SPARK SERIES

Brought to you by Society of Innovators at PURDUE NORTHWEST

Opportunity Recognition & Innovation with Carol Podolak

"Innovation is constant."

- Carol Podolak
Entrepreneur, Co-Founder of BNutty Gourmet Peanut Butters

ANSWER-SPECIFIC QUESTIONS

! *Answer the following questions based on what you learned from the video. Be as specific as possible.*

1 OPPORTUNITY RECOGNITION

How did Carol and her co-founder Joy come up with the idea for BNutty?

▶ Hint: Think about how a small frustration turned into a big opportunity.

2 INNOVATION & GROWTH

What steps did Carol take to turn a small fundraising idea into a growing business?

▶ Hint: Focus on how Carol and Joy used local resources, education, and networking to scale their idea responsibly.

3 EVALUATING OPPORTUNITIES

What turning point helped BNutty expand into larger markets?

▶ Hint: Consider how partnerships or new platforms can open up opportunities that change a business's scale and strategy.

4 INNOVATION & COLLABORATION

What lesson did Carol learn about collaboration and innovation from her experience growing BNutty?

▶ Hint: Think about how surrounding yourself with the right people and asking questions helps innovation thrive.

DISCUSSION-BASED QUESTIONS

! *Reflect on your personal thoughts and write your answers below.*

1 PERSONAL CONNECTION

What part of Carol's story or advice stuck with you most? Why?

2 BIGGEST TAKEAWAY

What is your biggest takeaway from Carol's story about creativity, opportunity, or innovation?

3 APPLYING LESSONS

Carol said, “Innovation isn’t just about you thinking something is a good idea. What is that need in the marketplace?”

How can you identify a problem in your community and create a solution that others will value?

4 INSPIRATION

Carol’s journey shows that asking questions and learning from others can open new doors.

Who inspires you to keep learning, and how can you use collaboration to grow your own vision?

LET'S GET CREATIVE

! *Use your creativity to complete the following activity.*

1 THE "STAIRWELL PITCH" EXERCISE

We all know what an **elevator pitch** is, a quick summary of an idea or product that explains your solution in the time it takes to ride an elevator.

For this exercise, write a **stairwell pitch**. Describe a problem and its ripple effects in depth, then pitch a solution that solves every part of it, step by step.

What is the main problem you see?	
What are the ripple effects of this problem?	How can your idea or product solve this problem?

Now, write your stairwell pitch below.

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GREAT WORK!

You're one step closer to thinking like an entrepreneur.
Keep exploring, learning, and dreaming big!