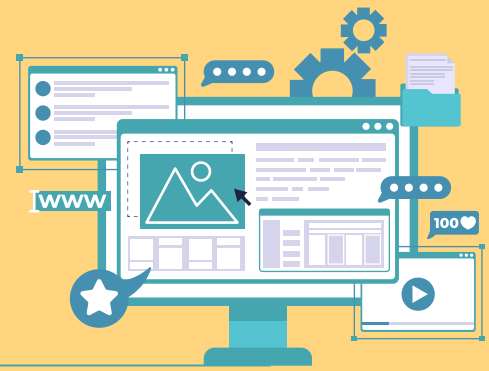


# THE ENTREPRENEURIAL TOOLBOX CHALLENGE



## OBJECTIVE

Students will engage in a collaborative challenge to simulate entrepreneurial thinking under constraint. Using core concepts such as bricolage, effectuation, and structural thinking, each group will create a viable product or service concept using limited, randomized resources.

1

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## ENTREPRENEURIAL THINKING UNDER CONSTRAINT

- This activity emphasizes three core approaches:
- Bricolage: Making do with available resources
- Effectuation: Start with what you have
- Structural Thinking: Reframe and restructure resources or problems



## BRICOLAGE

3

Definition: Using what's available to solve problems creatively.

Example: Turning shipping pallets into dorm furniture.

Guiding Question: How can we use this object or constraint to our advantage?



## EFFECTUATION

Definition: Begin with your means—skills, resources, networks—and allow goals to emerge.

Example: Using social media to test an app idea before building it.

Guiding Question: What can I do with what I already have?

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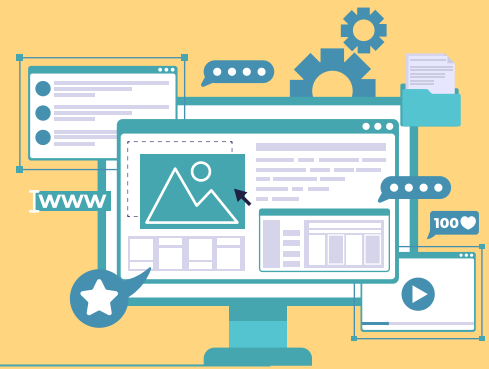
## STRUCTURAL THINKING

Definition: Find patterns, gaps, or rearrangement opportunities in systems or behaviors.

Example: Turning long cafeteria lines into a mobile pre-ordering solution.

Guiding Question: How can I reframe this system to serve another need?

# THE ENTREPRENEURIAL TOOLBOX CHALLENGE



## PROBLEM GROUPS

Group 1  
Resource: Smartphone  
Problem: Poor sleep habits  
Customer Type: First-year students

Resource: \$5 budget  
Problem: Food waste  
Customer Type: College students

Group 3  
Resource: Plastic bottles  
Problem: Loneliness among first years  
Customer Type: Remote workers

Group 4  
Resource: Social media  
Problem: Limited access to healthy food  
Customer Type: Single parents

Group 5  
Resource: 3D printer  
Problem: Long campus lines  
Customer Type: Commuters

Group 6  
Resource: Time (1 hour/day)  
Problem: Low student engagement  
Customer Type: Pet owners

## TASK



Choose an item from the provided list:

- 1 Resource
- 1 Problem
- 1 Customer Type

Design a product or service to solve a problem for the customer type.

## MINI PITCH



Write a Mini Pitch using PowerPoint or Google Slides and present it using the narration functions on the program.

Requirement:

- 2-5 Slides
- 2-3 Minutes
- Be creative

