



Instructions Teachers English



Dear teacher,

In this letter, we want to introduce you to our project and the teaching materials. The project consists of several steps, with room for creativity and personal interpretation by the teacher and students. The teaching material can be used as a foundation. It can be adapted to the school's own vision and working method.

We would like to wish you and your class a lot of fun and inspiration in participating in Adoptidee. Do you have any questions or are you looking for more information? Check out www.adoptidee.nl or mail to wouter@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. **Elaboration of the problem:** The teacher visits the entrepreneur. Together with the entrepreneur, the teacher translates the problem statement into an assignment for the students. The assignment can then be part of a project or a 'theme month'.
2. **Company visit:** The students, together with the teacher, visit the 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.
3. **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.
 - 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/cAoglcch42I>.
 - 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>.
4. **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.
5. **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 final day is a public event.

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