



GS adVENTUREs

Toolkit

How to Use This Toolkit

This toolkit is designed to give troop leaders, volunteers, and caregivers everything they need to run a successful GS adVENTUREs program.

Inside, you'll find:

- Introductory guides to essential topics in entrepreneurship and design thinking
- Planning resources to help you structure meetings and activities
- Girl Scout materials to share directly with participants
- Lessons learned from three years of piloting this program

We know there's a lot here, but don't feel overwhelmed! Think of this toolkit as a menu, not a script. Use what fits your troop's interests, adjust as needed, and build the program at your own pace.

Entrepreneurship is all about trying new things, experimenting, and learning from the process. If something feels outside your comfort zone, that means you—and your Girl Scouts—are right where you're supposed to be.

Start small, stay flexible, and have fun creating your own GS adVENTURE!

Questions or need extra guidance?

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GS adVENTUREs at a Glance

A hands-on program where older Girl Scouts turn ideas into businesses. Girls learn design thinking, build confidence, and pitch their projects at a final showcase.

Program Basics

- Who: Best for Cadettes, Seniors, Ambassadors (ages 11–18)
- Size: 6–20 participants
- Format: Works best as semester-long weekly meetings (can also be camp/week-long)
- Supplies: Sticky notes, markers, binders, basic craft/prototyping items

What Adventurers Do

- Earn entrepreneurship badge + special GS adVENTUREs patch
- Create a Business Model Canvas (visual business plan)
- Practice public speaking with a pitch presentation
- Work with local mentors, guest speakers, and small business owners
- Use design thinking: empathize → brainstorm → prototype → test → improve
- Build teamwork, confidence, and problem-solving skills

Why It Matters

- Expands on the Cookie Program → bigger, global challenges
- Builds entrepreneurial mindset: confidence, resilience, creativity
- Girl-led: Scouts choose goals, explore interests, and learn by doing
- Focus on community, empathy, and ethics, not just profit

Culminating Events - Two Options:

- Pitch It! – Shark Tank-style 5-minute pitch to judges.
 - Girls present problem, idea, prototype, and business plan.
 - Judges give feedback, prizes awarded.
- Innovation Expo – Public fair-style showcase.
 - Teams set up booths, answer questions, and “sell” ideas with fake dollars/tokens.
 - Most “profits” = winner; optional extra awards (creativity, teamwork, etc.).

Best Practices for Facilitators

- Respect girls as entrepreneurs—let them lead, make mistakes, and grow.
- Use mentors and guest speakers for fresh perspectives.
- Keep caregivers in the loop for support.
- Always start with energy (games, icebreakers).
- Celebrate achievements at the end with certificates, medals, or prizes.

Keeping It Fun

- Gamify activities
- Jeopardy-style vocab review
- “Snake Oil” pitching game
- Icebreakers & energizers each session
- Mix it up: Shark Tank clips, egg drop challenge, prototype feedback

👉 Bottom Line: GS adVENTUREs is a fun, girl-led entrepreneurship journey where Girl Scouts turn big ideas into real business plans, build confidence, and shine at a final showcase.

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What is GS adVENTUREs?

GS adVENTUREs takes Girl Scouts on an entrepreneurship journey from idea to business. Combining existing Girl Scouts' curriculum, with design thinking activities, business education, and hands-on learning experiences, GS adVENTUREs expands the entrepreneurship experience into a fluid and flexible program perfect for older Girl Scouts. A Girl Scout Leadership Experience unlike any other, participants walk away with confidence, new entrepreneurship skills, and business creation experience.

GS adVENTUREs culminates with an event at which the teams pitch their ideas, sharing their progress and designs with friends and family for a chance to win prizes and awards!

Key Program Objectives:

- Earn a level-appropriate entrepreneurship Girl Scouts badge and a GSSOAZ council-exclusive GS adVENTUREs patch.
- Learn how to create a business canvas (a visual business plan) and prepare a pitch presentation to confidently share their ideas.
- Meet and work with local mentors.
- Use design thinking to solve problems empathetically.
- **Develop an Entrepreneurial Mindset!**



Why GS adVENTUREs?

By middle school, most Girl Scouts are already Cookie Business experts, but what's next? GS adVENTUREs takes Girl Scouts' entrepreneurship skills to the next level by teaching global problem-solving skills, cultivating entrepreneurial mindset, and instilling confidence even through setbacks.

Entrepreneurial Progression:

- GS adVENTUREs aligns with the Girl Scouts' Entrepreneurship pillar and is designed to become a key part of it. The program follows the Girl Scouts' Entrepreneurship Progression, expanding on the cookie program with age-appropriate activities that build financial and business skills

Girl-Led:

- In this girl-led program, Girl Scouts develop global thinking and use empathy to solve problems. While the facilitator offers tools and support, each participant decides what they want to gain from the experience.

Community and Team Building:

- GS adVENTUREs fosters connection among participants and their community. Through design thinking and gamification, Girl Scouts will practice empathy with peers, local entrepreneurs, and potential customers. Early trust-building will support collaboration and help girls see competition not as conflict, but as a chance to learn and grow together.

Taking Action:

- Girl Scouts will learn by doing—creating real businesses plans and prototypes. Beyond profit, they'll explore sustainability and ethics, using design thinking to develop human-centered solutions.



Entrepreneurial Mindset



You can think like an entrepreneur every day, especially when you approach a new project, goal, or assignment ...

- ▶ Be curious. Ask “how,” “why,” and “what if” often.
- ▶ Embrace challenges, even when things are difficult.
- ▶ Try again when things don’t work.

“To many, Entrepreneurship is synonymous with start-ups or capital ventures. But at Girl Scouts, we know that entrepreneurial innovation can also be used to solve social problems and make the world a better place.”

- GSUSA “Today’s Girls Tomorrow’s Entrepreneurs”

Entrepreneurial Skills

1. Communication: Share your idea clearly with courage and confidence, bringing people along with your idea.
2. Design Thinking: Identify a problem, brainstorm, build, test, and improve an idea based on what is best for those you want to use your idea.
3. Decision Making: Conduct research and use the new information about the potential user to make your decisions.
4. Creativity: Use your imagination and courage to form ideas and solutions.
5. Problem Solving: Test ideas for different solutions to arrive at the right idea for your user.
6. Teamwork: Know your skills and respect your team's skills, talents, knowledge, and experiences.
7. Empathy: When you learn to listen and understand the feelings of others, your ideas can affect people and change the world.



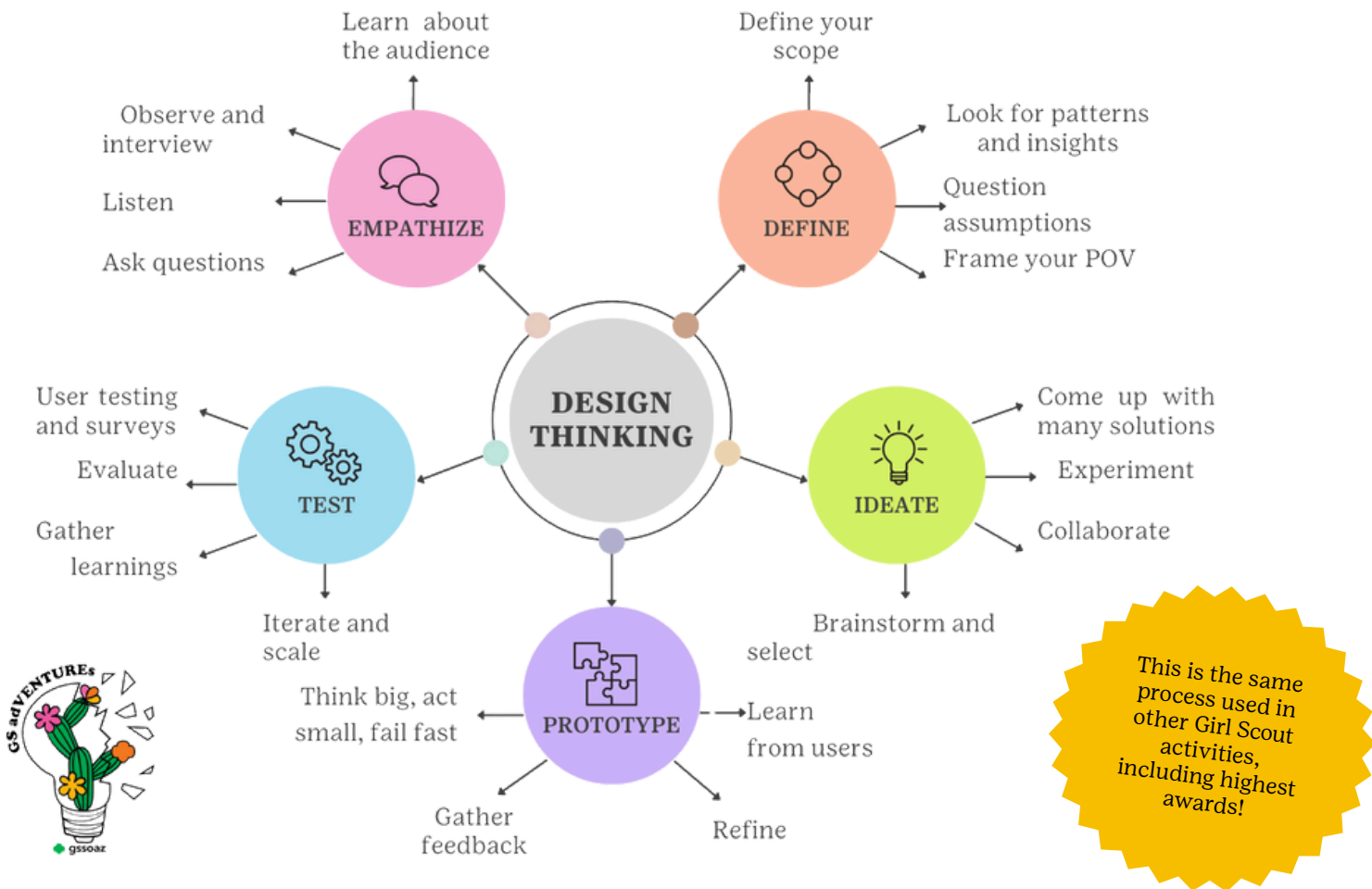
Entrepreneurial Traits

1. Be curious: Did you make an observation you want to explore? Always ask questions about the world around you!
2. Embrace challenges: Sometimes you face setbacks. Look at these challenges and see them as an opportunity to learn and grow your skills.
3. Take initiative: Do you see anything that needs to be done or a problem to solve? Be the one to take action and work through the steps of what needs to be done.
4. Collaborate: Work fairly, kindly, boldly, in partnership with one another to achieve your goals.
5. Take creative and calculated risks: Don't be afraid to try new ways to solve problems.
6. See setbacks, failures as lessons: You have the power to make decisions based on what you learn.
7. Adapt to change: Update your approach to achieving your goals when necessary and trust your abilities and experiences to do the right thing.

What is Design Thinking?

Design Thinking is one of Girl Scouts' core entrepreneurial skills!

- We identify a problem, brainstorm, build, test, and improve an idea based on what is best for who we want using our idea. It is all about being creative, empathetic, and flexible as we work through these steps to solve problems and create innovative solutions!



The Design Thinking Process

- Empathize: Understand the needs and feelings of the people you're designing for. It's like putting yourself in their shoes to see things from their perspective.
- Define: Clearly define the problem you're trying to solve. This step helps focus your efforts on what really matters.
- Ideate: Come up with as many creative solutions as possible, without judging them. It's all about brainstorming and thinking outside the box.
- Iterate: Based on feedback from testing, make changes and improvements to your prototype. Keep refining your solution until it's the best it can be.
- Prototype: Build a simple version of your solution. It doesn't have to be perfect; it's just a rough draft to test your ideas.
- Test: Try out your prototype with real users to see how they interact with it. This step helps you learn what works and what needs improvement.

Best Practices

After three years and multiple pilot iterations, here are our key recommendations for running a successful GS adVENTUREs program.

The Basics

- Best for Cadettes, Seniors, and Ambassadors.
- Flexible—can be tailored to the group.
- Ideal group size: 6–20 participants.
- Works best as in-person, semester-long with weekly meetings; can also run year-long or as a week-long day camp.
- Essential supplies: sticky notes (various sizes/colors), colorful markers/pens, binder materials, and basic craft items for prototyping.
- Facilitators should understand program materials and design process to adapt or pivot sessions as needed.
- Buy-In: Encourage Adventurer ownership of their learning and ideas; Keep caregivers informed and supportive.
- Treat Adventurers as Entrepreneurs: Respect their ideas and perspectives and allow them to make mistakes.
- Encourage Engagement: GS adVENTUREs is girl-led—remind Adventurers that they get out what they put in, and your role is to guide, not direct.

Fun and Gamefication:

- GS adVENTUREs blends skill-building with action, but some activities can feel like schoolwork—so keep the energy high by gamifying whenever possible!
- Play fuels the creative design process, but middle and high school Girl Scouts may think it's “uncool.” Break that barrier by leading with enthusiasm—be playful and silly so they feel free to do the same. Trust is built through play, so kick off the first few sessions with fast-paced games to help the group bond. Always start with a 5–10 minute icebreaker or energizer.
- Gamification ideas:
 - Review key terms with a Jeopardy-style game.
 - Break up heavy topics (like the Business Model Canvas) with short movement games.
 - Use a pitching game like Snake Oil for low-stakes practice.
 - Mix it up to keep engagement high:
 - Show short Shark Tank clips and discuss.
 - Invite a business owner to speak and give prototype feedback.
 - Run the Egg Drop Challenge to boost teamwork and communication.
 - Every group is different—be creative, adapt your plan, and ask the Adventurers what they find fun or how they want to be incentivized.

Mentors, Speakers, Field Trips:

- Mentors: Local entrepreneurs, business students, or professionals who guide Adventurers; regular attendance is great, but even drop-ins for key sessions add fresh perspectives.
- Guest Speakers: Experts like business ethics professors, marketing directors, accountants, or BBB board members who introduce or reinforce entrepreneurial topics.
- Field Trips: Visits to small businesses, shipping companies, or makerspaces to meet entrepreneurs, hear their stories, and see real-world operations.
- Getting Started: Reach out to local colleges or favorite small businesses—many are eager to inspire young entrepreneurs.

GS adVENTUREs culminates in a competition:

- Pitch It! – A Shark Tank-style idea pitch competition.
- Innovation Expo – A public, interactive showcase where Adventurers pitch their ideas to attendees and earn votes.

Best Practices

Pitch It!

Summary

Pitch It! is a Shark Tank–style competition where Adventurers present their ideas to a panel of judges in just five minutes. Teams introduce themselves, explain the problem their product solves, showcase their prototype, and highlight key points from their business plan. With rubrics to guide expectations and optional prizes for winners, Pitch It! builds public speaking, confidence, and real-world entrepreneurial skills—win or lose, every participant gains valuable experience.

Time Structure:

- Teams have 5 minutes to present to judges or “investors.”
- Judges get time for questions.

Adventurers’ goal is to clearly and confidently:

- Introduce themselves and their idea.
- Explain the problem their product solves.
- Describe the process behind the idea.
- Show and explain their prototype.
- Highlight main points of their business canvas.
- Make a clear call to action (funding, customers, etc.).

Facilitator Role:

- Decide the “goal” of the pitch; make sure Adventurers understand the expectations.
- Ensure that Adventurers and Judges keep to the time schedule.
- Provide rubrics to guide judges and set expectations.
- Thank caregivers and highlight the achievements of the Adventurers over the course of the program.

Facilitator Role:

- Decide the “goal” of the pitch; make sure Adventurers understand the expectations.
- Ensure that Adventurers and Judges keep to the time schedule.
- Provide rubrics to guide judges and set expectations.
- Thank caregivers and highlight the achievements of the Adventurers over the course of the program.

Incentives:

- Certificates, medals, trophies, or prizes.
- Overall winner recommended, plus optional team/individual awards.

Judges:

- Recruit from past mentors, guest speakers, or local business community.

Engagement:

- Encourage Adventurers to invite family/friends; make it fun and public.

Growth Opportunity:

- Pushes Adventurers out of comfort zones, building public speaking, entrepreneurship, and confidence—win or lose, they gain valuable experience.

Best Practices

Innovation Expo

Summary

The Innovation Expo is a public, hands-on showcase where Adventurers present their prototypes and “sell” their ideas to attendees. Each team has a booth to display their project, answer questions, and earn votes using fake dollars or tokens. The team with the most votes wins, and optional awards can recognize confidence, creativity, or teamwork. This interactive event builds public speaking, entrepreneurial skills, and confidence—making learning fun and engaging for all participants.

Pre-Expo:

- Facilitator promotes widely and invites as many attendees as possible.
- Encourage Adventurers to invite family/friends to show off what they have achieved.

Time Structure:

- Set a time limit for voting.

Set Up:

- Each team has a designated area or booth to display their prototype.

Promotion:

- The facilitator advertises widely and invites as many attendees as possible.

Voting System:

- Attendees receive a fake dollar or token upon entering.
- They “buy” a product by placing their dollar in the team’s “profit jar” - a box or bucket will work.

Team Engagement:

- Every Adventurer should be ready to answer questions and “sell” their idea.
- Teams may engage multiple attendees at once.

Optional Judges:

- Secret judges can attend to select awards for categories like most confident speaker, best teamwork, or creativity.
- Recruit from past mentors, guest speakers, or local business community.

Winners:

- Count the “dollars” at the end of the expo.
- Team with most votes/profits wins overall.
- Additional awards can be given for other achievements.

Growth Opportunity:

- Pushes Adventurers out of comfort zones, building public speaking, entrepreneurship, and confidence—win or lose, they gain valuable experience..

Words to Know

- ◆ **BUSINESS MODEL**
The structure for how a business will operate in the marketplace; how it will work in the real world.
- ◆ **BUSINESS PLAN**
Includes details about how a business will operate, from how the money will be spent to the type of marketing plan.
- ◆ **DEMOGRAPHICS**
Viewing a population based on age, income, gender, occupation, and other relevant details for market research.
- ◆ **DESIGN THINKING**
A methodology used by designers to help them solve complex problems and create solutions & products that meet people's needs. It's solution-based thinking that starts with a general goal, not just a specific problem to help create broader ideas.
- ◆ **ENTREPRENEUR**
Someone who creates something or finds a way to help people and solve problems. Entrepreneurs use their ideas to create a business.
- ◆ **FEEDBACK**
An opinion, or what someone thinks about your idea.
- ◆ **FOCUS GROUP**
A group of people invited by entrepreneurs to give feedback on an idea, product, service, or technology to help test an idea.
- ◆ **INNOVATOR**
Someone who creates new products or changes something that already exists. For example, you can innovate a new app and then use your entrepreneurial skills to turn it into a business.
- ◆ **MARKET RESEARCH**
To get opinions and feedback from potential customers to test how viable a new product, service, or technology will be.
- ◆ **PITCH**
When you share your idea with people in a way that gets them excited and eager to support you as you bring your idea to life.
- ◆ **PRODUCT**
Something that is made to be sold or used.
- ◆ **PROTOTYPE**
A tangible way to show your idea to others or to try it out. It can be as simple as a drawing or it could be a 3-D model made with things like cardboard, paper, string, or rubber bands.
- ◆ **REFRAMING**
To look at things from different angles, be open-minded, and be unafraid to pivot as you discover new things.
- ◆ **SERVICE**
To provide someone with something that is needed or wanted.
- ◆ **SOCIAL ENTERPRISE**
A for-profit business that aims to make a positive change in the world
- ◆ **STARTUP**
A new business that's in its beginning stages.
- ◆ **TECHNOLOGY**
Devices, apps, or tools that make people's lives easier.
- ◆ **VENTURE CAPITALIST**
An outside person or group who takes part ownership of the business in exchange for capital (money to help the business run). This is one of many ways entrepreneurs get support for a new business.



GS adVENTUREs

Facilitator's Binder



GS adVENTUREs

Session Breakdown


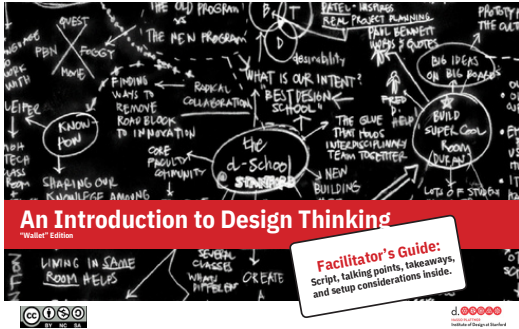
SESSION 1	INTRODUCTIONS AND DESIGN THINKING 101
SESSION 2	ENTREPRENEURIAL MINDSET
SESSION 3	DESIGN SPRINT DAY 1: EMPATHIZE
SESSION 4	DESIGN SPRINT DAY 2: DEFINE
SESSION 5	DESIGN SPRINT DAY 3: IDEATE
SESSION 6	DESIGN SPRINT DAY 4: ITERATE
SESSION 7	DESIGN SPRINT DAY 5: PROTOTYPE
SESSION 8	DESIGN SPRINT DAY 6: TEST
SESSION 9	BUSINESS CANVASES/PLANS
SESSION 10	PITCH IT! COMPETITION PREP I
SESSION 11	PITCH IT! COMPETITION PREP II
PITCH IT! COMPETITION OR EXPO	

Please Note:

- This is a session breakdown for the semester-long GS adVENTUREs plan with weekly meetings.
- The lessons build upon each other, so missing more than one session could be detrimental - stressing the importance of this to caregivers is KEY.
- All sessions are held in-person for best engagement.
- Field trips and breaks can be added as needed and when convenient.

Sample Session Plan

Session 1: Intros and Design Thinking 101

Run Time (Min)	Activity	Supplies
10	Welcome and Intros – with Caregivers <ul style="list-style-type: none"> What is GS adVENTURES? Program Objectives Expectations Schedule Any Field Trip info Questions? Hand Out Binders Goodbye caregivers! 	
10-20	Icebreaker Game	
70	Intro to Design Thinking: Ideal Wallet Activity <ul style="list-style-type: none"> Design the ideal wallet – for the person next to you or one of the mentors 	<ul style="list-style-type: none"> Markers Pens/Pencils Sticky notes String/Yarn Construction Paper Duct Tape Pipe Cleaners Binder Clips Scissors An Intro to Design Thinking: Facilitator's Guide All worksheets/instructions needed are in Binder
10-20	Ideal Wallet Activity: Facilitator's Guide Ideal Wallet Activity Debrief <ul style="list-style-type: none"> The debrief discussion is the most important part of the activity! This is their introduction to design thinking and the basis for the design sprint they will complete to come up with their own business/product ideas. You can refer back to this activity as you guide them through the sprint. 	<ul style="list-style-type: none"> An Intro to Design Thinking: Facilitator's Guide

- [Build Your Creative Confidence: The Wallet Exercise \(IDEO\)](#)
- [Design Thinking 101: Design the Ideal Wallet](#)

Sample Session Plan

Session 2: Entrepreneurial Mindset

Run Time (Min)	Activity	Supplies
20-45	Ice Breaker Game <ul style="list-style-type: none">After, have them write down on a notecard:<ul style="list-style-type: none">Their nameWho do you think would be an ideal project partner?Design Sprint Theme Ideas (Example: Toys, Improving Your Commute, Animal Welfare)	
20	Discussion: Design Thinking 101 Review/Entrepreneurship: <ul style="list-style-type: none">Review mini design sprint from last week<ul style="list-style-type: none">What is design thinking?How can we use it in our daily lives?On note cards: Write down what you think of when you hear the word “Entrepreneurship”<ul style="list-style-type: none">Shuffle and read anonymous answersWhat is an entrepreneur?What is entrepreneurial mindset?Why does mindset matter (not just in entrepreneurship)?How does Design Thinking relate to entrepreneurship? Entrepreneurial mindset?Read through the Entrepreneurial Traits and Skills and Entrepreneurial Mindset sheets.	<ul style="list-style-type: none">Entrepreneurial Traits and Skills (In the Binder)Entrepreneurial Mindset (In Binder)
45	Get Creative with an Entrepreneurial Mindset: <ul style="list-style-type: none">Choose the entrepreneurial Trait or Skill you most identify with and design a sticker, button, or piece of art that represents it and YOU!Share your creation with the group and explain why you chose that skill/trait.	<ul style="list-style-type: none">Varies based on Creative Project choice.
5	Introduce Design Sprint Theme <ul style="list-style-type: none">Next Time: Interviews/EmpathyTBD – a new design or improving an existing one.	

Some Creative Project Ideas:


- Use a free Canva account and a Cricut machine or Sprocket to make stickers.
- Use a 3D printer or Shrinky Dinks to create small keychains
- Paint rocks
- Use a button maker to create buttons.

Depending on your Theme, you may need to schedule people to come in to be interviewed for the next session. (Example: Theme is Toys, schedule some younger kids to join you for interviews).

Sample Session Plan

See the Design Sprint Facilitator's
Guide for more info and tips.

Session 3: Design Sprint Day 1: Empathize

Run Time (Min)	Activity	Supplies
10	Icebreaker Game <ul style="list-style-type: none">It's time to create the team! Divide Adventurers up into teams of 2-4 based on age, personality, abilities, or randomly.Icebreaker should help the new teams bond.	
20	Design Sprint Prep: <ul style="list-style-type: none">Introduce Theme<ul style="list-style-type: none">The Task: Design something useful and meaningful for the people you're interviewing; start by gaining empathy.What is empathy?How might we gain it?Why empathy interviews?Share Henry Ford quote from: <u>Empathy Interviewing: How to do It and Why it Matters - Spike Lab</u>Interviewing Best Practices:<ul style="list-style-type: none">Interviewing best practices and Empathy interviews Do's and Don'tsAs a team, Come up with a 3-5 questions to ask to gain more info about the theme and your target audience.Provide some starter questions, if needed.	<ul style="list-style-type: none">Interviewing Best Practices/Empathy Interviews Do's and Don'ts Handout
10	Interview Round 1: <ul style="list-style-type: none">Interview one person.One partner asks the questions, the other takes notes.	
5	Interview Round 2: <ul style="list-style-type: none">Interview a different person using your original questions.One partner asks the questions, the other takes notes.	
	Dig Deeper/Interview Round 3: <ul style="list-style-type: none">Based on your interviews, come up with 1-3 new questions that will help you gain even deeper understanding.Interview one person again.One partner asks the questions, the other takes notes (should be the opposite of first interview).	

Sample Session Plan

See the Design Sprint Facilitator's Guide for more info and tips.


Session 4: Design Sprint Day 2: Define

Run Time (Min)	Activity	Supplies
10	Icebreaker / Energizer Game	
40	Capture Findings: <ul style="list-style-type: none">• In teams, Review the interview responses from last session and fill out the Capture Findings worksheet for each interviewee:<ul style="list-style-type: none">◦ What is your audience trying to achieve? What do they want? Need?◦ Insights-<ul style="list-style-type: none">▪ What did you learn about your interviewees' feelings? Motivations?▪ What's something you see about their experience that may they don't see?	<ul style="list-style-type: none">• Pencils, pens
20	Reframe the Problem: <ul style="list-style-type: none">• Discuss what it means to reframe the problem:<ul style="list-style-type: none">◦ Based on your findings, take a stand with a point of view... craft a Problem Statement as a team◦ The "Problem Statement" is what the Adventurers will eventually be solving with their product idea!	
20	Team Building Challenge: <ul style="list-style-type: none">• Icebreakers and energizer games should be used to build trust and camaraderie with the entire group, but it is also important to incorporate team-building activities for the TEAMS. It is likely that Adventurers don't know everyone on their teams and will need guidance in learning to communicate effectively and work with each other's strengths and weaknesses.• Recommended Team Building Challenges:<ul style="list-style-type: none">◦ Egg Drop Challenge◦ Spaghetti Tower Challenge◦ Personality Tests and Discussions	<ul style="list-style-type: none">• Varies based on challenge.

Sample Session Plan

See the Design Sprint Facilitator's Guide for more info and tips.


Session 5: Design Sprint Day 3: Ideate

Run Time (Min)	Activity	Supplies
10	Icebreaker / Energizer Game <ul style="list-style-type: none">• Recommended: 3-2-1 Blastoff Warm Up to encourage imaginative thinking• <u>Use This Quick Warm-up to Get into the Creative Headspace – IDEO U</u>	 <i><u>Blast Off Warm Up AUDIO</u></i>
20	Brainstorming: <ul style="list-style-type: none">• Review the Rules of Brainstorming.• Practice Brainstorm (brainstorm team names!)	<ul style="list-style-type: none">• Rules of Brainstorming (in binder)
35	Ideate: <ul style="list-style-type: none">• On sticky notes, Sketch at least 5 RADICAL ways to meets your users' needs. (5 min per sketch)• Put all your sticky notes on your large team paper.<ul style="list-style-type: none">◦ Write your Problem Statement on the big paper so you remember to focus on the problem your solving.• Arrange/Organize/categorize your ideas as a team (5 min)<ul style="list-style-type: none">◦ Share your individual solutions with your team and together come up with 1-2 more (10 min)	<ul style="list-style-type: none">• Colorful Sticky Notes• Colorful Markers• Large paper or sticky note
15	Sharing Your Feedback: <ul style="list-style-type: none">◦ Share your solutions with the entire cohort and get feedback (take notes!)	
	Game: <ul style="list-style-type: none">• If time, this is a great opportunity to play a game! It can be review-based or have nothing to do with entrepreneurship; the purpose is to promote trust, communication, and fun!	

Sample Session Plan

See the Design Sprint Facilitator's Guide for more info and tips.

Session 6: Design Sprint Day 4: Iterate

Run Time (Min)	Activity	Supplies
10-20	Icebreaker / Energizer Game	
20	Discussion: <ul style="list-style-type: none">• What is iteration?• Why is it important?• Based on feedback from last session, teams reflect, and together generate a single new/improved solution!	
30	Prototype Checklist: <ul style="list-style-type: none">• What is a prototype? Why do we need one?• Think about how you might create a prototype of your solution• Fill out the check list in preparation for prototyping in next session.	
	Game or Video: <ul style="list-style-type: none">• A game such as <u>Snake Oil</u>, which introduces Adventurers to pitching in a low stakes environment.• The Spaghetti Tower Challenge, followed by the associated Ted Talk is a great team building exercise with a lesson about the importance of iteration.• Show a short video or a couple of clips about female entrepreneurs, design thinking, or any related topic - something to keep them engaged, excited, and inspired!	

TED Talk: Build a tower, build a team | Tom Wujec

How to Play Snake Oil! - YouTube



Sample Session Plan

See the Design Sprint Facilitator's Guide for more info and tips.

Session 7: Design Sprint Day 5: Prototype

Run Time (Min)	Activity	Supplies
10	Icebreaker / Energizer Game	
1-2 hours	Option 1—Field Trip to a Makerspace: <ul style="list-style-type: none">• Ask around and do some research to see if there are any makerspaces nearby that are open to the public.• Check universities and schools!• Some may even be willing to provide volunteers or workers with extra expertise to help your Adventurers use materials and machines they are not familiar with.	<ul style="list-style-type: none">• Make sure the Adventurers bring their checklist and prototype plans!
1-2 hours	Option 2—Make Your Own Mini-Makerspace: <ul style="list-style-type: none">• Provide a variety of materials the Adventurers can use for prototyping.• It may be helpful to ask them about any special materials their prototype may require (within reason)• Modeling clay, hot glue, paper, markers, and cardboard are a great start!	<u>So-you-want-to-start-a-makerspace</u> <u>how-to-build-a-successful-makerspace</u>
Prep for Next Session	The next session is Testing; you may want to invite people (based on your theme) to come in to test the prototypes. These can be the same people that were interviewed in a previous session, or new “customers.”	



What is a Makerspace?

A makerspace is a place where students can gather to explore various materials and solve problems.

It allows people to discover new interests and develop expertise in a supportive, community-oriented environment where experimentation and failure are celebrated.

Makerspaces are found in libraries, community centers, and schools. They encourage collaboration, learning, and creativity.

CATalyst Studio @ University of Arizona

While piloting the GS adVENTUREs program, CATalyst became a go-to for our Makerspace needs. They allowed the Adventurers to come in, get a tour, use equipment and materials, and sometimes provided college students to assist the Adventurers. There was a small fee for the materials used. They also offer public classes for the community, should Adventurers, Troop Leaders, or Caregivers want to learn a new skill.

Sample Session Plan

See the Design Sprint Facilitator's Guide for more info and tips.

Session 8: Design Sprint Day 6: Test

Run Time (Min)	Activity	Supplies
10-20	Icebreaker / Energizer Game	
20	Test: <ul style="list-style-type: none">• Give a few minutes for teams to prepare to present to larger group and/or guests.<ul style="list-style-type: none">◦ What was your problem statement?◦ What insights did you learn from your interviews?◦ How did your idea change over time?◦ Are you happy with it now? Why or why not?• Present your prototype (3 min each)• Others can ask questions (2 min MAX)	
30	Reflection and Retrospective: <ul style="list-style-type: none">• Adventurers fill out sheet in binder:• What worked?• What could be improved?• Questions...• Ideas...	<ul style="list-style-type: none">• Test Grid (in Binder)
	Start Lean Business / Venture Canvases: <ul style="list-style-type: none">• What is a lean canvas?• Go over example canvases• Name your product/business	



What is a Lean Business/Venture Canvas?

The Business Model Canvas is a one-page summary of the high-level strategic details you need to develop, maintain, and market your business.

A “Lean Canvas” is a better, faster version of the regular business canvas. It’s a way to develop and build successful products that address and solve customer problems. The Lean Canvas is more focused on entrepreneurs who are starting a new business.

<https://railsware.com/blog/5-lean-canvas-examples/>

Sample Session Plan

See the Design Sprint Facilitator's Guide for more info and tips.

Session 9: Lean Business Canvases

Run Time (Min)	Activity	Supplies
10-20	Icebreaker / Energizer Game	
20	Lean Businesses Canvases: <ul style="list-style-type: none"> Review: What is a lean business canvas? Go over what belongs in each section. 	
60	Create Your Own Canvas: <ul style="list-style-type: none"> In their teams, Adventurers fill out the lean canvas based on their prototype. <ul style="list-style-type: none"> You can also print out the canvas on a larger paper, so the teams can have a larger version to work with. If you are working with older or more advanced Adventurers, challenge them to think beyond their prototype: <ul style="list-style-type: none"> What would an actually business selling a perfected version of this product look like? What materials would be needed? Would they be made by hand? In a factory? Would you have employees? How would you play them? Are there ethical considerations? Can you put together a more robust budget? 	
	Start Lean Business / Venture Canvases: <ul style="list-style-type: none"> What is a lean canvas? Go over example canvases Name your product/business 	

LEAN VENTURE CANVAS

Team Name: _____ Date: _____ Iteration #: _____

PROBLEM
Your target segment's most important pain points.

SOLUTION
Products, services, or features to existing problems that solve your target segment's problems.

KEY METRICS
Key activities to measure.

VALUE PROPOSITION(S)
Clear, compelling message that says what makes your product unique and worth buying.

UNFAIR ADVANTAGES
Something that can't be easily copied or bought.

CUSTOMER SEGMENTS
Target customers.

CHANNELS
Pathways to your solution to customers.

COST STRUCTURES
Fixed and variable costs.

REVENUE STREAMS
Let your sources of revenue.

Sample Session Plan

See the Design Sprint Facilitator's Guide for more info and tips.

OPTION 1: Session 10-11: Pitch It! Prep

Run Time (Min)	Activity	Supplies
10-20	Icebreaker / Energizer Game	
Varies, can be spread over 1-3 sessions	What is a Business Pitch?: <ul style="list-style-type: none">• Watch Shark Tank videos• Go over a sample pitch deck	<ul style="list-style-type: none">• Tips for a good pitch (in binder)
Varies, can be spread over 1-3 sessions	Pitch Outlines: <ul style="list-style-type: none">• In their teams, Adventurers work together to create an outline of the presentation<ul style="list-style-type: none">◦ What info goes on which slide?◦ Who will talk about what info?◦ Draft a script or note cards<ul style="list-style-type: none">▪ Challenge them to present without reading from a paper, but note cards with a few key reminders, can be helpful!	<ul style="list-style-type: none">• Pencils• Notecards
Varies, can be spread over 1-3 sessions	Pitch Visuals: <ul style="list-style-type: none">• Teams use Canva, Powerpoint, or Google Slides to create a visual Pitch Deck<ul style="list-style-type: none">◦ The Pitch Deck should be used to enhance their presentation not distract from it.◦ Best practices:<ul style="list-style-type: none">▪ More images, fewer words◦ You want the audience to listen to YOU, not be reading the slides. Use bullet points and then expand on them verbally.◦ About 1 slide per 1 minute of speaking◦ Pitch It! presentations are 5 minutes, so 5-10 slides MAX.• Reminder the Adventurers that they will also want to allow the judges or audience to interact with their prototype.• OPTION: If access to a computer is not available, Adventurers can create a couple of posters with the same types of visual information.	<ul style="list-style-type: none">• Laptops• If needed: posters, markers, stickers, etc.


Adventurers may need help using the presentation software, especially if time is limited. Don't be afraid to step in to do typing or formatting for them, BUT try not to make creative or content suggestions. They have to own it!

Do a practice run with Peer Review or invite adults to be a "focus group." The more practice, the better, and the more room for iteration!

Sample Session Plan

See the Design Sprint Facilitator's Guide for more info and tips.

OPTION 2: Session 10-11: Innovation Expo Prep

Run Time (Min)	Activity	Supplies
10-20	Icebreaker / Energizer Game	
Varies, can be spread over 1-3 sessions	What is a Business Pitch?: <ul style="list-style-type: none">• Watch Shark Tank videos• Go over a sample pitch deck	<ul style="list-style-type: none">• Tips for a good pitch (in binder)
Varies, can be spread over 1-3 sessions	 Elevator Pitches: <ul style="list-style-type: none">• In their teams, Adventurers work together to create an elevator pitch - a one-liner that draws people in and encapsulates the idea behind their prototype.• Once each team has one, have them practice and revise (ITERATE) based on feedback until they have tight, sharp, memorized elevator pitches.	<ul style="list-style-type: none">• Pencils• Notecards
Varies, can be spread over 1-3 sessions	Expo Visuals: <ul style="list-style-type: none">• Teams should create visuals to show case their ideas at the expo; think science fair!• Option: A standing presentation board that they can decorate with the name of their product, problem statement, the story/process behind the idea, the prototype itself and how it works, the main points for their business canvas, and a call to action.• Every member of the team should be prepared to speak to expo attendees about their idea.	<ul style="list-style-type: none">• Materials vary



Do a practice run with Peer Review or invite adults to be a “focus group.” The more practice, the better, and the more room for iteration!

Elevator Pitch: a short, persuasive summary of an idea, program, or product—designed to grab someone’s attention quickly, usually in the time it takes to ride an elevator (30–60 seconds).

Key points:

Concise: Only the essentials—what it is, who it’s for, and why it matters.

Clear: Avoid jargon; make it instantly understandable.

Compelling: Highlight the benefit or value to the listener.

Memorable: Include something that sticks, like a unique feature or outcome.

For example, for GS adVENTURES, an elevator pitch could be:

"GS adVENTURES is a hands-on entrepreneurship program where Girl Scouts design, prototype, and pitch their own ideas, building creativity, teamwork, and real-world skills in a fun, interactive way."

Design Sprint Challenge



What is a Design Sprint?

A design sprint is a fun teamwork adventure where we use our imagination to make something cool! We brainstorm ideas, get feedback from each other, pick the best ideas, plan how to make them, build them, and then share them with others. It's all about working together to create something awesome! Our design sprint follows the Design Thinking steps and model.

This section of your toolkit contains the key pages and worksheets in the Adventurer's Binder with the addition of tips, suggestions, resources, and explanations.

Inspired by the Wallet Project by Stanford d.school

d. 

Session 3: Design Sprint Day 1: Empathize

Design something useful and meaningful for your customers. Start by gaining empathy.

Interview Questions

Interview Questions:

Dig Deeper Questions:

- These are the pages that the Adventurers have in their binder to complete their empathy interviews.
- Have them use 1 page for each interview. Remind them about their small notebook if they run out of space.
 - Encourage them to problem solve on their own; even the small things! 😊
- One person should take notes, while the others ask questions and actively listen and engage with the interviewee.

Dig EVEN Deeper Debrief Questions:

- Based on your interviews:
- Do you have a better understanding of the theme?
- Can you empathize with your audience?
- What do they need?
- Do you need to ask more questions?
- Do you need to do some research?
- If needed/time:
 - Go back and interview more.
 - Do some online research.

Design something useful and meaningful for your customers. Start by gaining empathy.

Interviews Round 1

Interviews Round 2

Dig DEEPER!

Interviewee/Subject:

Interviewee/Subject:

Think about these questions and take notes:

Interview #1 Notes:

Dig Deeper Notes:

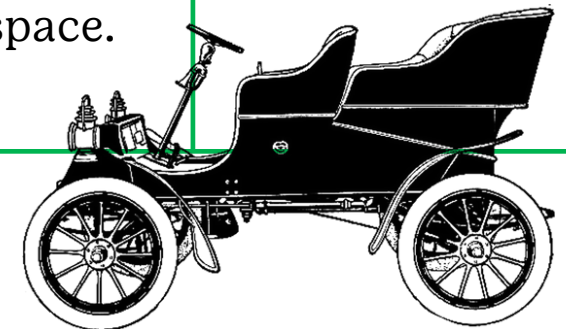
Interview #2 Notes:

Dig Deeper Notes:

Do you have a better understanding of the design sprint theme?
Can you empathize with your interviewee/subject/audience?
What does your audience need? What do they want? Is there a difference?
Do you need to ask more questions? If so, what do you still want to know?
Do you need to do some research on your own? If so, what will you research?

Empathy Interviews Best Practices

Don't ask leading questions.	Ask follow up questions.	Always seek clarity.	Be an active listener.	Document what you learn!
<ul style="list-style-type: none">• Avoid simple “yes” or “no” questions.• Ask about their feelings.• Ask for stories.	<ul style="list-style-type: none">• Follow Up on Energy and Emotion, not just Answers.• Ask WHY?• Ask about the implications of their answer.	<ul style="list-style-type: none">• Restate or Reframe.• You can use phrases like “What I hear you saying is....” or “Let me confirm what I heard you say...”	<p>Silence is a tool.</p> <ul style="list-style-type: none">• Be aware of your own biases.• Avoid listening to respond...• Create a comfortable, judgment-free space.	<ul style="list-style-type: none">• Take turns being the active listener/questioner and the note taker.



Henry Ford, creator of the Model T and the assembly line famously said:
“If I had asked people what they wanted, they would have said faster horses.”
What people say they want is often unreliable.

Session 4: Design Sprint Day 2: Define

Reframe the Problem Capture Findings

We interviewed: *user*

Goals and Wishes:
What was your interviewee/subject trying to achieve?

Insights:
What did you learn about their feelings and motivations?
What's something you see about their experiences that maybe they don't see?

The "Problem Statement" is what the Adventurers will eventually be solving with their product idea! It should be broad enough to allow them to be creative, but specific enough to keep them rooted in physical product solutions.

Reframe the Problem Take a stand with a Point of View. Construct your Problem Statement.

user

needs a way to

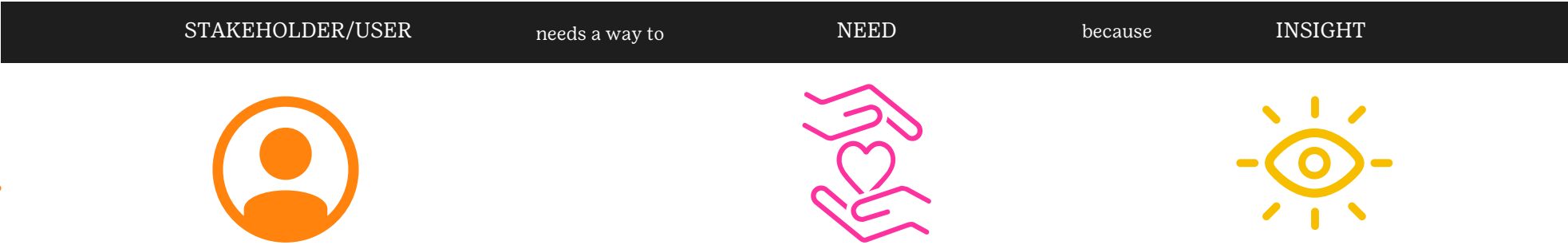
need

because | but | surprisingly

Adventurers/Teams should fill out one sheet per interviewee based on their interview notes.

It may be helpful to do some example "Problem Statements" as a group to help them see the formula.

Another way to visualize the formula.



Example

A person who lives in a city **needs a way to** reduce the amount of money they spend on their car **because** they want to save that money to go on vacation.

Session 5: Design Sprint Day 3: Ideate

Ideate! Generate alternatives to test.
Sketch at least 5 RADICAL ways to meet your user's needs.

Problem Statement

Ideate! Generate alternatives to test.
Share your solutions and capture feedback.

Notes:

- These are the pages that the Adventurers have in their binder to complete their Ideation, however, there is a more fun and interactive way to complete this activity:
 - Each team get a giant sticky note.
 - Write their problem statement at the top.
 - Give each Adventurer a pad of colorful sticky notes (normal size) and a couple fun colored pens.
 - Instruct them to write down 1 idea per sticky note.
 - Remind them that about the rule of brainstorming!
 - Give them 10 minutes (and hold them to that time!).
 - Challenge them to see how many ideas they can come up with in that time.

Rules of Brainstorming

Defer Judgement

Creative spaces are judgment-free zones—they let ideas flow so people can build from each other's great ideas.

Encourage Wild Ideas

Embrace the most out-of-the-box notions. There's often not a whole lot of difference between outrageous and brilliant.

Build on the Ideas of Others

Try to use “and” instead of “but,” it encourages positivity and inclusivity and leads to tons of ideas.

Stay Focused on the Topic

Try to keep the discussion on target. Divergence is good, but you still need to keep your eyes on the prize.

One Conversation at a Time

This can be difficult—especially with lots of creative people in a single room—but always think about the challenge topic and how to stay on track.

Be Visual

Use colored markers and Post-its. Stick your ideas on the wall so others can visualize them.

Go for Quality

Crank your ideas out quickly. For any 60-minute session, you should try to generate 100 ideas.

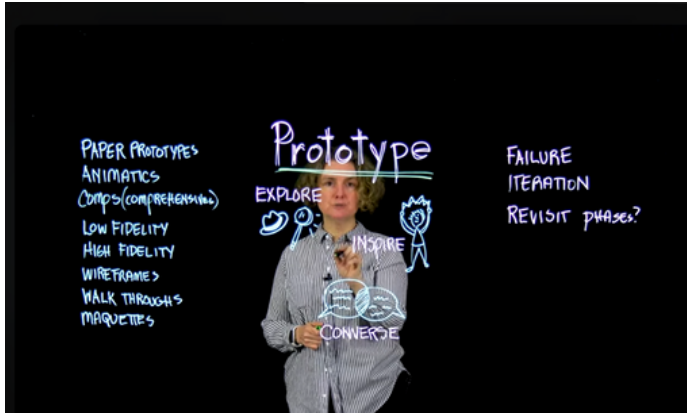
Session 6: Design Sprint Day 4: Iterate

Iterate based on feedback.

Reflect and generate a new / improved solution!

Sketch your big idea, note details if necessary.

Design Thinking: Prototype - YouTube



- This is a good time to get the Adventurers to start thinking about material costs...
- Adventurers will also need to think about their skillset;
 - How might they make a prototype with the skills they already possess?
 - Would a future iteration of the prototype require hiring a seamstress? An engineer? A woodworker?
- If you will only have specific material available for prototyping, remind them of this as they plan.
- **REMEMBER: The point of prototyping is to test our solution! It doesn't need to be perfect or even usable; we want to explore if our solution works and get feedback from our future users.**

Build a prototype of your solution.

Prototyping check list.

List materials needed to build prototype:

Your prototype should be:

- ☐ **Simple but Functional**
 - It should focus on key features and avoid unnecessary complexity, but still should demonstrate the core functionality or concept it's designed to represent.
- ☐ **Cost-Effective**
 - It should be built using affordable materials and resources to keep costs low during the prototyping phase.
- ☐ **Quick to Build**
 - It should be constructed in a timely manner to allow for rapid iteration and testing.
- ☐ **Flexible**
 - It should allow for easy modifications and adjustments based on feedback and testing results (ITERATION!).
- ☐ **Testable**
 - It should be designed in a way that allows for thorough testing and evaluation of its performance and usability.
- ☐ **Well-Docutmented**
 - It should be accompanied by clear documentation outlining its purpose, design, and construction process for future reference.

ITERATION

Iteration means repeatedly changing something to end up with a result you want. Entrepreneurs go through the entrepreneurial process, a cycle that creates changes and makes improvements.



Session 8: Design Sprint Day 6: Test

Test your solution and get feedback.
Share your prototype with at least 3 people.

What worked?

+

What could be improved?

-

Questions...

?

Ideas...

!



What Is A SWOT Analysis? Download Our Free Template

Learn everything you need to know about the SWOT analysis framework.

F Forbes Advisor / Dec 12, 2025

- This Test grid is very similar to a SWAT analysis, but simplified for kids!
- If you are working with older or advanced Adventurers, you might swap this out for the SWAT activity in the Alternative / Optional Binder Add-Ins, Activities, and Templates section of this toolkit.

Session 9: Lean Business Canvas

LEAN VENTURE CANVAS

Team Name:

Date:

Iteration #:

<p>PROBLEM <small>Your target audience's top 3 problems/pain points.</small></p> <p>Identify what the problem is. Lots of businesses fail because they spend too much time and money making something people don't need. Before building anything, make sure you understand what problem your customer has. This is your problem statement! <small>List any existing alternatives:</small></p> <p>Any known competition?</p>	<p>SOLUTION <small>Products, services, or improvements to existing products that solve your audience's problems.</small></p> <p>After you have identified the problem, outline a possible solution. This is your product/prototype idea!</p> <hr/> <p>KEY METRICS <small>Key activities to measure</small></p> <p>The most important numbers that show how well your idea is doing. Are people using it? Are you making money? Will you be able to make an improved prototype?</p>	<p>VALUE PROPOSITION(S) <small>Clear, compelling message that states what makes your product unique and worth buying.</small></p> <p>What you're offering and why it's awesome. What makes your product special and helpful? Why should people pick your thing instead of others?</p>	<p>UNFAIR ADVANTAGES <small>Something that can't be easily copied or bought.</small></p> <p>What you have that others can't easily copy. Like a secret skill, special connection, or super cool idea only you have.</p> <hr/> <p>CHANNELS <small>Paths to deliver your solution to customers.</small></p> <p>The ways you tell people about your product and how they get it. How will they hear about it? How/where will they buy it?</p>	<p>CUSTOMER SEGMENTS <small>Target customers</small></p> <p>The group of people you made your product for. Who will use it or buy it?</p>
<p>COST STRUCTURES <small>Fixed and variable costs.</small></p> <p>All the things you spend money on to make and sell your product. What does it cost to run your business?</p>		<p>REVENUE STREAMS <small>List your sources of revenue.</small></p> <p>How your business makes money. Where does the money come from?</p>		

This exercise requires some imagination, but this is also a good opportunity to interject ethical considerations and possible real-life issues that can be faced.



- Younger Adventurers should think smaller and focus on their SINGLE prototype - even if it's made of cardboard and they wouldn't actually sell it. It's easier for them to understand these concepts when thinking about a real physical object.
- Older or more advanced Adventurers, can think in broader, more abstract terms - if you had any materials to create the real product based on the prototype. How much would it cost? What would be your sales goal? Timeline? Would you have a brick and mortar store?

Six Tips for a Successful Pitch!

Learning to share your ideas with others is a skill you'll use throughout your life. Consider your audience and what is important to them and include information that will address what they want and need. Not every pitch will have the outcome you want. It's essential to learn what went well on the pitch and what can be improved. Here are six steps to a successful pitch.

1. Introduce yourself and tell your story.

Storytelling is a powerful sales tool. By sharing something memorable, you can capture your audience's attention, motivate them, gain their trust, and inspire them to take action. It can also make the pitch more personal or show your personality. Come up with an anecdote about why you created your product or service. Practice your pitch until it feels like a conversation, not a speech. Record and watch yourself for extra practice!

2. Explain the problem your product, service, or technology solves.

Think about why your problem is essential to address and who may be affected? Who will use your product or technology? Have you thought about who will benefit most?

3. Show your product and what it does.

When you pitch an idea, you ask people to believe in the idea. Explain why customers would want to give you their hard-earned money.

4. Share the main points of your business plan.


Demonstrate that you have thought about pricing, marketing, and any potential challenges to the success of your business. Are there any companies or businesses that have a similar idea? What is different about yours?

5. Make a clear call to action—state the results you want from this pitch.

Maybe you're looking for customers to buy your product or investors to help fund the business.

6. Hold a question-and-answer session at the end.

Panelists and the general audience may have questions about your ideas and plans. You are the mastermind behind your idea—be open to answering any questions and receiving feedback. Their feedback can help you.



Bring your
ideas to life!

Our Favorite Games & Icebreakers

Spaghetti Tower Marshmallow Challenge



The Egg Drop Challenge



- Snowball Fight
- Blind Portraits
- Rock Paper Scissors Tournament
- The M&M Challenge
- Shape Personalities
- Sync Claps
- Simon Says
- I'm Going on a Picnic
- Silent Line Up
- Count Up
- How-Now-Wow Matrix



- HMW Brainstorm
- 2 Truths and a Lie
- The "Suddenly" Story
- adVENTUREs Bingo
- Apple, Banana, Orange
- Mixed Up Name Toss
- Speed "Friending"
- Zombie Name Game
- The Many-Headed Expert
- The Change Challenge - Change Your Look
- This or That



Energizers and Ice Breaker Games | SessionLab

Icebreaker Spot

Free Personality Test | 16Personalities

Sample Flyers and Certificates

GS adVENTUREs

A unique pilot program perfect for Cadettes, Seniors, and Ambassadors

**CONNECT and
COLLABORATE**



**ADAPT and
CREATE**



**THINK like an
Entrepreneur!**



PITCH your ideas



EMBRACE CHALLENGES



**Embrace your entrepreneurial mindset,
and begin your next adVENTURE!**

GS adVENTUREs

Pitch It! Competition

Judges' Rubric

Use the rubric provided to evaluate the business/prototype ideas and highlight the skills, strengths, and opportunities for growth throughout the presentations at the GS adVENTUREs Pitch It! Competition. To remain equitable, use the same scoring approach for all pitches.

All judges are expected to:

- Review the recognitions.
- Make notes for each group. Do not adjust your rating based on other judges.
- After reviewing all groups, work with the panel and Allyson to assign recognitions and choose the winning idea.
 - Highest Possible Score = 50 points; The highest-scoring team wins overall.

Panelists will have the opportunity to ask questions after each presentation.

Panelists will also be given a few minutes in between presentations to finish filling out their scorecards.



GS adVENTUREs Recognitions

Recognition awards are given out at the judges' discretion. They do not need to be score-based.

Most Creative Idea

Team Recognition

Idea is unique, out-of-the-box, creative, etc.



Best Visuals

Team Recognition

Effective visuals were used as part of presentation. Visuals were especially effective, creative, and well-done.

Most Cohesive Team

Team Recognition

Effective teamwork. Teammates get along and had fun.



She-EO

Individual Recognition

This team member knows all the answers, demonstrates leadership, and supports her teammates.

Most Confident Speaker

Individual Recognition

Speaker made eye contact, spoke clearly, was expressive, etc.



**The top scoring team is
the overall Winner!**

GS adVENTUREs Innovation Expo

HOW IT WORKS



Welcome! Please take 1 “dollar.”

- This “dollar” is your way to vote, so don’t lose it.



Explore the Expo!

- There are 3 booths to check out.
- Ask the Adventurers questions about their prototypes, processes, and future goals.



Choose your favorite product or business idea and cast your vote!

- To cast your vote, symbolically buy their product by placing your “dollar” in that team’s “profit jar.”
- The overall expo winner will be the team with the most votes (profits!).



Enjoy snacks and stick around for the awards OR head out and enjoy your evening!

**DATE
Time**

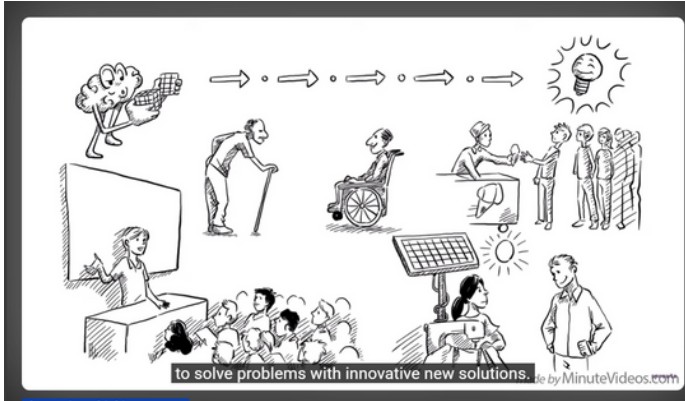


**MOCK-SALE
AND VOTING
TIME**

**RECEPTION
AND AWARDS
TIME**

Helpful Resources

The Design Thinking Process



What is Design Thinking?



[GSUSA Todays-Girls-Tomorrows-Entrepreneurs.pdf](#)

[Enterprising Girls YouTube](#)

[The Best Design Thinking Exercises for Each Phase of a Project](#)

[Design Thinking 101: Design the Ideal Wallet](#)

[D School Starter Presentation](#)

[Problem Generation Archives - Teaching Entrepreneurship](#)

[A Step By Step Guide to Design Thinking](#)

[IDEO U: Design Thinking Training & Online Leadership Courses AND FREE RESOURCES](#)

[Design Tools & Resources | Stanford d.school](#)

[Empathy Interview Guide](#)

[five-reasons-why-you-should-prototype-your-idea-before-developing-it](#)

GS adVENTUREs - GSSOAZ Website



GS adVENTURES

Alternative / Optional Binder Add-Ins, Activities, and Templates

Financial Literacy

Social/Environmental
Impact

Empathy

Business
Budgeting

Business Ethics

Sustainability

Product/Service

Marketing

Research
:

Communication
:

Implementation

Measurable

Purpose

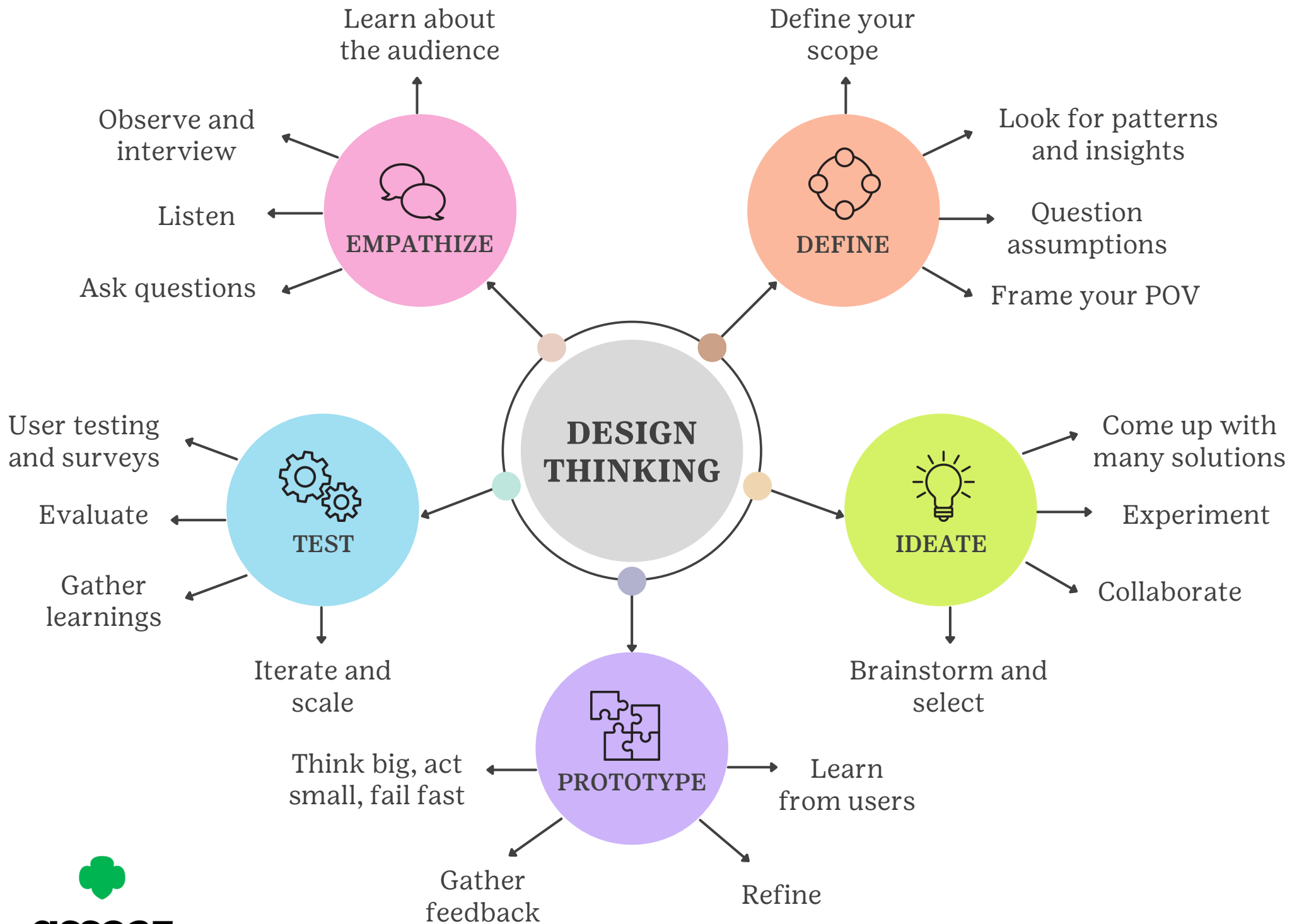
Mission/Why?

Value Proposition

Root
Causes



gssoaz



5-Act Interview

Act 1: Hello & Welcome 5 MINUTES

WHAT TO REMEMBER

A high-level description of your project to give them perspective. There are no right or wrong answers. We just want to learn.

WHAT TO SAY

Questions before we start? Thanks for agreeing to chat with me. We're always exploring new ways to learn from users, improve their experience, and test new ideas. You've been invited to help us explore a new project. A few of my colleagues are listening and taking notes, but I'm the only one asking questions.

Act 2: Build Rapport 10 MINUTES

WHAT TO REMEMBER

Begin with questions that help you get to know the person and more about their experiences, or the themes that you are exploring.

WHAT TO SAY

For example, if you're making an app for dog lovers, you might ask about their pets, favorite pet stores and brands, and other pet apps they've used.

Act 3: Prototype 20 MINUTES

WHAT TO REMEMBER

Ask open-ended questions. DON'T ask multiple-choice questions. DON'T ask yes/no questions. Ask broken questions. So what...is...? Bring your curiosity. DON'T assume. Always ask why!

WHAT TO SAY

Now I'm going to share a prototype with you. Is that OK? There's nothing you can do wrong, I'll be here to help. I didn't design any of this so you can't hurt my feelings or flatter me. Think aloud. Things you love, things that confuse you, things you hate. Take it slow and explain what you are thinking, wondering, and doing. I'll be asking you questions along the way.

Act 4: Debrief 5 MINUTES

WHAT TO REMEMBER

Ease the transition from the prototype to further probing conversation. Be thankful for this person's time.

WHAT TO SAY

What surprised you about what you saw today? Who do you think this is for? How would they use it? How does it compare to the things you've seen in the past? How would you feel about using this in the future?

Act 5: Goodbye 5 MINUTES

WHAT TO REMEMBER

Briefly summarize a few of participants' key points.

WHAT TO SAY

I've enjoyed sharing this with you. Your input will be very valuable to me and the team. We really appreciate your time and feedback. Thank you! Enjoy your day!



Adapted from Voltage Control's 5-Act Interview



1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role the situation?

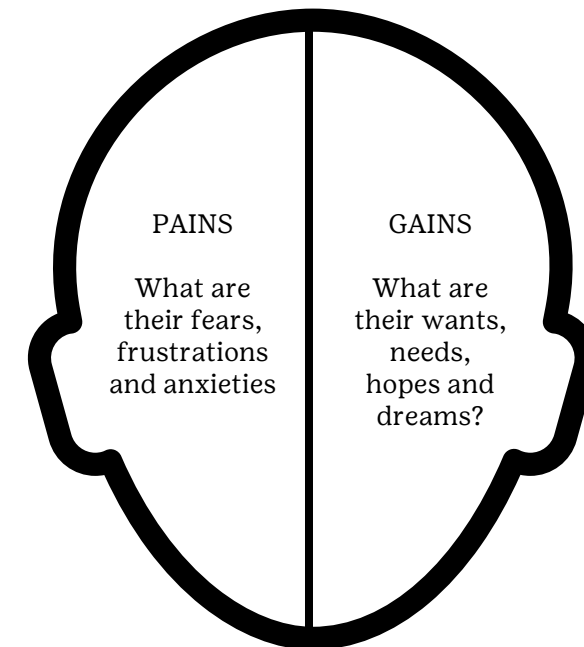
2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

7 What do they THINK and FEEL?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and coming?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?



What other thoughts and feelings might motivate their behavior?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Point of View



We met...

Describe USER

We were amazed to learn that...

User's NEED

It would be game changing if we can...

INSIGHT

“HOW MIGHT WE” QUESTIONS

TURN YOUR PERSPECTIVE INTO ACTIONABLE PROVOCATIONS

AN EXAMPLE

Imagine you are in the ice cream business you have the insight that:

“Licking someone else's ice cream cone is more personal than a hug.”

You might create the following How-Might-We questions

Amp up the good:

HMW make the “tandem” of ice cream cones?

HMW make an ice cream parlor the perfect first date venue?

Focus on emotions:

HMW help a father show his love to his daughter with an ice cream cone?

HMW design an ice cream cone to say goodbye?

HMW make the "I'm sorry" ice cream experience?

Explore the opposite:

HMW make solitary-confinement ice cream?

Take it to an extreme:

HMW make a mourning ice cream experience?

Flip/Question an assumption:

HMW share ice cream without a cone or cup?

Focus in on an element:

HMW amplify and celebrate the dripping of an ice cream cone?

Create an analogy from insight or context:

HMW make ice cream like a therapy session?

Prototyping Report Card

Once you've determined what to prototype, the time has come to get out there and start testing!

Remember that prototypes are meant only to convey an idea is not be perfect. Think small, scrappy, and inexpensive. The aim is to get feedback from the people you're designing for in a quick and rapid way, quickly move through a variety of iterations, and build on what you learn.

PROTOTYPE NAME:

What is it?

BEFORE PROTOTYPING - YOUR LEARNING PATH

Top 3 learning questions this prototype is testing

Key Metrics for Success

Ex. number of people who show up, qualitative info in exit interview

Testing Method

Ex. live tests, role play, storyboard

Assumptions

What would need to be true in order for this to work?

AFTER PROTOTYPING - YOUR REPROT CARD

What We Learned

What answers did we find to our learning questions?
Did we see the results we wanted in our key metrics?
Did we find out anything about our assumptions?

Iterations

Based on our learnings, what do we need to change?
What are we taking forward from this prototype?
What do we need to learn next?

Adapted from:

DESIGN KIT Human-Centered Design Resources



S M A R T

Specific

My goal is to...



Measurable

I will have reached
my goal when...



Achievable

I know I can achieve
my goal because...



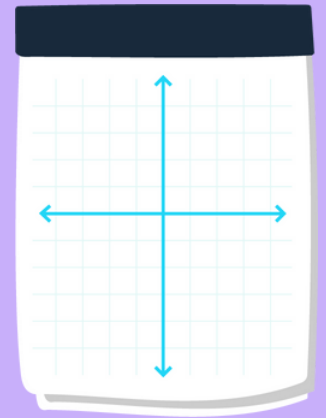
Relevant

This goal is
important because...



Time-Based

I will complete this
goal by...



1

Strengths

What do you do well?

What did people like or respond positively to?

What makes your idea unique?

2

Weaknesses

How can your idea be improved?

What things might not be solved by your idea?

Are the costs to carry out your idea too high to be practical?

3

Opportunities

What opportunities are open to your business?

Is there someone in your network who can help you with your idea?

Is there an organization that might have resources or information they can share with you?

Is your idea one that can grow and be sustainable?

4

Threats

What external threats could harm your business?

What current or future developments or trends might be obstacles as you bring your idea to life?

Is there anything you need to consider or research more?

Business Plan Outline

Business Overview

What is the problem you are trying to solve?

What is your solution (business idea)?
Is it a product or a service?
What makes your idea unique?

Why will users choose your idea over others?

What is the name of your business?
Is the name memorable?
What does the name say about your business?
Is your business ethical?
How?

Marketing and Implementation Strategy

How will you get the word out about your business?
Where will you sell your product or service?
Provide examples.

How will you get materials and/or build your product?
Is this plan sustainable?

Target Market and Demographics

Who is your customer/user?
Where do they live?
What else do you know about them? - remember your empathy maps, interviews, and research.

Finances

Pricing

How much will you charge? How does this compare to your competitors' prices?

Expenses

How much will it cost to start this business?

What is your budget for all your expenses?

Profit

When will your business begin to make a profit?

How much do you expect to make in profits (money earned minus expenses)?

Do you have profit projections?

Is this business model financially sustainable?

When your business does begin to make a profit, what do you plan to do with your earnings?



MY BUSINESS PLAN


FOCUS

-  **Purpose**
What impact does this business make on the customers and the environment?
-  **Customer**
Who are your perfect customers?
What value do they receive?
-  **Product**
What products or services does the business provide?
-  **Experience**
What is the journey the customers experience and emotions do they remember?




GROWTH

-  **Plan**
What major achievements are required to bring this business to the next level?
-  **Metrics**
How is the performance of your business measured? What are the targets/goals?
-  **Environment**
What are the market, channels, and competition of this business?
-  **Brand**
What is the unique style of the brand?
How is the message shared?

DELIVERY

-  **People**
What people are required to make the business a success?
-  **Cost Structure**
How much will it cost to deliver your product or service to customers?
-  **Revenue Stream**
How will the business make money?
How will this income be sustained?
-  **Tools**
What assets, materials, technology, or funding does the business require?

MOMENTUM

-  **Mindset**
What beliefs and attitudes do you need to succeed? What are your/the business's CORE VALUES?
-  **Actions**
What are the short-term actions you can complete quickly?
-  **Risks**
What are the main risks and how can you manage them?

Business Name:

Founders:

Date:

Plan Version:

ENTREPRENEURSHIP CANVAS

PURPOSE

The ultimate goal of the business, the essential reason why it exists (beyond money), and how it contributes to the common good. This needs to be in place before starting on the rest of the canvas as it will serve as a set of guiding principles for the development of the business model.

<p>PROBLEM</p> <p>Problem Statement</p> <p>EXISTING ALTERNATIVES</p> <p>How is your problem statement currently being solved?</p> <p>Are there other businesses that do what you plan to do or something similar?</p>	<p>SOLUTION</p> <p>How does your business intend to solve your problem statement?</p> <p>KEY METRICS</p> <p>How will you measure your success?</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>What innovation(s) or feature(s) of your product/service make it attractive to customers?</p> <p>What makes your business different?</p> <p>High Level Concept</p> <p>What is your business idea? A one-liner explaining what your business does.</p>	<p>UNFAIR ADVANTAGES</p> <p>Why will you succeed?</p> <p>What do you have that other similar businesses do not?</p> <p>CHANNELS</p> <p>How will you reach your customers? (e.g. social media, word of mouth, flyers, etc.)</p>	<p>CUSTOMER SEGMENTS</p> <p>Who do you need to make this business model work?</p> <ul style="list-style-type: none"> - Customers? - Users? - Investors/Funders? - Volunteers?
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COST STRUCTURE

How much will it cost to deliver your solution to customers?

IMPACT

What social or environmental impact will result? Who will benefit from this impact? How will you measure your impact?

FINANCIAL SUSTAINABILITY

1. Traditional Revenue Model - How will your business make money/ongoing income? (e.g. customers paying for your product/service, etc.).

2. Funding Model - individuals or organizations contributing initial capital/startup funds.

STORYTELLING

Finding the 'WHY' in your story

- 1.** Telling your personal story
Your why?
- 2.** Telling your business story
History of why?
- 3.** Telling your uniqueness story
Why are you different?
- 4.** Telling your product story
Why is your product/service special?
- 5.** Telling your customer story
Why your customer needs your product/service?
- 6.** Telling your team story
Why your staff/team?

Your Hero Story



Find your Purpose!

Purpose/Cause/Passion

- The organization's reason for being
- Beyond money
- Ignites passion

Examples:

- Mary Kay - To give unlimited opportunity to women
- Nike - To experience the emotion of competition, winning, and crushing competitors
- Disney - To make people happy

Check List

1. It's stated in 3 to 7 words ☐
2. It's written in simple language ☐
3. It's big and bold ☐
4. It has an "aha" effect ☐
5. It comes from the heart ☐
6. It involves everyone ☐
7. It's not about money ☐
8. It's bigger than a goal ☐

"People don't buy what you do; they buy why you do it."
Simon Sinek

Niche

- What can you do better than anyone?
- Superior skill
- It should be simple

Examples:

- Walgreens - Most convenient drugstores
- Orville Redenbacher - Popcorn



MARKETING STRATEGY

DEFINE YOUR IDEAL CUSTOMER AND THE MESSAGE
THAT IS MOST ATTRACTIVE TO THEM...

- It must be unique and valuable to your customer
- Marketing, sales, PR, and advertising decisions should be simple when your marketing strategy is clear
- Your marketing strategy must fit with your core PURPOSE
- Your marketing strategy enables your team to make consistent decisions



Target
Market

3
"Uniques"

Your
Guarantee

Proven
Process



The Marketing Mix

The marketing mix helps businesses deliver the right product in the right place, at the right price, and at the right time.

PRODUCT

The product is the good or service a company produces that satisfies the customer's needs and wants.

The product should be promising, productive, and effective

PRICE

Price is the monetary value a customer will pay to receive the product or service.

Consider: Worth of product, Comparable product prices, underpricing and overpricing



PLACE

The methods a company uses to distribute products and services.

Where will the product be sold?
How large is your market coverage?

PROMOTION

Communication with potential (target) customers to raise awareness of product benefits and convince or attract them to buy.

Advertising; sales promotions;
direct marketing; word of mouth;
etc.

