



The Future Anything Challenge | Social Enterprise Unit Overview

Build an innovative social enterprise where profit powers real-world impact.



Lesson	Learning Goals	Success Criteria	Capabilities	Key Activities
Lesson 1 The Beginning	<p>We are learning to understand the shape of the Future Anything Activate program through the exploration of the Driving Question.</p> <p>We are learning to understand the Future Capabilities that underpin the Activate program.</p>	<p>Use what you know to pitch an innovative, scalable and sustainable business idea that makes the world a better place.</p> <p>Use what you know to outline the Future Capabilities and identify when they are being used.</p>	Curiosity	<ul style="list-style-type: none"> <input type="checkbox"/> Guide students through an "Amazing Race" style activity. The Amazing Race Resource Pack has materials for 6 stations. <input type="checkbox"/> Do a Think/Pair/Share debrief of the skills and capabilities used during the Amazing Race.
Lesson 2 Build a Learner Profile	We are learning to develop a deeper understanding of who we are, our interests, values, and passions, and reflect on how these connect to potential social impact.	Use what you know to complete a learner profile or "About Me" quiz to clearly describe strengths, interests, and values.	Curiosity	<ul style="list-style-type: none"> <input type="checkbox"/> Have students log into their Zing profile, then complete the learner profile activities (or a non-Zing alternative) <input type="checkbox"/> Ensure each student completes the Pre-Program Capabilities survey
Lesson 3 Business for Good	We are learning to understand the different types of organisations that exist and how they contribute to the economy.	Use what you know to explain the purpose and structure of social enterprises.	Critical Thinking	<ul style="list-style-type: none"> <input type="checkbox"/> Use the What is a Social Enterprise PowerPoint to introduce the concept of a Social Enterprise - 'head' of a business and 'heart' of a charity. <input type="checkbox"/> Use the Social Enterprise Buckets Template and Cards to explore the different types of Social Enterprises through a sorting activity <input type="checkbox"/> Students then research and then create a 'mini project' to present a Social Enterprise case study.
Lesson 4 Problem Ideation	We are learning to connect our lived experiences with global issues.	Use what you know to choose the top 'wicked problem' that you are passionate about solving and that is connected to your lived experience.	Creative Thinking	<ul style="list-style-type: none"> <input type="checkbox"/> Use the Problem Ideation PowerPoint to guide students through a variety of ideation strategies to create a list of 50+ possible problems <input type="checkbox"/> Sift and Sort problems using the Problem Selection Matrix to choose one problem to explore in the next lesson.
Lesson 5 Getting to the Root Cause	<p>We are learning to identify the causes and consequences of a problem.</p> <p>We are learning to choose a problem that we feel most connected to, so we can work on solutions that matter.</p>	<p>Use what you know to identify the causes and consequences of a chosen problem.</p> <p>Use what you know to choose a problem that matters to you and explain why it is important.</p>	Critical Thinking	<ul style="list-style-type: none"> <input type="checkbox"/> Watch the Root Cause Analysis Video, then use the Root Cause Analysis PowerPoint to guide students through completing a root cause tree for a chosen problem. <input type="checkbox"/> Students then form a new group and complete a Root Cause Tree for their second problem. <input type="checkbox"/> Guide students through reflecting on the root cause tree activities, and help them to choose a problem to take into the rest of the unit. They should form groups here around a shared problem (Max. 4 people in a group).
Lesson 6 Building Empathy	We are learning to empathise with people and groups who have experience with the problem.	Use what you know to create a beneficiary persona.	Curiosity	<ul style="list-style-type: none"> <input type="checkbox"/> Build student understanding of empathy by watching one or more previous pitches. Discuss some of the strategies as a class (sharing a personal story, using statistics, creating a persona). <p>Learning Peak: Beneficiary Persona</p> <ul style="list-style-type: none"> <input type="checkbox"/> Option 1: Base Level: Beneficiary Persona (30 mins): Have students use AI to create a basic persona of their chosen beneficiary. Use the Beneficiary Persona PowerPoint to help guide this process. <input type="checkbox"/> Option 2: Level Up: Beneficiary Persona Multimodal (60 mins): Level up the basic persona with further facts and information, then present as a multimodal presentation.



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Lesson 7 Solution Ideation	We are learning to understand the conditions that make creativity and divergent thinking possible.	Use what you know to ideate 50+ possible solutions to your problem	Creative Thinking	<ul style="list-style-type: none"> <input type="checkbox"/> Use the Solution Ideation PowerPoint to guide students through ideating 50+ possible solutions to their chosen problem. <input type="checkbox"/> Use the How? Now. Wow! Section of the PowerPoint to help students choose 10 ideas to briefly research. <input type="checkbox"/> Then, map those ideas on the matrix, and select the 5 ideas with the most 'wow' factor.
Lesson 8 Prototyping	We are learning to create simple prototypes for multiple solution ideas to test viability.	Use what you know to prototype a number of possible solutions.	Communication	<ul style="list-style-type: none"> <input type="checkbox"/> Explain what Prototyping is using the PowerPoint, then have students generate prototype sketches. They are encouraged to produce at least 1 per group member. <input type="checkbox"/> Organise a Prototype Feedback gallery walk for students to share feedback with each other. <input type="checkbox"/> Groups should choose their top idea based on this feedback.
Lesson 9 Are we different?	We are learning to evaluate our proposed solutions by considering their unique features, complexity and originality.	<p>Use what you know to level up a product with points of difference</p> <p>Use what you know to select your most innovative product as your top idea</p>	Agility	<ul style="list-style-type: none"> <input type="checkbox"/> Students learn about points of difference by designing the 'ultimate' toilet paper brand <input type="checkbox"/> Use the Points of Difference PowerPoint to unpack the 4 key categories that are used to level up ideas. <input type="checkbox"/> Students level up the Top 2 Ideas by applying the four categories. <input type="checkbox"/> Choose an option to help students compare, contrast and receive feedback on the top 2 ideas in order to choose the Top Idea to proceed with.
Lesson 10 + 11 Prototyping and Testing	We are learning to understand how to create and use prototypes and an elevator pitch to test ideas and receive feedback.	<p>Use what you know to identify assumptions that need to be tested.</p> <p>Use what you know to create and test a prototype for feedback and mentoring.</p>	Communication	<ul style="list-style-type: none"> <input type="checkbox"/> Introduce the purpose of prototyping and different ways to prototype using video, discussion and PowerPoint resources. <input type="checkbox"/> Have students use the Prototyping Matrix to choose and build a Prototype, then create a 60 second elevator pitch. <p>Learning Peak: Sharing a Prototype for Feedback Choose an option for accessing mentoring and feedback</p> <ul style="list-style-type: none"> <input type="checkbox"/> Option 1 - Base Level: Individual Mentoring (30 mins) <input type="checkbox"/> Option 2 - Level Up: Speed Mentoring Rounds (60 mins)
Lesson 12 What is a pitch?	We are learning to understand the elements of an effective pitch and the requirements of the assessment task.	Use what you know to evaluate and score pitch examples, and explain assessment requirements.	Critical Thinking	<ul style="list-style-type: none"> <input type="checkbox"/> Divide students into mini 'shark tank' judging panels, then show a selection of semi finals pitches from previous years. Have students use the pitch score card to analyse and share feedback about each pitch. Watch, analyse and discuss key features of a pitch using previous semi-final videos <input type="checkbox"/> Introduce the assessment and key requirements for the unit
Lesson 13 Planning your project	<p>We are learning to understand the norms that underpin effective teamwork.</p> <p>We are learning to understand how to plan our project and assign roles and due dates.</p>	<p>Use what you know to create a complete a project contract.</p> <p>Use what you know to map out your approach for the remainder of the project</p>	Action	<ul style="list-style-type: none"> <input type="checkbox"/> Students reflect on the requirements of the pitch and the assessment and discuss any gaps or opportunities. <input type="checkbox"/> Use the Project Plan PowerPoint and Project Plan document to discuss team dynamics and form agreements about team norms and processes <input type="checkbox"/> Use the Project Plan to map out the rest of the student project (including how the modules will be tackled).

The rest of the unit is divided into modules that tackle various parts of the final product. You can choose to plug and play as written, or pick and choose the topics and activities that best suit your cohort and assessment needs. These modules can also be entirely student-led - simply provide the modules and the accompanying resources to your students and they can choose which aspects to tackle.

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Module 1: A Compelling Problem	We are learning to understand and communicate the deeper context of a chosen problem.	Use what you know to explain your compelling problem using facts, examples and personas.	Critical Thinking	<p>Key Activities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Examine previous pitches to identify how they explained their problem and what techniques they used to make their audience care. <input type="checkbox"/> Draft or update the Root Cause Tree and Beneficiary Persona from previous lessons. Identify any gaps <input type="checkbox"/> Gather evidence to explain your problem in 3-5 bullet points <input type="checkbox"/> Draft the problem section of the pitch <p>Deeper Dives (optional)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Conduct further secondary research into the problem <input type="checkbox"/> Complete an interview with a beneficiary or expert
Module 2: Innovative Solutions	We are learning to understand how to demonstrate the effectiveness of our chosen solution for an audience.	Use what you know to create a table comparing your solution to two competitors. Use what you know to improve your prototype and test with an audience.	Critical Thinking	<p>Key Activities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Capture your solution in one sentence <input type="checkbox"/> Use the Competitor Analysis Activity to identify your key competitors and create a table comparing your idea with your top two competitors (based on your points of difference). <p>Deeper Dives (optional)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Level up your prototype to be more functional or to test new features <input type="checkbox"/> Test your updated prototype with an authentic audience
Module 3: Branding + Marketing	We are learning how to brand and market our ideas to attract our target customer.	Use what you know to develop a 'mood board' that captures your brand identity and customer. Use what you know to develop branding collateral to support your business idea.	Creative Thinking	<p>Key Activities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use the Brand Identity PowerPoint to learn more about building a brand identity <input type="checkbox"/> Create a physical or digital 'mood board' that captures your brand inspiration and target customer. <input type="checkbox"/> Use the Create Your Brand document to build your brand name, logo, colours and other brand visuals. <p>Deeper Dives (optional)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create a Customer Persona that captures your target audience <input type="checkbox"/> Learn more about the 4Ps of marketing then complete the Marketing Summary <input type="checkbox"/> Create marketing materials (slide deck, brochure, ads, business cards or similar)
Module 4: Financials + Launch	We are learning to understand what resources we need to launch and scale our business.	Use what you know to calculate your costs, price and profit. Use what you know to plan how to get your product or service to market.	Action	<p>Key Activities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Brainstorm the resources you will need to start your business (use the Resources Table if needed) <input type="checkbox"/> Use the Financially Fit Workbook (or the AI Prompt) to estimate your costs, price and profit margin. <p>Deeper Dives (optional)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use the Roadmap - Product or Roadmap - Service to map out your approach to launch. Focus on the 'plan' and 'launch' columns. <input type="checkbox"/> There are also 'stretch' activities you can explore.

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Module 5: Pitch Craft	We are learning to understand the structure and delivery of a persuasive pitch.	Use what you know to draft a powerful and compelling pitch.	Communication	<p>Key Activities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create or update your elevator pitch and practice it with your peers for quick feedback <input type="checkbox"/> Draft the middle sections of your pitch using the Pitch Template (problem, solution, points of difference, plan) <input type="checkbox"/> Use the Pitch Tips and Tricks document to help level up the language and other techniques used in the pitch and complete the Ask and Opening. <p>Deeper Dives (optional)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create a slide deck to accompany the pitch (use the Sizzling Slide Deck advice) <input type="checkbox"/> Use the Pitch Bingo card to share feedback with other groups (this could be a whole class activity)
Lesson 20 How can we bend the future?	We are learning to understand the importance of reflection in transferring learning.	Use what you what you know to explain what went well, what didn't go well and what you would do differently to improve.	Agility	<ul style="list-style-type: none"> <input type="checkbox"/> Have students log into Zing and complete the Capabilities Check Out survey. <input type="checkbox"/> Have students complete The Denouement reflection (or choose your own reflection activities) <input type="checkbox"/> Ensure students complete their application for The Future Anything Finals.