Name: Date of POL:

**POL Preparation**

*Your task is to start something that matters…*

**THINK**

1. What is empathy? What can you do with empathy?

1. What is a problem that you have noticed in your life, your community, or the world as a whole? Describe this problem using 2 – 3 sentences.

1. Why is this a problem? (Who or what is affected? In what way(s)?)

1. How might you solve this problem if you had ALL the resources needed?

**Creative Capitalism**

1. What does Bill Gates argue will “fix” capitalism?
2. Do you think his idea is possible? Why or why not?

**Models:** Use these speakers as a model for how your presentation will look, feel, and sound.

What strategies did the speaker use to grab the audience’s attention?

|  |  |  |  |
| --- | --- | --- | --- |
| Video 1 | Video 2 | Video 3 | Video 4 |
|  |  |  |  |

What strategies were used to keep the audience’s attention?

|  |  |  |  |
| --- | --- | --- | --- |
| Video 1 | Video 2 | Video 3 | Video 4 |
|  |  |  |  |

What visual anchors and/or props were used and were they effective?

|  |  |  |  |
| --- | --- | --- | --- |
| Video 1 | Video 2 | Video 3 | Video 4 |
|  |  |  |  |

How did the speaker end his or her presentation? Was this effective? Why or why not?

|  |  |  |  |
| --- | --- | --- | --- |
| Video 1 | Video 2 | Video 3 | Video 4 |
|  |  |  |  |

Marketing Strategies



Others?

TED Talk Presentation

**Minimum Requirements:**

* Between 6 and 9 minutes in length
* At least 1 visual anchor
* *If a product*: include a design or prototype
* Vocabulary words used correctly in context (see rubric)
* Correct capitalization and punctuation used in visual anchor
* Research to prove that your problem is actually a problem
* Explain how your ideation followed the Design Process
* Effective use of a marketing strategy in your presentation
* Accurate Works Cited page (submitted separately at the time of presentation). Minimum 3 sources

**Honors Requirements:** Everything above, plus…

* Research to prove that your idea or product could be successful in solving the identified problem (using similar products/ideas or market research as evidence)
* Research and analysis to prove that a marketing technique of your choice is effective

**Your presentation needs to address the following:**

* What is the problem? Why is this a problem? Why do you care about this problem? Why should other people care about this problem?
* What is your solution?
* How does this solution solve the problem?
* What do you need to create this solution (product or idea)?
* How will you get what you need? (Resources)
* How will you make your solution come to life?

**Questions you may be asked after your presentation:**

* Is there anything like your product or idea in existence or in history? What makes your product or idea better?
* How does your business or product model the idea of simplicity? Why is simplicity so important for business?
* How would you market your product, idea, or business in order to get support for what you are doing?
* Describe a marketing strategy you used during your presentation to gain or hold the audience’s attention? What makes this strategy effective?
* Why is it so important for a giving-based company to build trust amongst its consumers? How will you build trust for your company?
* What community of people will your company or product help? What do you want to help this community?
* What is the source for your research? How did you determine that this was a credible source?

**You MAY NOT:**

* Use a product or company idea that already exists (to the best of your knowledge)
* Discuss a product or company idea whose sole purpose is to make money (it must give back)
* Say, “I don’t know” (instead say, “I’m not certain, but I will find out and get back to you” AND actually find out and get back to me to get credit for answering the question)

**Create a Plan**

How will you tackle this project?

**CARE**

**CONCEPTUALIZE**

**CREATE**

**CRITIQUE**

**Part 1: Explore the TOMs Website**

www.toms.com

What does TOMs give?

1.

2.

3.

4.

5.

Where does TOMs give? Why?

What is the purpose of TOMs having “giving partners”?

In the section “Beyond One for One,” what does “program integration” refer to?

**Part 2:** Explore the Websites of these “giving partners” to get a better idea of what other companies exist in the realm of social entrepreneurship. **Explore at least 3** of the sites below for inspiration.

* Magic Bus (magicbususa.org)
* Bright Generation Community Foundation (<http://brightgeneration.org/>)
* Americares (<https://www.americares.org/>)
* Special Olympics (<http://www.specialolympics.org/>)
* UN Refugee Agency (<http://www.unhcr.org/en-us/>)
* Partners in Health (<https://www.pih.org/>)
* Method (<https://methodhome.com/benefit-blueprint/>)
* FEED (<https://www.feedprojects.com/about-feed>)
* Girls’ Globe (<https://www.girlsglobe.org/>)
* Cuddle and Kind (<https://www.cuddleandkind.com/1doll10meals/#whywegive>)

**IDEAS:** Write ‘em down and keep ‘em coming!