

## Craft Entrepreneur - Student Worksheet

### TASK: Coming up with your product idea: 15 minutes

#### Mindmap:

- What product could you put to a different use, give it a new purpose? Which two materials could you put together to make a new household item or accessory?
- What currently gets thrown away that could be repurposed?
- What could you upcycle or downcycle?

#### For example:

Plastic bags have been used as the raw material to weave baskets, tote bags, placemats and much more.



- What craft or skill will you be working with?
- Consider raw materials you can sustainably source – textiles, second-hand clothes, plastic recycling, fizzy drink cans, glass bottles, old bedding, buttons, old furniture, newspaper, vintage crockery or glassware – how could they be repurposed? Remade using craft into something completely new?
- If you can't decide which idea to go with, discuss each in relation to questions below, and take a vote.

### Prepare 2 min presentation – 15 mins:

1. What's your idea called? What is it? What craft/skill underpins the creative business idea?
2. What is the rationale behind your concept – who is the target customer, why would they want it?
3. How is it sustainable/does it help the planet?
4. How much do you think you could charge? What would be your main costs? Would you be able to make a profit?

### Rehearse your 2 min presentation – 10 mins:

- Team of four – 30 seconds approx. contribution from each person – divide up the questions above