

**Activity 2 (computer-based, reading, listening and speaking):**  
*Analysing and selecting social business ideas*

- Video: <https://youtu.be/clsA1s9SwEU>
- Multimedia input:
- Slideshare: [https://es.slideshare.net/arif\\_fatin/business-opportunities-11290794](https://es.slideshare.net/arif_fatin/business-opportunities-11290794) (Depending on group needs trainers can use the slides to create an adapted training material on Business Opportunities)
- text and graphics input

*Learning objective/s:* at the end of the activity learners will be able to select good business ideas.

*Approximate time:* 40 min

*Procedure/description:* computer-based activity of two tasks to encourage listening comprehension and reading for gist. Learners use online content, texts and images.

*Task 1:* How to find good business ideas? Watch, listen and read.

Video: <https://youtu.be/clsA1s9SwEU> Trainers support and check learners' understanding by asking guiding questions and providing additional explanations.

*Task 2:* Learners think of a social business idea that they find attractive and innovative and then answer the following questions to see if it is reasonable to go ahead. Once the questions are answered, comment the answers with their peers and the teacher. Trainers might find appropriate to support discussion of questions with example answers as shown below.

1. What will be the customer profile?  
demographic, geographic, and psychographic characteristics, as well as buying patterns, etc.
2. What is it that the new idea is replacing?  
existing product, service, etc.
3. How can I promote the idea?  
social media, media, pptx, videos, etc.
4. What human resources and skills will be needed?
5. What other resources will be needed?
6. Is there any potential for growth?
7. Can I see myself doing this for the next two years?