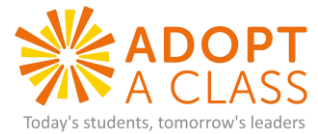


Activity: Intrust IT B2B Challenge**Focus:** Career Exploration**Grade Range:** 6th-8th**Time:** 45 minutes**INSTRUCTIONS**

1. Introduce the activity for the day, Intrust IT B2B Challenge and that the objective of the activity is to think creatively on how businesses work together.
2. Pass out the Intrust IT B2B Challenge Worksheet, one per student, and make sure students have a pencil or pen.
3. After everyone has been given their worksheet, explain to students how businesses work together to operate. Ask students if they can think of any businesses that are Business-To-Business (B2B) rather than Business-To-Consumer (B2C). Explain/ask what is the difference between B2B and B2C using the corresponding PowerPoint.
4. After explaining the difference between B2B and B2C, ask students to think of their own business idea and the name of their business for this challenge
 - o Tip: Encourage students to think of a business that they would want to run one day that relates to their existing interests!
5. After students come up with their business and business name, have students identify and write down a minimum of 3 items or tasks their business needs to successfully operate, and their target market. Give students 10-15min to brainstorm this, assisting as needed.
 - o Rule: Students CANNOT choose money, clients or customers for their items.
 - o Tip: Show some examples of what these items or tasks could be on the PowerPoint
6. After a 10-15min brainstorm, explain to students they have another 15min or so to come up with as many B2B transactions as possible. To do so, have students work together around the classroom and determine amongst themselves whose businesses would work well together to meet their needs for successful operation. This can be either through mutual partnership or as a one-way transaction. Once a partnership or transaction is identified, have the student's write down what the name of the classmate and business is and how it works together with their business.
7. At the end of the time allotted, ask students how many connections they made. The student with the most wins the challenge!
 - o If your team chooses to do so, pass out the prize for the winner(s). This could be the person with the most connections, top 3, etc.
8. Finish up the lesson by sharing with the students this challenge is about teamwork, communication, and the importance of building relationships!

SYNOPSIS

Through Intrust IT's B2B Challenge, students will learn about the importance of business-to-business operations. Through creative thinking and problem solving, the student with the most B2B connections at the end of the class wins the challenge.

MATERIALS

- Intrust IT B2B Challenge Worksheet
- Writing utensil
- Ability to present corresponding PowerPoint

TIPS

Encourage students to think of a business that they would want to run one day. How does this business relate to their interests? What are the needs of the community for this business?



B2B Challenge

Name: _____

Business Name: _____

Three things that my business does are:

- 1.
- 2.
- 3.

Three resources or items my business needs to succeed are:

- 1.
- 2.
- 3.

My business customers are: _____

What other businesses must my business work with to be successful and how must I work with them?: