is D-day for the presentation of your business idea to the Dragon's Den – real businessmen/women who know a good idea when they see it! Be brave, take a deep breath and give it your best.

Make a last TO-DO list of things you need to remember:

After the event, chart the feedback you received in the table below:

GOOD FEEDBACK – WHAT THEY LIKED	NOT-SO-GOOD FEEDBACK – WHAT THEY DIDN'T LIKE

How would you rate your own Business Plan? And your Presentation on the day?

OUR BUSINESS PLAN /10	OUR PRESENTATION /10
Why?	Why?





THINKING ABOUT IT AFTERWARDS



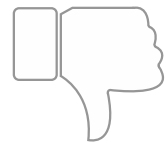
Activity 11 – Reflection

For deep learning to take place, one should always reflect on the work you have done. Please complete the questionnaire below:

1. What did you love about working on this project?



2. What made this project hard for you?



3. What did you learn by working on this project?

- *About yourself?*

- *About entrepreneurship?*

- *About learning during COVID-19?*

4. What would you do differently if you did a project like this again?

Playing the Boat-making Game

You need to buy plywood, make boats and sell the boats. Boats can be sold at any time to either one of the two boat-buying companies. The money received from the boat buyers can then be used to purchase more sheets of plywood, make and sell more boats and so on. You need to record all transactions of money coming into and leaving the business in the General Journal.



During the game you need to:

- save some of your money for unexpected expenses
- pay each worker in the business a salary of R10 at the end of the work day on Friday of each week. All wages are deposited in the workers' savings accounts in the bank
- pay rent for the factory building you rent. The rent is R100 per month and this is payable on Friday of the third week of the month.



Your company has a starting balance of R200 in its bank account. You also know that you cannot count on all workers being on the job all the time. Workers may get hurt on the job, get sick or miss work for other reasons. Make sure to plan carefully. If you don't sell all of your boats by the end of the month, you will have to pay a storage fee of RS for each boat. Therefore, be careful to have only a few boats in stock at the end of the month.

Extra plywood that is not used in making the boats, can be used in making attachments or decorations for the boats. You may also make smaller boats and try to sell them. The boat buyers may pay a little more for a well-designed and decorated boat. You may use some extra colours to make the boat look more appealing.

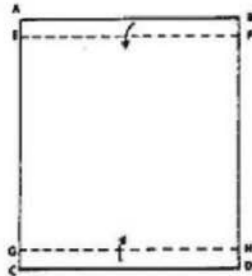
There are strict rules in this game:

- Each team starts with R 200 in their bank account.
- Each team buys raw materials (R 50 per A4 page) at the wholesaler.
- The teams must then produce boats with the A4 paper they have bought.
- The teams then sell the manufactured boats to anyone of the two boat-buyers at any time during the course of the game.
- The money received from the boats sold can be used to buy more raw materials, more boats can be manufactured and sold and so on.
- The teams must record the transactions in the Bank T-account.
- A game will last for one virtual month (4 weeks).
- Make sure that each team records all transactions in the Bank T-account.
- Each team needs to save some money for unexpected expenses.
- Each worker in the team will need to be paid R10 every Friday as salaries (drawn from the bank).
- Each team is renting a factory at R100/month to be paid to the bank at the end of the game.

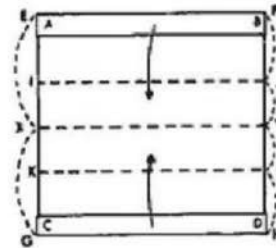
HOW TO MAKE A BOAT

Pleasure Boat

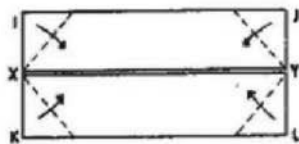
1. Valley-fold the top and the bottom about 1.5 cm from the edges



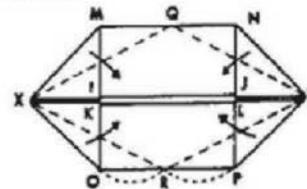
2. Valley-fold the paper from top to bottom and unfold. Valley-fold EF so that it rests along the center fold line. Repeat with GH



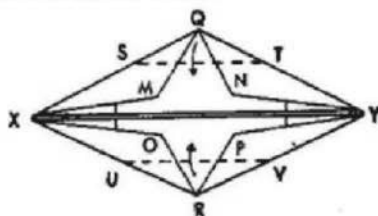
3. Your paper should look like this. Diagonally valley-fold each corner to meet along the center line XY



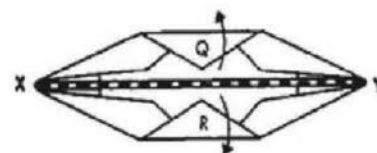
4. Valley-fold along the lines indicated. You will need to use your thumbnail to achieve a sharp crease



5. Valley-fold point Q and point R forwards so that they meet approximately 1.5 cm from the center line XY



6. Mountain-fold the entire boat along line XY



7. Pick up the boat and gently pull the sides out



8. Insert your thumbs between the inner pockets formed by XY and gently turn the entire boat inside out. Do this by starting on the left side and working from the center to the tips. Then work on the right side. Work slowly to avoid tearing, and pinch and flatten as you go.



Where do business ideas come from



Definition of an **idea**

- The *Cambridge Dictionary* defines an idea as a suggestion or plan for doing something.

A stylized illustration of a man with a mustache and a lightbulb above his head. The lightbulb is surrounded by various icons including a dollar sign, a clock, a gear, a percentage sign, a speech bubble, a musical note, a globe, and a hand pointing. The text 'Jika COMMUNICATION AND TRAINING' is written in a small, sans-serif font at the bottom left.

How do I come up with an **idea**?



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AND TRAINING



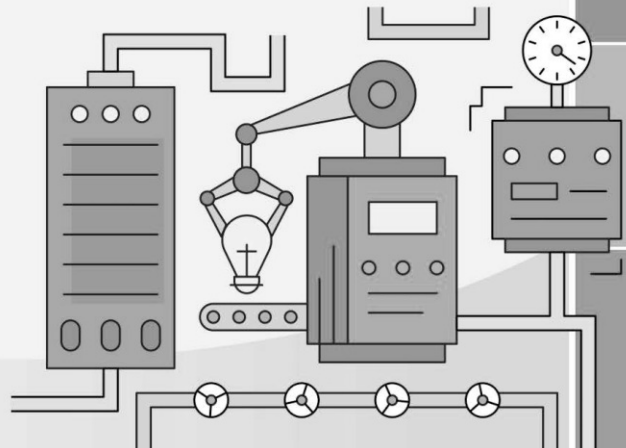
Introducing a man
with a plan...
Ludwick Marishane

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5 ways to generate an **idea**...

- From skills, expertise and aptitude
- From common needs
- From existing problems
- From everyday activities
- From other sources



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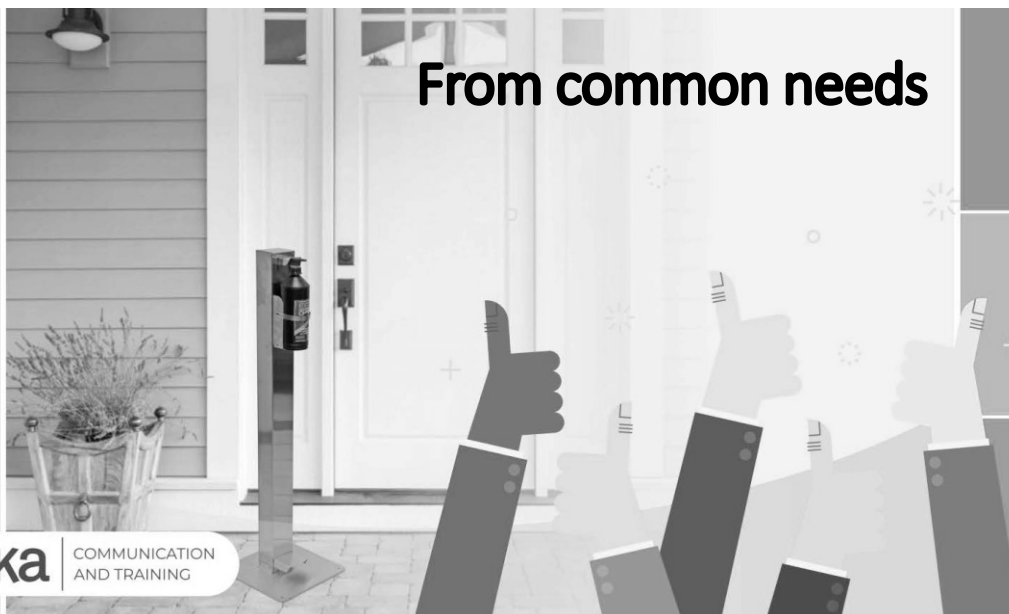
**From skills,
expertise and
aptitude**



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From common needs



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COMMUNICATION
AND TRAINING

From existing problems



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COMMUNICATION
AND TRAINING

**From everyday
activities**

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COMMUNICATION
AND TRAINING



**From other
sources**

Jika

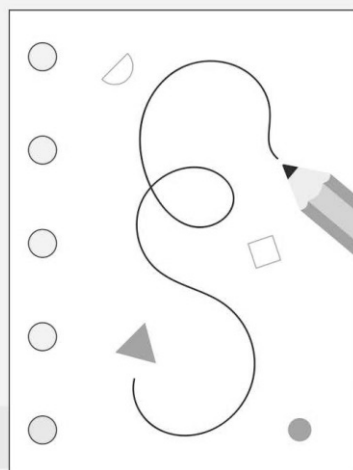
COMMUNICATION
AND TRAINING



**Write down
some ideas!**

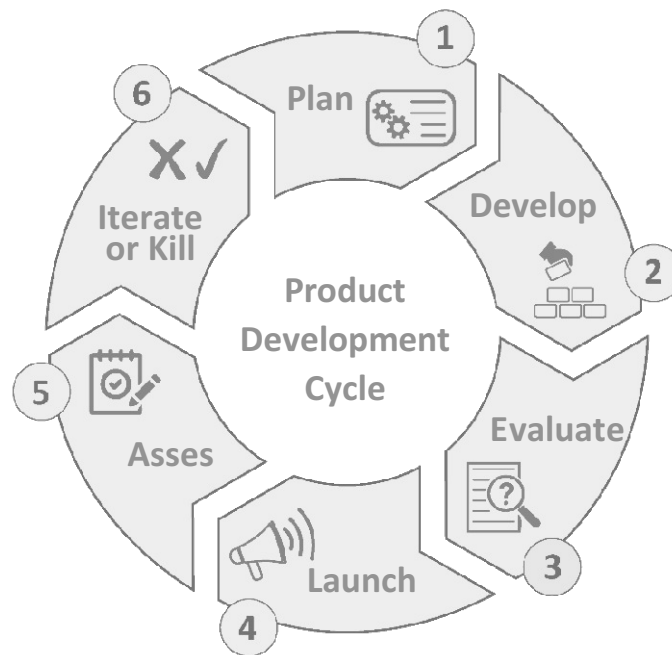
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AND TRAINING



Product Development Cycle

The product development cycle consist of the following stages: Plan, Develop, Evaluate, Launch, Assess, Iterate or Kill.



Plan

The planning stage consist of work that needs to be done before any development commences. You want to make sure you have a valid business case for the product and a solid strategic plan to give your startup the best chance of success.

To begin Market Research and Competitive Analysis should be carried out, to get an understanding of the market, and the key players in them. This research will need to answer questions such as:

Who are your target audience?

Is there a need for the product? Can it be validated by things like surveys, customer interview or consumer spending figures?

Who are the competitors in the market and how will the product be able to compete with them? What is the potential market share for the product?

Develop

Simply put this is when the product or service business is built.

The first release is likely to be an MVP (minimum viable product) containing the core features necessary for the product to be of use to your customers and succeed in the market.



Evaluate

Early feedback is key to test the assumption made during the Plan stage. There is no need to wait until the product is completed to perfection before you start evaluating it's features, the sooner features can be validated the better. If the feedback from the evaluation says that some features need changing, then tweak them.



Launch

Launching the product involves letting your target audience know the product is live. This can be done with Press Announcement & Interviews, advertising, creating public launch events, etc.



Assess

Similarly to the Evaluation stage, each feature of the product will need to be tested and evaluated to see if a feature worth keeping and iterated on or being dropped from the product completely.

During the assessment stage you will also need to support marketing & sales efforts. This is done by assessing what effect advertising, social media and CRM (Customer relationship management) campaigns have on product engagement and revenue.



Iterate and Kill

Once assessment and evaluation of the product features is complete, a decision needs to be made on which features to keep and upgrade and which to remove.

For the features that prove not useful for the customer, and don't generate engagement or revenue, those should be removed. For the features that are kept, they will need to be iterated on and upgraded, to ensure competitiveness. This involves starting the Product Development Cycle all over again.

How to prepare a great presentation



1 Show your Passion and Connect with your Audience

It's hard to be relaxed and be yourself when you're nervous.

But time and again, the great presenters say that the most important thing is to connect with your audience, and the best way to do that is to let your passion for the subject shine through. Be honest with the audience about what is important to you and why it matters. Be enthusiastic and honest, and the audience will respond.

2 Focus on your Audience's Needs

Your presentation needs to be built around what your audience is going to get out of the presentation.

As you prepare the presentation, you always need to bear in mind what the audience needs and wants to know, not what you can tell them. While you're giving the presentation, you also need to remain focused on your audience's response, and react to that. You need to make it easy for your audience to understand and respond.

3 Keep it Simple: Concentrate on your Core Message

When planning your presentation, you should always keep in mind the question:

What is the key message (or three key points) for my audience to take away? You should be able to communicate that key message very briefly. Some experts recommend a 30-second 'elevator summary', others that you can write it on the back of a business card, or say it in no more than 15 words. Whichever rule you choose, the important thing is to keep your core message focused and brief. And if what you are planning to say doesn't contribute to that core message, don't say it.

4 Smile and Make Eye Contact with your Audience

This sounds very easy, but a surprisingly large number of presenters fail to do it.

If you smile and make eye contact, you are **building rapport**, which helps the audience to connect with you and your subject. It also helps you to feel less nervous, because you are talking to individuals, not to a great mass of unknown people. To help you with this, make

sure that you don't turn down all the lights so that only the slide screen is visible. **Your audience needs to see you as well as your slides.**

5 Start Strongly

The beginning of your presentation is crucial. You need to grab your audience's attention and hold it.

They will give you a few minutes' grace in which to entertain them, before they start to switch off if you're dull. So don't waste that on explaining who you are. Start by entertaining them. Try a story (see tip 7 below), or an attention-grabbing (but useful) image on a slide.

6 Tell Stories

Human beings are programmed to respond to stories.

Stories help us to pay attention, and also to remember things. If you can use stories in your presentation, your audience is more likely to engage and to remember your points afterwards. It is a good idea to start with a story, but there is a wider point too: you need your presentation to act like a story. Think about what story you are trying to tell your audience, and create your presentation to tell it.

Source: <https://www.skillsyouneed.com/present/presentation-tips.html>

The ingredients of a good business plan

Identify your motivation

For any business to be successful, it needs to have a driving motivation or passion and it is important to convey this to your investors and make them believe it. How do you do this? Firstly, identify what your motivation is. Have a chat with a friend, describing to them your desire for your company or idea, your target audience, who you want to help and the degree of success you want to achieve. Once you have these points clear in your mind, it will be a lot easier to communicate them to your investors or mentors.

Choose your words wisely

Since writing a business a plan is all about communication, the words you use to get your idea across are extremely important. If eloquent writing is not your forte, simply hire someone who specialises in writing business plans. Your words need to appeal to your target audience (investors). On this note, research your audience and what makes them tick then incorporate that into your writing.

Think Twitter

We live in the age of short, concise, efficient and 30 hours of activity crammed into 24. A whole story can be cleverly crafted to fit in a 140-word Twitter post. So too must your business plan be succinct and to the point without any excess 'fat' that has no bearing whatsoever on the idea. Unfortunately, with the world becoming a more global market, there are more ideas out there competing with yours and investors can tire quickly of reading page after page of words that fail to actually address the idea and the market, however complex their syntax is.

Be a straight shooter

We have covered words and being succinct, but how should you format your business plan? Paragraphs of accurately chosen words are still not going to cut it.

Business plans should have bullet points

The main ideas need to be easy to pick out

The reader should understand your motivation within a few minutes of reading

Each point should stand alone and be comprehensible, leaving no confusion

A picture is worth a thousand words

There is no requirement to say business plans need to be black and white with a stiff upper lip. Incorporate the colour and the pictures. Incorporate site photographs and floor plans. Often, a lot more can be conveyed through a picture, which requires less time to read and comprehend.

Measurable goals

The key to any achievement is breaking it down into a series of measurable goals. The same goes for a business idea and by having documented, measurable goals not only will it keep you accountable but it also promotes a degree of confidence in the idea from the investors.

Financial transparency

Whether you already have financial backing or are seeking it, having clear and accurate start-up costs highlighted will help instigate support in potential investors or mentors. They will want to know that the business will likely be financially viable and that you, as a key driver, understand the financial costs and commitments if they should involve themselves.

Points to cover

Finally, the aforementioned information in conjunction with market analyses and proposed sales strategies, should all be included under the following subsections in a good business plan:

- Executive summary
- Company description
- Market analysis
- Product/service description
- Sales and marketing strategy
- Organisational and management structure
- Financial projections

A business plan is straightforward to draft but a good business plan, one that will portray your idea in the best possible light and get you the investment you need, requires crafting and attention to detail. It is not imperative for you to have these skills but certainly ensure you are not afraid to access them, as a well-written business plan is vital to any successful business endeavour.

Samples of SWOT-analysis



About the company

Replay Plastics recycles plastic waste into commercially viable products, using environmentally-friendly methods.

The company wants to capitalize on one of the recycling industry's highest-growth products—polyethylene terephthalate (“PET”), which is found in post-consumer beverage and water bottles—by establishing the western United States' first PET recycling plant. The recycled material from the PET

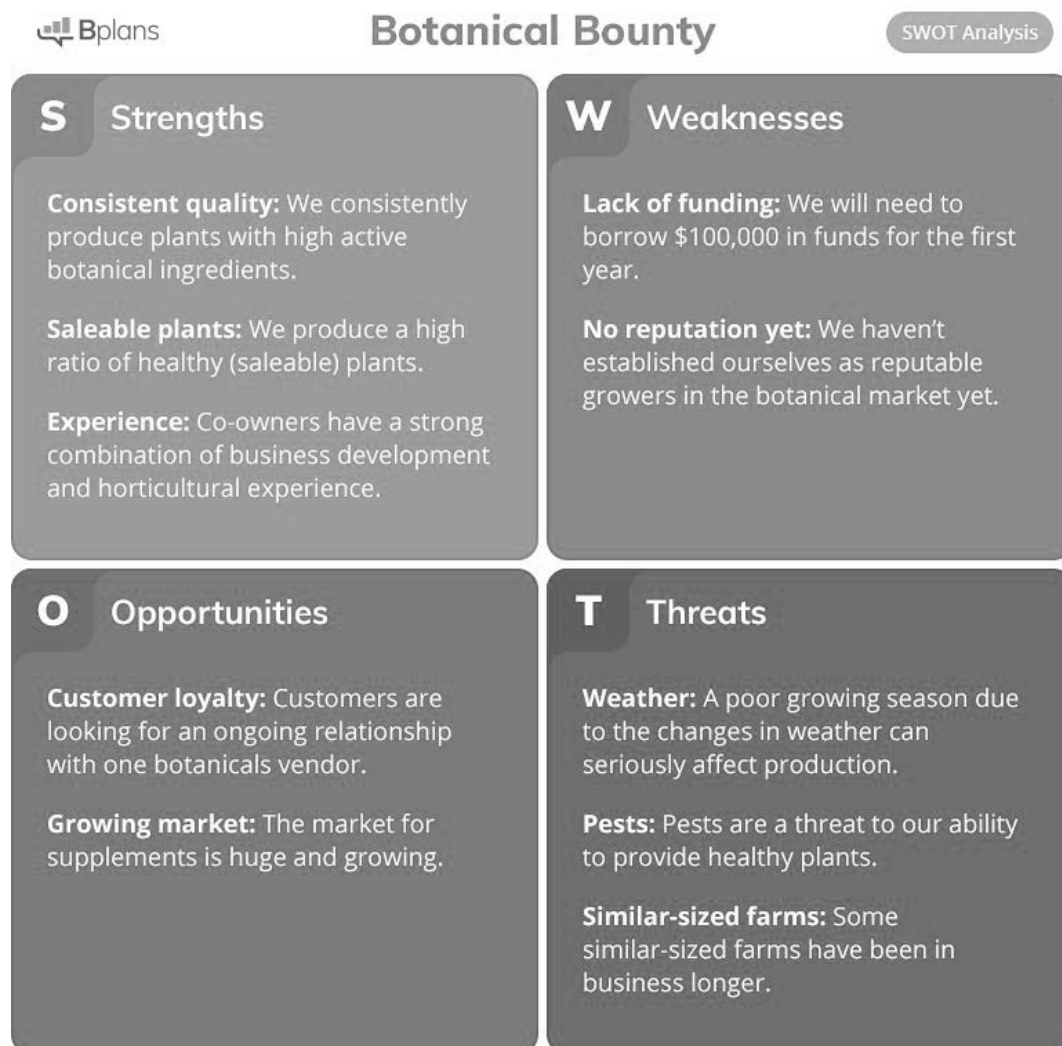
plant will then be channeled into a brand-new Replay Plastics Packaging Division, which will produce extruded sheet plastic to sell to manufacturers.

SWOT analysis for Replay Plastics



About the company

Botanical Bounty is an Oregon-based perennial farm that grows a variety of botanical, medicinal plants. This family-owned farm has been in existence for two years, initially operating as a hobby for the owners—who have training in plant biology—rather than as a profit-producing business.



Source: <https://articles.bplans.com/swot-analysis-examples/#nursery>

Ludwick Marishane TED talk Transcription

So I grew up in Limpopo, on the border of Limpopo and Mpumalanga, a little town called Motetema. Water and electricity supply are as unpredictable as the weather, and growing up in these tough situations, at the age of 17, I was relaxing with a couple of friends of mine in winter, and we were sunbathing. The Limpopo sun gets really hot in winter. So as we were sunbathing, my best friend next to me says, “Man, why doesn’t somebody invent something that you can just put on your skin and then you don’t have to bath?” and I sat,

and I was like, “Man, I would buy that, eh?” so I went home, and I did a little research, and I found some very shocking statistics. Over 2.5 billion people in the world today do not have proper access to water and sanitation. Four hundred and fifty million of them are in Africa, and five million of them are in South Africa. Various diseases thrive in this environment, the most drastic of which is called Trachoma. Trachoma is an infection of the eye due to dirt getting into your eye. Multiple infections of Trachoma can leave you permanently blind. The disease leaves eight million people permanently blind each and every year. The shocking part about it is that to avoid being infected with trachoma, all you have to do is wash your face: no medicine, no pills, no injections. So after seeing these shocking statistics, I thought to myself, “Okay, even if I’m not just doing it for myself and the fact that I don’t want to bath, I at least need to do it to try to save the world.” So with my trusty little steed, my Nokia 6234 cell phone – I didn’t have a laptop, I didn’t have Internet much, except for the 2-rand-an-hour Internet café - I did research on Wikipedia, on Google, about lotions, creams, the compositions, the melting points, the toxicities. I did high school science and I wrote down a little formula on a piece of paper, and it looked like the KFC special spice, you know? So I was like, okay, so we’ve got the formula ready. Now we need to get this thing into practice. Fast forward four years later, after having written a 40 -page business plan on the cell phone, having written my patent on the cell phone, I’m the youngest patent-holder in the country, and I can’t say any more than that. I had invented DryBath, the world’s first bath-substituting lotion. You literally put it on your skin, and you don’t have to bath. So after having tried to make it work in high school with the limited resources I had, I went to university, met a few people, got it into practice, and we have a fully functioning product that’s ready to go to the market. It’s actually available on the market. So we learned a few lessons in commercialising and making DryBath available. One of the things we learned was that poor communities don’t buy products in bulk. They buy products on demand. A person in Alex doesn’t buy a box of cigarettes. They buy one cigarette each day, even though it’s more expensive. So we packaged DryBath in these innovative little sachets. You just snap them in half, and you squeeze it out. And the cool part is, one sachet substitutes one bath for five rand. After creating that model, we also learned a lot in terms of implementing the product. We realised that even rich kids from the suburbs really want DryBath. At least once a week. Anyway, we realised that we could save 80 million litres of water on average each time they skipped a bath, and also we would save two hours a day for kids who are in rural

areas, two hours more for school, two hours more for homework, two hours more to just be a kid. After seeing that global impact, we narrowed it down to our key value proposition, which was cleanliness and convenience. DryBath is a rich man's convenience and a poor man's lifesaver. Having put the product into practice, we are actually now on the verge of selling the product onto a multinational to take it to the retail market, and one question I have for the audience today is, on the gravel roads of Limpopo, with an allowance of 50 rand a week, I came up with a way for the world not to bath. What's stopping you? I'm not done yet. I'm not done yet. And another key thing that I learned a lot throughout this whole process, last year Google named me as one of the brightest young minds in the world. I'm also currently the best student entrepreneur in the world, the first African to get that accolade, and one thing that really puzzles me is, I did all of this just because I didn't want to bath. Thank you.

How to Handle Criticism Like a Pro

PIN IT

What it is

How to handle it

What to say



The world is not kind to modern self-esteem. It only takes one ill-received piece of feedback to completely derail your day.

It can take a lot of time and energy to convince yourself that you're awesome — so how do we avoid letting people infiltrate that awesomeness with a flying knee to your self-worth? And how do we use it to get better?

Naysayers are essential. Both personal and professional success depend on being able to take criticism in your stride. The ability to hear and truly listen to people's opinions, even when they're negative, improves relationships, academic performance, and negotiating abilities.

Plus, if you can learn to put aside your ego and use even harsh criticism to get better, you'll have a powerful tool that can propel you forward personally and professionally.

In this article, we give you the low-down on how to handle what others have to say without wanting to hide in a corner or knock someone out.

Say what, now?

Any time someone gives you criticism, they're evaluating you against specific standards, whether it's their own or those of an organization, such as a place of work. Many students and employees associate the word "criticism" exclusively with negative feedback, which is not the case.

There are lots of reasons people offer criticism.

Negative motivations for criticism might include feeling jealous or insecure in a romantic or family relationship, such as a father criticizing his kids for never calling home. Others may criticize you out of sheer resentment — ever been on social media? Yeah, that.

But not all criticism is bad news. If you have any rapper friends relentlessly playing their dreadful mixtape at people, you'll be well aware that letting them know that their vocab is limited or their choice of beats ill-advised are the first steps to sparing them from future embarrassment.

And while the word “criticism” may see more frequent use when discussing negative evaluations, not all criticism comes with bad intentions — even when it highlights mistakes and failures. That's because people give certain kinds of criticism to help. This is known as constructive criticism.

A 2018 research article evaluated constructive criticism models using focus group interviews with undergraduate students. This process identified three important requirements for negative feedback to be constructive:

It's compassionate: People should give criticism in a way that indicates care for the recipient, and it should come from someone the recipient respects.

It's specific: Criticism should target the appropriate elements of the recipient's performance and offer specific guidance for improvement.

It's a match: Criticism should align with the recipient's emotions and motivation.

You can use this list as a way to determine if a critic is trying to help or harm you.

Source: <https://greatist.com/happiness/how-handle-criticism-pro#what-it-is>