



## Global Problem Solvers: The Series – Season 1, Working Well

### Episode 1.5 – The Business Plan Teaching Companion

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#### Episode Summary

Back in the airship, the Global Problem Solvers discuss an issue that is essential to their venture's success: Who will implement their solution when they're gone? They develop a business plan for their well sensor network that addresses key considerations, such as material resources, funding, profitability, marketing, social impact, and local connections. To fulfill this plan, they visit a factory in Malawi that manufactures similar sensor technology and persuade the owner to see how manufacturing well sensors would fit within his own business model.

#### Worksheet

1. What do the Global Problem Solvers do in this episode to get through the whirlwind? Check all that apply.  
 Devise a business plan       Involve local people in the solution       Adapt existing resources to new solutions  
 Make flyburgers
2. A business plan helps entrepreneurs assess the viability of their idea, develop effective strategies for success, and attract needed investment, talent, and resources. What is the Global Problem Solvers' business plan in Malawi?
3. Come up with an idea for a social enterprise. How would you summarize your idea in what is known in business as an "elevator pitch," a succinct statement that can be delivered in thirty seconds or less? (Why is it called an elevator pitch? Imagine it as a sales pitch you can only make to someone during a brief elevator ride.)
4. What kind of social impact would your idea have? How would you measure the impact?