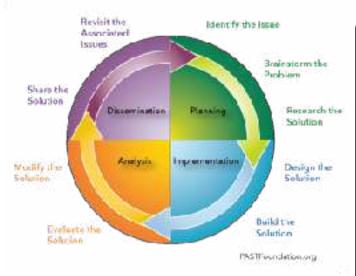


# Golf Innovation and Business Mini Challenge

Name:	
Date:	



### Problem Scenario:

Attendance has been down at a local golf club to inability to play during inclement weather. Time commitment is also a hindrance. Your firm has been tasked with developing a business plan to increase attendance.

### **Challenge:**

Attendance has been down at a local golf club to inability to play during inclement weather. Time commitment is also a hindrance. Your firm has been tasked with developing a business plan to increase attendance.

#### Criteria:

- course aerial view/ paper/ pencil
- Be able to demonstrate sound business practice in increasing attendance for a business
- **1. Brainstorm:** Use the space below to brainstorm the design and approach to building a strong business plan.
  - What are some 21st century technologies that could be incorporated into the game of golf to address these constraints?
  - What are different ways that time could be reduced?
  - What are some ideas to recruit additional players?

## 4. Evaluate: 2. Design: How well will your solution increase business? Use the space to design your solution. Include a How does your solution incorporate 21st century technology? written statement explaining how your design Does your solution address the constraints of weather? will help bring in additional business to the golf How does your solution help improve or manage gameplay? club. What are the limitations of your design? 5. Modify: Based on your evaluation, what can be added or improved upon? Describe: Share: 3. Build: Share your creation on Social Media! Take the design and outline your solution. Label your diagram.

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