



Ignite

inspiring Scotland's
entrepreneurs of
the future.

Educator Guide: Week 4

How can you solve societal
problems through business?

Business as a force for good



Entrepreneurs solve problems – that’s what they do best. All over Scotland, entrepreneurs are putting those skills to work to address some of the world’s most pressing challenges.

In this week’s Ignite, we explore how business and the entrepreneurial mindset can advance society and tackle issues head-on.

As educators, you can help young people see entrepreneurship not just as a path to personal success, but as a powerful tool for solving global challenges.

Instilling this mindset will:

- Foster **social consciousness** and responsibility
- Drive **innovation**
- Develop their skills in **problem-solving**, empathy, leadership, and taking action
- Nurture **future leaders**
- Build a **better Scotland** and world

This week's lesson

Experiences & outcomes



I recognise that business can be a force for good and that entrepreneurs play a big role in addressing the world's most pressing challenges.



I can name entrepreneurs working on social issues in Scotland.



I have reflected on which issues I'd like to solve and how I might use problem-solving & innovation to do it.



Featured entrepreneurs



Dr. Yola Jones, co-founder of Seluna, is revolutionising how we diagnose medical conditions in children. Armed with a PhD in Machine Learning in Healthcare from the University of Glasgow, she's using AI to create child-friendly wearables that make diagnosis faster, more accessible, and less scary for young people. She recently won the prestigious Women in Innovation Award.



Jo Chidley is on a mission to create the world's most natural and sustainable beauty products while tackling the challenge of single-use packaging. With Beauty Kitchen, she developed the world's first 'continual use' solution for beauty packaging and achieved the highest UK score in beauty from B Corp, an organisation that accredits socially responsible businesses. Her latest venture, Reposit, offers an innovative alternative to single-use packaging that's being used by M&S, Costa and other retailers.

How to use this content

We've designed this programme to be flexible, so you can use it as homework, in class, or for an assembly. For example:



Assign one or more of this week's videos as homework. Students can access them via our [YouTube channel](#).

Encourage students to discuss the videos with their families that evening.

The following day, lead a reflection discussion in form time about the videos, using these questions:

- *What inspired them to start their business?*
- *How do they balance making a profit with making a difference?*
- *Do you think their business would still be successful if they didn't have a social mission? Why or why not?*
- *How might they deliver greater impact?*



Alternatively, integrate the full lesson plan (see next page) into your teaching schedule.

The lesson plans include a starter exercise, a development discussion, reflection questions, and a homework challenge.

Lesson Plan (1 of 2)

Activity	Theme	Timing
Starter: How can businesses 'do good'?	<p>Display a list of different ways businesses can create social impact (on slides - examples include supporting local communities, ethical sourcing, using innovation to fix problems, and fair wages)</p> <p>In pairs, get students to discuss which one of these is the most important to them personally and why? Get feedback from the class.</p>	10 min
Development: Scottish entrepreneurs for social change	<p>Introduce real Scottish entrepreneurs who have built businesses with a social purpose (on slides).</p> <p>Examples include:</p> <p>Social Bite – A café tackling homelessness in Scotland.</p> <p>S'wheat Bottle – A sustainable water bottle company reducing plastic waste.</p> <p>Hey Girls – A social enterprise tackling period poverty.</p> <p>Brewgooder – A craft beer company funding clean water projects.</p> <p>After reading the stories of the businesses ask students to answer the following questions:</p> <ol style="list-style-type: none"> 1. What problem did each entrepreneur aim to solve? 2. How did their business create positive change? 3. Do you think their business would still be successful if they didn't have a social mission? Why or why not? 4. Do you know any other businesses doing good in Scotland? 	20 min

Lesson Plan (2 of 2)

Activity	Theme	Timing
Main Activity: Watch video	Watch Dr Yola's Jones video	20 min
Reflection Questions	<p>Following the video, lead a class discussion, using these questions:</p> <ul style="list-style-type: none"> • <i>What inspired them to start their business?</i> • <i>How do they balance making a profit with making a difference?</i> • <i>Do you think their business would still be successful if they didn't have a social mission? Why or why not?</i> • <i>How could Seluna deliver even greater impact?</i> 	10 min
Lesson Challenge / Homework*	<p>Continue with your entrepreneurial diary.</p> <ul style="list-style-type: none"> • Reflect on the business idea you've been working on (or choose one!) • Reflect on the social impact your idea could deliver • Why is this issue so important to try and tackle? What stories or stats can you find to bring this purpose to life? • Who would your business idea help most? <p><i>*You may also wish to assign Jo's video as homework and have discussions in form time.</i></p>	

Supporting content

Social entrepreneurship combines the innovation and drive of traditional business with a mission to address social and environmental issues.

The issues they work on vary greatly. What they have in common is a commitment to balancing profit with purpose.

Examples of Scottish social entrepreneurs



Ross O'Hanlon

Inspired by his aunt's struggle with multiple sclerosis (MS), this Scottish entrepreneur and engineer co-founded Bioliberty in 2020.

The company develops assistive robotics, including a robotic glove that aims to help stroke survivors, MS patients, and others with hand weakness regain independence and improve their quality of life.



Susan Aktemel

As the founder and executive director of Homes for Good, Susan has revolutionised the private rental sector in Scotland, with a focus on providing quality housing for those in need.

By renovating and managing properties for both mainstream and vulnerable tenants, Homes for Good ensures financial stability while prioritising those most in need of housing support.



Josh Littlejohn, MBE

Social Bite began life as a small coffee shop in Edinburgh in August 2012. A young homeless man named Peter came into the shop one day and asked for a job. This inspired the company's purpose of supporting the homeless to transform their lives.

They have an aim that 1 in 4 of their team come from a background of homelessness and operate a 'pay it forward' system where customers can buy food in advance for the homeless.

Entrepreneurs as changemakers

The entrepreneurial mindset is particularly well-suited for tackling the complex challenges the world faces.



Vision

Seeing opportunities where others see obstacles. Inspiring others to change. Galvanising movements.



Innovation

Thinking differently. Always questioning & striving for more, to find novel solutions.



Adaptability

Able to deal with change. Always learning and quickly responding based on feedback and results.



Resilience

Persevering through challenges and setbacks. Never giving up. Finding creative ways to overcome challenges.

Addressing an issue in many ways

There is no 'right' way to address a social challenge. Entrepreneurs will tackle a problem from many angles.

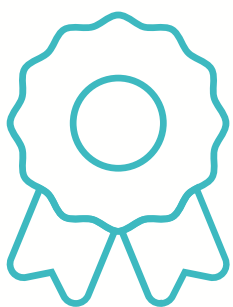
For example, here are just some of the ways businesses are addressing the problem of food insecurity.

What other ways can you think of?



- Eco-friendly farming practices
- High-efficiency growing systems
- Using AI & technology to reduce manual labour and lower food costs
- Urban agriculture
- Food redistribution
- Nutrition and food education
- Social supermarkets
- Affordable meal kit services
- Food-sharing websites & apps
- Food policy advocacy
- 'Pay it forward' schemes

Let us know how it's going



We want to hear about how you are using Ignite, and which problems your students want to solve.

Share your stories or highlights here:

[Feedback Form](#)

We'll share examples of these in our upcoming content and on social media.

At the end of the programme, we'll also ask you to submit your Student Challenges for a chance to win a prize and recognition.



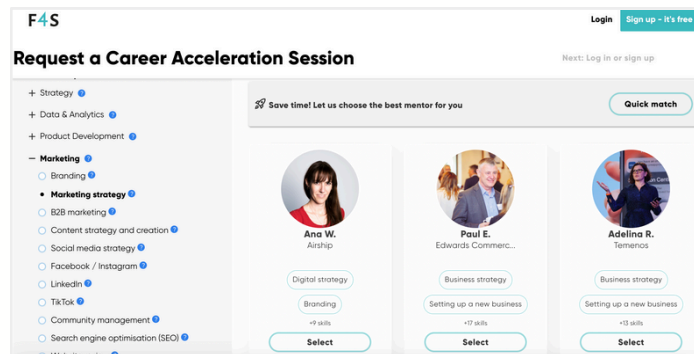
Need help? Let us know.

ignite@f4s.org.uk

Invite entrepreneurs to speak to your school

Supplement the Ignite video content by inviting entrepreneurs to work directly with your school and / or students.

Via our easy-to-use platform, you can search for role models and easily invite them to present to your class or take part in career events.



1. Tell us what you'd like a volunteer to speak about
2. Search volunteers' profiles (or let us choose speakers for you)
3. Invite them to speak!

It's all managed through your personal dashboard.
Get started now! [Find a volunteer](#)

Notes / Actions