



# HIVE™ "BEESNESS" PLAN

## INSTRUCTIONS

Brainstorm ideas and enter final concepts here.

- 1. PRODUCT.** Draw or describe your product and recipe.
- 2. OFFER.** Name your price and other important terms.
- 3. STORE.** Draw or describe your lemonade stand. Try make it entirely out of recycled materials.
- 4. GOALS.** Set measurable goals for your business.

Company: \_\_\_\_\_

Members: \_\_\_\_\_

**A. TEAM SPRINT**  
Assign or allow self-selection. Consider allowing teams to re-select in subsequent sprints.

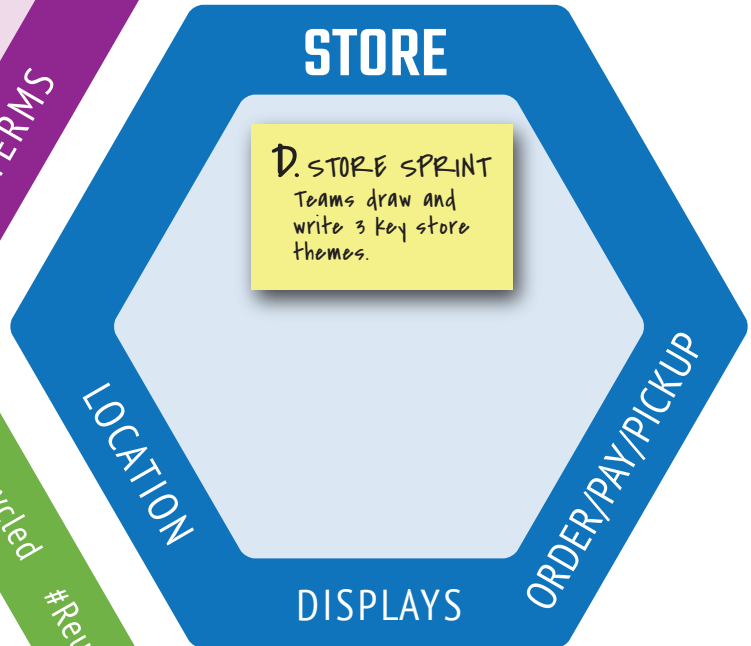
### PRE-EVENT PREP:

- \* Stickers ("Post Its")
- \* Pens
- \* Team Tables
- \* Optional: Mentor Tables
- \* Optional: computers with bizzyb.com

**B. PRODUCT SPRINT**  
Teams draw and write 3 key product themes.



**C. OFFER SPRINT**  
Teams draw and write 3 key offer themes.



**D. STORE SPRINT**  
Teams draw and write 3 key store themes.

**SHOWCASE OPTIONS:**

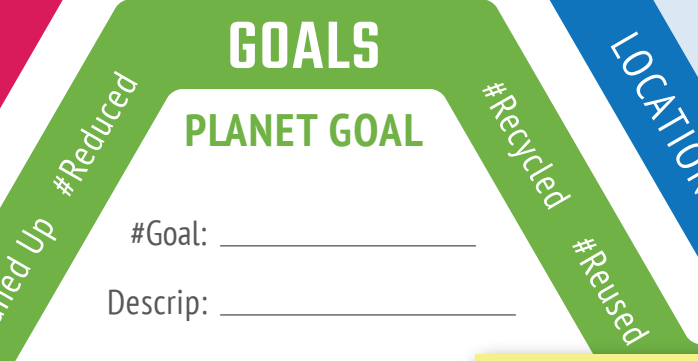
- \* Have Mentors judge
- \* Invite judges
- \* Invite fam/friends
- \* Record video

**SCHEDULE**  
Divide available time into 6 equal parts (5 Sprints & 1 Pitch Show)

**BRAINSTORM TIP**  
Encourage adjusting prior ideas/content as sprints progress.



**B. PRODUCT SPRINT**  
Teams draw and write 3 key product themes.



#Goal: \_\_\_\_\_  
Descrip: \_\_\_\_\_

**F. PITCH SPRINT**  
Teams create and rehearse a 1-min concept pitch.

**G. PITCH SHOWCASE**  
\* 1-min Pitch each  
\* Timer to measure  
\* 2-3 mins Q&A each

#People Helped  
**PEOPLE GOAL**

100% Use of Profits  
**PROFIT GOALS**

#Goal: \_\_\_\_\_  
Description: \_\_\_\_\_

**E. GOALS SPRINT**  
Teams brainstorm "3P" Goals (People, Planet & Profit)

**RISE UP!**  
Turn your HIVE idea into a real business to be counted in Global Student Challenges at:



Team Rewards % \_\_\_\_\_  
Save or Re-Invest % \_\_\_\_\_  
Donate to Charity % \_\_\_\_\_

Continue Projects at BizzyB