

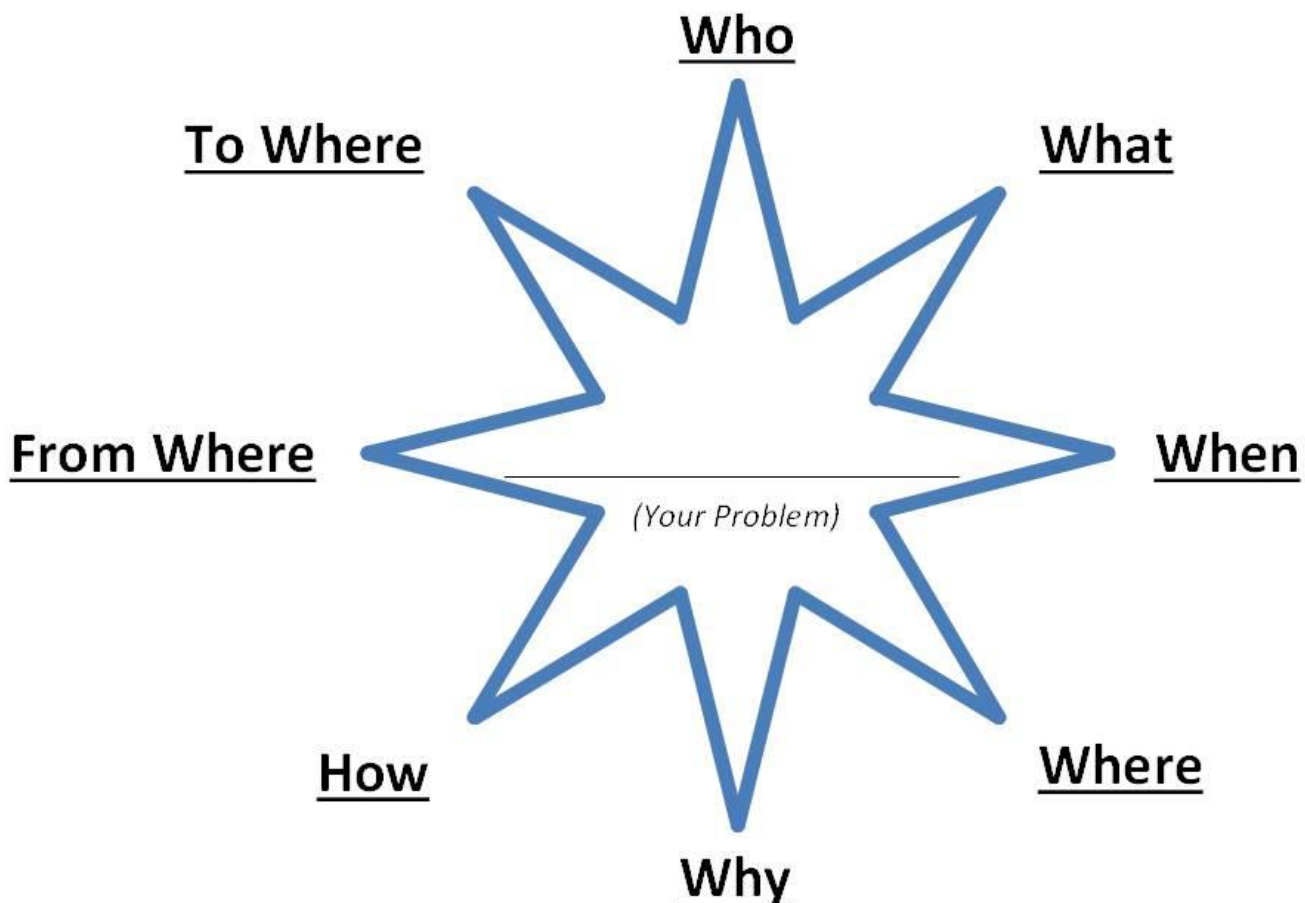
European Civic Attitude Through Social Entrepreneurship 2019-1-RO01-KA229-063748

Demonstration lesson on: Starburst Method in a Business Plan

Starbursting represents a new method of developing creativity and is often associated to brainstorming .

It is conveyed as a stellar explosion .

-the issue is written on a paper and is surrounded by the following questions:



Aims: it is a method for stimulating creativity, a way of solving new issues

Method steps:

- 1) 32 Students in a semicircle propose the problem to solve, the central idea is written inside the star, questions like WHAT, WHO, WHERE, WHY, WHEN, WHEN... are written on single cards and students extract one question, 8 students choose 1 card and choose three mates, organizing themselves in eight groups
- 2) The groups cooperate in elaborating questions
- 3) when time expires, students return to the semicircle and say the elaborated questions (a representative of the group), students from other groups answer questions or formulate question to questions.

Let's put in practice

Step 1

An eight-point star poster is put on the floor. In the middle of the star the main idea is written. For example our Social Enterprise: **Mobile Apps for youngs** .

Step 2

Start to brainstorm each type of questions and write down questions on its related star point.

EXAMPLE:

Who:

- Who will benefits of this application?

What:

- What isare the aims of the application?

When :

- When will the application be used?

Where:

- Where will we sell the application?

Why:

- Why will it be innovative?

How:

- How shall we promote it?

From Where:

- Where shall we start from?

To Where:

- Where shall we expand to?

Step 3

At this stage the students discuss the answers for each questions and the collected answers contribute to build a solid framework of the product.

Francesca Migliarese-ITT Malafarina team