



Instructions Entrepreneurs English



Dear Sir/Madam,

Through this document I would like to give you some more information about the concept of AdoptIDee. Through this concept, we want to bring young children into contact with organizations in order to be actively involved in solving problems of organizations. Firstly, because children are proven to be more creative and may come up with a golden solution. Secondly, to make teaching materials in primary schools more up-to-date and applied. Theory and practice indicate that applied learning has a higher learning effect than 'dry' learning. Thirdly, to let children in our region know how much cool organization we actually have and to find them within cycling distance. The potential employers of this young talent. For more information, also visit www.adoptidee.nl.

What is AdoptIDee?

AdoptIDee allows primary school children to work together with innovative companies. By getting children to think about 'real' innovation challenges of companies, they come into contact with IT, innovation and entrepreneurship at an early stage. AdoptIDee aims to learn from each other, to dynamize education and to combat so-called 'terminal seriousness' among entrepreneurs.

Why AdoptIDee?

On the basis of a problem statement formulated by the participating companies, students come up with a solution in small groups and work it out in a concept that is eventually contained in a pitch. Students help entrepreneurs find creative solutions to their complex issues and in turn contribute in a playful way to training the 'employees of the future'.

In Adoptidee we have the following components:

1. **Opening:** During the opening, your organization is linked to a class. In this class, groups of 4 to 5 children will work on your problem, which will provide several potential solutions to the problem. The opening will take place in the Forum Groningen and will take a maximum of 1.5 hours.
2. **Elaboration of the problem statement:** The teacher of the class that is linked to you will visit you. Together you translate the problem statement into an assignment for the students. The assignment can then be part of a project or a 'theme month' that plays at the school. This step takes max. 1 hour.
3. **Company visit:** The students, together with the teacher, visit your company and learn more about the company and the context in which the problem is being defined. The entrepreneur then hands over the problem statement to the students. A company visit can be intensive, so the advice is to do this with at least 3 people. A company visit then costs approximately 10 euros per person. 2 hours. The total group is often divided into 3 smaller groups and then rotated:
 - a. *inform a group about problem definition;*
 - b. *group tour of the company;*
 - c. *group where games/relaxation are done.*
4. **Getting started in the classroom:** in the classroom we will work with the 'design thinking method' in which we go through four steps. All these steps are provided with digital teaching material in the form of an instructional video. This step is done in the classroom and therefore no effort is required from you.
 - a. **The brainstorming sessions:** The sessions are organized in the classroom by the teacher. The teaching material can be used for this. See <https://youtu.be/cAoglcch42l>.
 - b. **Filtering ideas:** In the first step, the students have created many ideas, but in the end, it has to be filtered to the super idea they will work out. The filtering of the ideas is done on the basis of the Eisenhower matrix. This is explained in a video. See <https://youtu.be/-QvJgx9Z5N0>.
 - c. **Structuring the super idea:** a structure or approach is needed to give shape to the super idea. We use the Business Model Canvas which is explained by means of a teaching video. See <https://youtu.be/RUsZb4yw-Pw>.
 - d. **The pitch:** The super idea must also be incorporated into a pitch. This is what they are going to give to the entrepreneur. We have come up with a structure based on the 3 Ds, which we also present in a lesson video. See <https://youtu.be/t6VUVKJG3Bw>.
5. **Entrepreneur in the classroom:** The entrepreneur would like to hear all the super ideas of the groups and will come into the classroom for this. This is when the children give their pitch and there is room to give feedback to the groups so that they can get started. This step is experienced as very fun and takes about 1 to 1.5 hours.

6. **End day:** We will conclude festively with an end day that has a plenary part and then culminates in an AdoptIDee marketplace. In the plenary part of about 15 minutes we first have a party. On the marketplace, the children are allowed to present their idea to a wide audience that is actively invited. These are (grand) parents, other children and other friends. The end day is a public event and is held in public spaces

Your organization is expected to decorate and decorate a stand (which is already ready upon arrival) and where all the children's pieces are displayed. It is also expected to man the stand with at least 2 people. This end day takes about 3 to 4 hours per person.

The total time effort for AdoptIDee costs your organization (generously budgeted) about 30 to 40 hours over a period of 2 months. You will then contribute to cohesion in the region, up-to-date education and children will be inspired and motivated, which is a goal in itself.



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