**Lesson #6: Innovation**

**Learning Target:** I can explore different ways people innovate on ideas, products, services and methods for doing things.

**Warm Up**

**Students can work with their table group or individually on the warm-up (below). The goal is to help them see how an innovation can be as simple as adding a new feature to an existing product.**

**Activity #1**

**Students will explore specific examples of entrepreneurs creating innovative products looking for outside capital to bring their products to the open market.**

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| **Innovation** |
| A new idea, product or method of doing something. |
| **Example:** It can be a simple as adding a new feature to an existing product like a better camera on an iPhone 6. Or, completely revolutionizing or changing the world with a new product or invention like the airplane or satellite. |

**There exists many ways for entrepreneurs to obtain funding so they can take their innovative ideas to market. Some of the ways entrepreneurs can do so is by using crowd funding websites like:**

* **Kickstarter- Blinky Shoes** <https://www.kickstarter.com/projects/1161431643/blinkyshoes?ref=category>
* **GoFundMe- Blinded By Love** [**https://www.gofundme.com/blindedbylove**](https://www.gofundme.com/blindedbylove)
* **Indiegogo- Storytelling for Screenagers** [**https://www.indiegogo.com/projects/videotelling-storytelling-for-screenagers#/**](https://www.indiegogo.com/projects/videotelling-storytelling-for-screenagers#/)

**Guiding questions for any of the methods of obtaining funding:**

* What is this product considered to be innovative?
* What is new about the way the product will enhance people’s lives?
* Do you find this product interesting?
* Thoughts about contributions.

**Warm-up**

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| **Original Product** | **What innovations has this product experienced?** |
| http://beta.safari.in/store/media/catalog/product/cache/1/image/950x/9df78eab33525d08d6e5fb8d27136e95/1/_/1_22.jpg |  |
| http://s.hswstatic.com/gif/who-invented-the-cell-phone-1.jpg |  |
| http://wallpapercave.com/wp/zDjGzes.jpg |  |