

## Understand Your Target Market:

<i>Activity</i>	<i>Resources</i>	<i>Time Assigned</i>	<i>Outcome</i>
<b>The fish game</b>			
<p>Prior the activity, prepare the fish from three differently coloured papers, cut them into a fish shape, creating about 10 to 20 fish. Attach value to each type of fish. For example:</p> <ul style="list-style-type: none"> <li>• Yellow fish 10 Euros</li> <li>• Blue fish 5 Euros</li> <li>• Orange fish 1 Euro</li> </ul>	Coloured paper scissors	10 minutes	Materials needed for the activity
<p>Prepare sets of materials, the same for each group and put them into a bag (1 set for each group of 3 to 5 people)</p>	<p>Materials for each group:</p> <p>Various sheets of paper Masking tape Glue Balloons Threads Ropes Markers</p>	2 minutes	Bag of resources ready for each group
<p>Make a pond in the seminar room using chairs or a rope. Then drop the fish in the middle of the pond, as if it is swimming.</p>	Chairs or a rope	5 minutes	The room and the “setting” is prepared for the activity
<p>Introduce the activity by saying the team is going to catch fish made of paper. Divide the participants into groups of 3-5 people.</p>		2 minutes	Division of participants into groups.
<p>Give each team the bag with resources and allow each team to prepare “fishing rods” out of the resources provided. The materials are stored and preparation takes place in a different room as the pond. Together, the team decide how they are going to catch the fish. They have 10 minutes to prepare their strategy.</p>		15 minutes	Each group will have an idea of the pond and a some tools prepared to catch the fish.



One person from each team is allowed to go and see the pond and then describe it to the rest of the team.			
<p>The teams go to the pond at the same time and can start to catch fish.</p> <p>During catching the fish, they are not allowed to step inside the pond. They can go back to the room where their materials are stored any time they want to.</p> <p>Any strategy to catch fish is allowed, as long as the rules of the game are kept.</p> <p>You do not interfere, just watch that the rules of the game are kept and let each team find their own way of catching fish from the pond using the available materials.</p> <p>The game finishes when all fish has been caught.</p>		5 to 30 minutes – the timing varies depending on the strategy of the group	The fish has been caught and put on a special place by each group.
The money collected (amount written on each fish) is calculated, results are announced to groups.			Each team knows how successful they were at catching the fish and “earning” money.
<p>All participants return back to the seminar room where the activity is discussed.</p> <p>Questions for debriefing:</p> <p>What strategy did you use? Did it work? Would you change it? How do you connect it with Entrepreneurship?</p> <p>Other points in focus:</p> <p>Creativity/teamwork / innovative ideas/ initiative</p>		20 to 30 minutes	The participants will have understood their own approach to the target market and using the resources provided to take opportunities for business.
<b>Activity</b>	<b>Resources</b>	<b>Time Assigned</b>	<b>Outcome</b>
Ranking order			



Prepare a set of various characteristics of the target group that entrepreneurs aim their activities at, e.g. age, interests, family background, financial situation, geographical location, technical skills, etc. Write each of them on a separate blank paper. Include two blank pieces of paper with nothing written on them.	One piece of paper per key word - one set per group	5 mins	Key words prepared on pieces of paper
Divide participants into groups of 3-4 people. Give each group one set of keywords written on paper. As a group, they need to rank the information in order of importance. The topics can be various, for example: What information does the entrepreneur take into consideration when judging whether a certain product will be successful at the market? / What skills are essential to succeed at the market? Etc.			
The final order is commented on by the participants. If there are more groups, the order of importance can be compared among the groups.			