

TASK DETAILS	
Module	<b>PROPOSING A BUSINESS IDEA</b>
Type	TEAM
Activity Stage	ORIENTATION
Department	ALL COMPANY MEMBER
Duration	1x SESSION, 2 LESSON HOUR
LEARNING OBJECTIVE	OUTPUT
<ul style="list-style-type: none"> <li>Students are able to design solution-oriented, innovative, and sustainable business ideas by referring to key business success factors.</li> <li>Students are able to participate in the business idea selection process to determine the most feasible ideas.</li> </ul>	Chosen Business Idea

## INTRODUCTION

A successful business idea does not always come from an entirely new product or service in the market. On the contrary, innovation and development from existing solutions can create significant added value. A business idea that is both solution-oriented and innovative must respond to common societal needs and problems. In this stage, students are encouraged to design business ideas that are solution-oriented, innovative, and sustainable, by developing existing businesses—making the ideas not only creative but also distinctive and marketable.

No	ACTIVITY
1	<p>The facilitator divides students into small groups (maximum 5 students per group) and distributes the <b>“Concepting Business Idea”</b> task sheet, which is available in the Task Format section and will be used as a discussion guide for each group. The task sheet can be distributed in either softcopy or hardcopy form.</p> <p>During the discussion, each group fills in the provided points on the sheet to develop an innovative business idea. These points are key success factors of a business idea, previously studied in the earlier module.</p>
2	<p>Once the task is completed, each group is invited to present their discussion results in 5 minutes. Presentations may use a simple PowerPoint or be done manually (e.g., using flipchart paper). During the presentation, other groups may ask questions and each group should take notes on the feedback they receive to refine their business ideas.</p>
3	<p>After all presentations are finished, the facilitator asks each group to complete a Business Idea Registration Form, which contains information about the product/service they developed in the previous module. (This can be done via Google Form.)</p>

4	The business idea registration forms are collected and submitted to the facilitator. The facilitator then selects several viable business ideas to proceed to the voting stage.
5	<p><b>Business Idea Voting</b></p> <p>Prepare the <b>Business Idea Voting Form provided in the Task Format section</b> and distribute it to all students. Ensure that all students, including the facilitator, participate in the voting process. The voting can be conducted either through Google Forms or manually. For manual voting, the facilitator can download the Voting Form via the link provided in the Task Format section or portal. Students and facilitators are advised to vote for the business idea they believe is most feasible to implement.</p> <p>After voting, the facilitator tallies the votes and announces the <b>selected business idea</b> to be implemented by the company.</p>

## REFERENCE

1. Ideas Based on Coaching Over 1,000 Entrepreneurs, Createspace Independent Pub
2. Genadinik, Alex. 2014. Business & Start-up Ideas: A Comprehensive Guide on Business and Start-Up

## TASK TEMPLATE

1. Concepting Business Idea - [LINK](#)
2. Business Idea Registration Form - [LINK](#)
3. Voting Form - [LINK](#)