

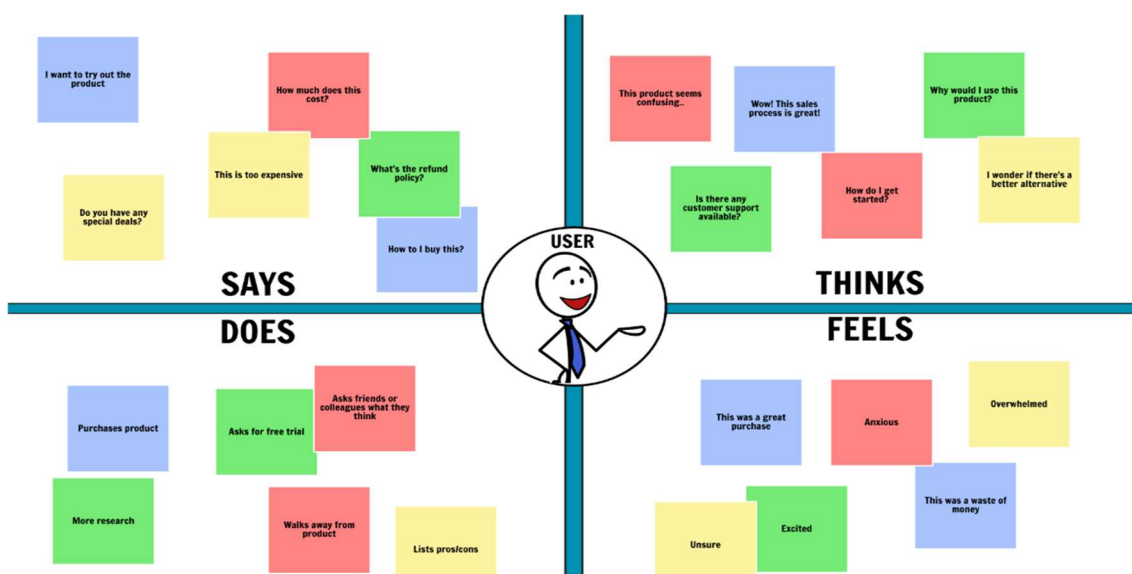
CIRO COMPETITION ACTIVITY SHEET - COMMERCIALIZATION PLAN

ELEMENTS	DESCRIPTION
Activity name	<p><i>Name that characterises the activity you are going to develop.</i></p> <p>Commercialization Plan: Empathy map</p>
Type of educational group	<p><i>Colleges, universities, families, companies, etc.</i></p> <p>Students participating in CIRO competition (High School)</p>
Group characteristics	<p><i>Where they come from, their age and gender, what level of prior knowledge do they have...</i></p> <p>Students from Spain (16-17 years old) and Germany (12-13 years old) who have participated in CIRO reaching the final competition and learning concepts related to climate change, sustainability, renewable energies, energy storage through hydrogen and hydrogen and fuel cells applications.</p>
Number of participants	<p><i>The number of attendees is a fundamental factor to adapt the activities that we want to carry out.</i></p> <p>30 participants divided into five aleatory groups of six people each.</p>
Action goals	<p><i>What is the purpose with which we develop the actions, what we want the participants to learn?</i></p> <p>This activity focuses on approaching to the critical thinking of a potential client using an empathy map template. It will give the group new ideas to improve a business model of a given product.</p>
Methodology	<p><i>The teaching techniques must be adapted to each participating group and its characteristics.</i></p> <p>PART I: Empathy Map: product</p> <p>We will start by introducing the activity and making five aleatory groups with Zoom. Each one of them will work in their empathy map on a separated space.</p> <p>Before sending each participant to their space, we will share with them one link to Drive in which we will have already prepared one document per group. This document will contain:</p> <ol style="list-style-type: none"> 1. A brief product overview (backpack with solar panels, vegan shoes, solid shampoo, bamboo toothbrush, stainless steel bottle, and erasable smart notebook.) 2. An empathy map template that they must fill as they talk and discuss in videoconference. <p>After filling this template, they should answer three questions related to the improvement of the business plan of their given product.</p> <ol style="list-style-type: none"> 1. How could you <u>improve the sales</u> of this product? List 5 selling strategies.

	<ol style="list-style-type: none"> 2. Write down <u>two reasons</u> why a client wouldn't buy your product. How could you <u>convince</u> him/her that your product is better than the ones offered by the competitors? 3. Decide the <u>price</u> of your product based on the price of your competitors. Why are you setting a higher/lower/equal price? <p>After this activity all the groups will be back in the same room in which we will share our own screen showing the answers written by the students in Drive. Each group will make a short comment about their product and its opportunities on the market.</p> <p>PART II: Empathy Map: project</p> <p>This part consists of repeating Part I, but this time students will work in their own project group. In this way they can repeat the commercialization plan activity by focusing it on their own projects.</p>
<p>Contents</p>	<p><i>Both conceptual and procedural and altitudinal; that is, what are we going to teach and how are we going to teach it.</i></p> <p>The contents themselves are the tools facilitated to students.</p> <p>By giving them the empathy map template, they will learn to search for opportunities to improve a business model, having as an example one innovative product.</p> <p>This also may allow them to understand different cultures, appreciating other perspectives or approaches, and assessing the importance of teamwork.</p>
<p>Spacetime organisation</p>	<p><i>Where and when will the activity take place, and how long will it last.</i></p> <p>May 14th, 2021 Part I and Part II 9:00 – 11:00 → Zoom meeting</p>
<p>Process</p>	<p><i>We must establish a logical sequence to carry out the activity, from its presentation to its final evaluation.</i></p> <p>PART I: Empathy Map: product</p> <ol style="list-style-type: none"> 1- Presentation of the activity and creating workspaces (10 mins) 2- Filling empathy map and answering questions (30 mins) 3- Brief comment on each case (4 mins per group ≈ 20 mins) <p>PART II: Empathy Map: project</p> <ol style="list-style-type: none"> 1- Presentation of the activity and creating workspaces (10 mins) 2- Filling empathy map and answering questions (30 mins) 3- Brief comment on each case (4 mins per group ≈ 20 mins)
<p>Risks and possible incidents</p>	<p><i>Evaluation of possible risks that could hinder the performance of the activity and establish an alternative plan (if applicable).</i></p> <p>The students could have problems with their connection or the access to Drive (they need a google e-mail account) or with Zoom.</p> <p>Each school must send the students' e-mails before this activity to ARIEMA. Just before this commercial plan activity the link to Drive will be shared with them.</p> <p>A moderator will be able to help them if they have those troubles.</p>

<p>Necessary resources</p>	<p><i>Here we will include all the materials we will need before, during and after the activity takes place (notebooks, brochures, guides, etc.)</i></p> <ul style="list-style-type: none"> • One computer with webcam and microphone per student. • Access to Zoom and Drive (google e-mail account).
<p>Evaluation method</p>	<p><i>Tools with which we will measure the degree of fulfilment of the objectives of the activity.</i></p> <p>This activity (Part II) will be evaluated over 10% on the total grade of the competition.</p> <p>It will be evaluated according to:</p> <ul style="list-style-type: none"> • The final empathy map and questions. • The brief exposition of their work. • Students’ involvement in the activity (each person should participate actively).

Empathy Map Example



Empathy Map Template for students (they can add or eliminate post-its)

