



Teacher notes for module 5

Co-creating P2S idea

THE
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Introduction & Purpose

This module is about helping students **take the first step in creating their own Product-to-Service (P2S) idea.**

They will:

- **Use a simple warm-up worksheet** to recall earlier insights on sustainability challenges in their sector and prepare a starting point for idea creation. This step helps to ease into entrepreneurial thinking gradually, so learners are not overwhelmed when they enter the EduBot.
- **Explore and develop that idea further with the Idea Builder EduBot**, which will guide them step by step toward a first draft of a Product-to-Service concept.

👉 The focus here is not on a perfect business plan, but on **connecting problems with service-based solutions.**

💡 Before leading your class, please:

- Go through Module 5 yourself once, including the EduBot and pre-bot exercise, so you know what learners will see.
 - Decide how you will run it: more **individual (computers/phones)** or more **whole class (shared screen)**.
 - Adjust timing: the whole module takes about **35-60 minutes**.
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Timing Guide

- Introduction text: **1-2 min**
- Pre-EduBot warm-up worksheet: **10-15 min** if done individually, **15-20 min** if done during small group discussion
- EduBot activity: **20 min**
- Reflective sharing + Outro: **5-7 min** if it was personal work and **10-16 min** if it was work in small groups

👉 **Total: ~35–60 min**



Tips for Teachers

- You don't need to be an entrepreneurship expert — your role is to **facilitate the process** and **guide** students to previous modules, if they don't remember something.
- Remind students: it's okay if ideas feel simple — the next modules will help refine them.
- Use group discussion to **reduce fear of “wrong answers”** — it's about exploration, not evaluation.



◆ Scenario A: Individual work on computers (online/self-paced in class)

- **Introduction into the module**

- Show the introduction text in the module 5 webpage on screen and read it or paraphrase:

Now it's time to put your learning into practice. In this module, you'll start shaping your own Product-to-Service idea with the help of the Idea Builder EduBot.

Think back to what you discovered earlier about sustainability challenges and opportunities in your sector — those insights will be helpful for you in this idea creation stage.

Don't worry if you have never tried entrepreneurial thinking before — the EduBot will guide you step by step, starting with identifying a problem in your field and helping you transform it into a service idea.

The goal here is not to create a perfect business plan, but to explore possibilities, practice creative thinking, and see how circular and service-based approaches can bring value to your sector. Even small, simple ideas can show big potential when viewed from a new perspective.

- **Pre-EduBot Worksheet**

- Hand out printed versions to each student or ask to download and fill it in on computers individually.
- Give **10 minutes** for the whole process (*have extra 5 minutes in mind if students would need more time*)
- Teacher tip: remind students that they can always revisit previous modules, if they need to remember some parts which would be helpful for this task.



• EduBot tutorial video & EduBot Activity “Idea Builder”

- Direct students for personal work with the EduBots on their computers using their worksheet as input for the EduBot conversation. Suggest viewing tutorial video if they feel it would help them understand better how to use the EduBot or directly guide them to the chat with the EduBot.
- Give **15 minutes** for the whole process (*have extra 5 minutes in mind if students would need more time*)
- **Important point:** *urge students to save the summary of their idea – that will be needed in the next EduBot.*

• Reflection & Outro

- When everyone finishes the conversation with the EduBot, invite them for a short reflective discussion by asking:
 - “Who wants to share the kind of problem they picked?”
 - “Did the EduBot suggest something that surprised you or that you hadn’t thought of before?”
 - “What’s one thing you learned about your profession today that you didn’t see before?”
- Finish the module by summarising what was learnt and what is waiting in the next modules:

You’ve now created the first draft of your Product-to-Service idea. At this stage, it’s normal that the idea feels only partly developed — that’s exactly how the process works.

In the next module, we’ll take a closer look at what makes an idea valuable by exploring pains, gains, and client perspectives. This will help you strengthen and prepare your idea for the next development steps.



◆ Scenario B: Class work in-person (shared screen, group facilitation, phones)

• Introduction into the module

- Show the introduction text in the module 5 webpage on screen and read it or paraphrase:

Now it's time to put your learning into practice. In this module, you'll start shaping your own Product-to-Service idea with the help of the Idea Builder EduBot.

Think back to what you discovered earlier about sustainability challenges and opportunities in your sector — those insights will be helpful for you in this idea creation stage.

Don't worry if you have never tried entrepreneurial thinking before — the EduBot will guide you step by step, starting with identifying a problem in your field and helping you transform it into a service idea.

The goal here is not to create a perfect business plan, but to explore possibilities, practice creative thinking, and see how circular and service-based approaches can bring value to your sector. Even small, simple ideas can show big potential when viewed from a new perspective.

• Pre-EduBot Worksheet

- Split students into small groups (3–4).
- Hand out printed versions to each group and ask to fill in **the worksheet together**.
- Give **15 minutes** for the whole process (*have extra 5 minutes in mind if students would need more time*)
- **Teacher tip:** remind students that they can always revisit previous modules, if they need to remember some parts which would be helpful for this task.
- **Teacher tip:** circulate between groups, asking prompting questions like:
 - “What frustrates you most in your work or sector?”
 - “What could be offered differently if it were a service?”



- **EduBot tutorial video & EduBot Activity “Idea Builder”**

- *If you feel that your students are lacking digital skills and it may be difficult for them to understand how to use the EduBot, play the short tutorial video on the screen.*
- Direct each group to use 1 common computer or ask to do it together on one phone, using their worksheet as input for the EduBot conversation.
- Give **15 minutes** for the whole process (*have extra 5 minutes in mind if students would need more time*).
- **Important point:** *urge students to save the summary of their idea – that will be needed in the next EduBot.*

- **Reflection & Outro**

- When every group finishes the conversation with the EduBot, invite them to present their idea and reflect on the following questions (**3-5 minutes per group**):
 - *“What kind of problem you picked and what service were you developing?”*
 - *“Did the EduBot suggest something that surprised you or that you hadn’t thought of before?”*
- Finish the module by summarising what was learnt and what is waiting in the next modules:

You’ve now created the first draft of your Product-to-Service idea. At this stage, it’s normal that the idea feels only partly developed — that’s exactly how the process works.

In the next module, we’ll take a closer look at what makes an idea valuable by exploring pains, gains, and client perspectives. This will help you strengthen and prepare your idea for the next development steps



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