

# Entrepreneur Activity

## Set Up:

- Desks should be arranged into six groups. As students enter the classroom, help arrange equal numbers of students in each group. You can use five groups with smaller sessions.

**Goal:** Students will see that entrepreneurship is a type of self-employment. By watching a short video they will learn characteristic traits of entrepreneurs using Milton Hershey as an example.

**\*When text is in red, please read it to the students exactly as written.**

**Introduce yourself and briefly share your career/education background.**

## Opening Remarks: (5 minutes)

- Ask the students what they know about Milton Hershey. (candy, Hershey Park, Hershey Hotel, Milton Hershey Schools).
- Inform the students that Milton Hershey was an entrepreneur. Ask the students, **“Who knows what it means to be an entrepreneur?”** **An entrepreneur creates something new or does something in a different way. It’s a form of self-employment, but not all self-employed people are entrepreneurs. Entrepreneurs are innovators who introduce new products, services, or business models.**
- **Talking Points:** There are a few key terms in entrepreneurship (see 10 flashcards). Read each word aloud and see if a student can define it (or come close to the definition on the back of the card). If not, tell them to listen for the word in the video, and they will probably understand the meaning then. Keep the “unknown” words in a separate pile for later. **(Don’t spend too much time on these terms – 3 or 4 minutes only.)**

### Flashcards:

- **perseverance** – to keep doing something despite difficulty or delay in achieving success
- **passion** - a powerful or compelling emotion or feeling
- **innovative** - to create something new, original, or groundbreaking
- **motivation** - a driving force that directs a person’s behavior
- **launch** - to start or set an activity or enterprise in motion
- **apprentice** - a person who studies with experts in his or her chosen field
- **commitment** - pledging yourself to a course of action
- **obstacle** - something that interferes with or prevents action or progress
- **problem solving** - the process or act of finding a solution to a problem
- **entrepreneur** – someone who creates something new or does something in a different way in hopes of earning a profit

### **Activity 1- Milton Hershey Story (6 minutes)**

- Show students the video about Milton Hershey's life. They should pay attention because they will be answering questions from the video when they play a game afterwards.
  - The teacher should have a link to the video already downloaded onto a computer. If not, insert the flash drive in your bin into the computer. (If you would like to watch the Milton Hershey video in advance of the lesson, click this link:  
<https://vimeo.com/848934629/1a706c2b48?share=copy>).
  - After watching the video, ask students if they think Milton Hershey succeeded as an entrepreneur. (*Yes. He created chocolate differently than anything done before – he added milk.*)

### **Activity 2- Ladders to Success (10-15 minutes)**

- Hand out the Ladders to Success Gameboard, student game instructions, and small game bags (set of 15 cards, 1 die, 6 game pieces) to each group. (You can place a copy of the instructions and a game bag on a gameboard while students watch the video. Then you can easily pass them out after the video.)
- Read over the Ladders to Success game instructions with the students.
- Each team will begin the game and continue until a player reaches the end. If this happens early, they may play again.
- Once all teams have completed the game, collect all gameboards, student game instructions, and small game bags from each group.
- Review by asking the students if they can now define any of the terms that they weren't able to define before watching the video (flashcards kept separate) and give them the answers if they still can't. You may also read the Ladders to Success Game Question and Answer Sheet in your volunteer folder if time permits since not all groups will have used all the cards.

### **RECAP/TALKING POINTS (as time permits):**

- What traits of an entrepreneur did Milton Hershey have?
- Why are these traits so important to being an entrepreneur?
- Does anyone want to be an entrepreneur one day? What are your passions?

## Questions/Answers for Ladders to Success

- 1) What year was Milton Hershey born?  
1730  
1800  
**1857**  
1940
- 2) Where was Milton Hershey born?  
York  
Lancaster  
Philadelphia  
**Derry Township**
- 3) How old was Milton Hershey when he became interested in making candy?  
9  
**14**  
19  
12
- 4) Where was Milton Hershey's first apprenticeship to become a candy maker?  
Philadelphia  
**Lancaster**  
Harrisburg  
New York
- 5) At 19, Milton Hershey opened his first candy shop in what city?  
Lancaster  
**Philadelphia**  
York  
Derry Township
- 6) Whom did Milton Hershey borrow money from to open his 1st candy business?  
Mom & Dad  
Grandmother & Grandfather  
**Aunt & Uncle**  
A Friend
- 7) What was Milton Hershey visiting when he became interested in making chocolate?  
**The World's Fair in Chicago**  
A Street Fair in Hershey  
Derry Township Fair  
Hershey Hotel
- 8) Milton Hershey learned that what ingredient makes good candy?  
Flour  
Sugar  
Eggs  
**Milk**
- 9) What candy was Milton Hershey's first real success?

The Hershey Bar

Hershey's Crystal A Caramel

Hershey Kiss

Hard Candy

- 10) Milton Hershey sold the Lancaster Caramel Company for how much money to acquire the land in Derry Township?  
\$10,000 (Ten Thousand)  
**\$1,000,000 (1 Million)**  
\$100,000 (1 Hundred Thousand)  
\$28,000,000 (28 Million)
- 11) Why did Milton Hershey cancel his trip on the Titanic?  
His wife was ill  
**His business schedule**  
He was late arriving  
He got lost on his way
- 12) In the town of Hershey, which of the following did Milton Hershey create?  
Schools  
Parks  
Housing  
**All the Above**
- 13) How much money did Milton Hershey borrow to start his first candy business?  
\$50  
\$100,000  
**\$150**  
\$150,000
- 14) Which of the following are entrepreneur traits or characteristics?  
Passion  
Motivation  
Commitment  
**All the Above**
- 15) How old was Milton Hershey when he passed away?  
**88**  
98  
68  
78
- 16) Before Milton Hershey began making chocolate, it was a product only **WHO** could afford?  
Farmers  
**The Wealthy**  
Children  
None of the Above

# Ladders to Success Volunteer Game Instructions

Students should already be evenly distributed among the groups, but if they are sitting alone or in a group of 2, please have them move to another group.

## Object

The object of the game is to be the first person in your group to reach the WINNER square on the gameboard.

## Preparation

Place the game board in the center of your group. Place the cards with the YES side up beside the gameboard. Place your game pieces below the farm on square 1.

## To Play

The first player on the team will roll the die and move the game piece the number of spaces rolled.

- If the player lands at the bottom of a ladder (squares that say **PICK A CARD**) then **another player** in the group picks a card from the pile and reads it, along with all possible answers, to the person in play. The correct answer is the one in **RED**. If the player answers the question correctly, they climb to the top of the ladder. If it is incorrect, **DO NOT** read the correct answer (someone else might pick the card), and the player stays at the bottom of the ladder. Place the card on the bottom of the pile.

- If the player lands at the top of a slide (where Milton Hershey had a setback or faced an obstacle), the player moves down to the bottom of the slide.

The teammate to the left plays next. Play continues until someone reaches the WINNER square at the top.

Please walk around and check that students understand the directions and are playing correctly. If a group finishes early, they may play again