

## Alternative 1 - Entrepreneurial Design Thinking Challenge: Small Town Tourism Boost

A small rural town in Manitoba with beautiful natural scenery, historic buildings, and friendly residents wants to attract more visitors to support local businesses. However, most travelers pass by the town on their way to bigger destinations, leaving shops, cafes, and attractions struggling to survive.

The town's business association has asked your team to help design an innovative way to bring more tourists into town and encourage them to stay longer and spend more money.

### Challenge

Your team must answer:

- ✓ How can we draw more visitors into the town?
- ✓ How can we encourage them to spend money at local businesses?
- ✓ How can we create something unique that stands out from other towns?
- ✓ How can we do this affordably and sustainably?

### Typical Problems Facing Rural Tourism

- **Lack of awareness** – tourists don't know the town exists or what's offered
- **Limited attractions** – not enough things to do to make people stay
- **Seasonal traffic** – busy in summer but empty the rest of the year
- **Small marketing budget** – no money for big ads or campaigns
- **Competition from larger towns/cities**

### Deliverables

- ✓ **Problem Statement** – What challenge are you solving?
- ✓ **Brainstormed Solutions** – At least 3 creative ideas with pros and cons
- ✓ **Best Solution** – Which one did you choose and why?
- ✓ **Economic Feasibility** – Costs, ways to make money, potential profit
- ✓ **Action Plan** – Key steps, timeline, responsible roles
- ✓ **Visuals** – Diagrams, maps, or simple mockups

## **Alternative 2 - Entrepreneurial Design Thinking Challenge: Reviving the Empty Mall**

A once-busy shopping mall in a mid-sized Manitoba town has seen most of its stores close in the last five years. Now, half the space is empty, and few shoppers visit. The mall owner wants to transform the empty spaces into something new that brings people back and supports the local economy.

They've asked your team to brainstorm creative ways to reuse the empty mall space while still making enough revenue to keep the mall open.

### **Challenge**

Your team must answer:

- ✓ How can we turn empty mall spaces into something valuable?
- ✓ How can we attract new people into the mall?
- ✓ How can it generate money for the mall owner and businesses?
- ✓ How can it be sustainable and fit the local community?

### **Typical Problems with Empty Malls**

- High costs to maintain large buildings
- Few national chains are interested in renting small-town spaces
- Changing shopping habits (more online shopping)
- Negative image of dying malls
- Needs to generate enough income to cover costs

### **Deliverables**

- ✓ **Problem Statement** – What challenge are you solving?
- ✓ **Brainstormed Solutions** – At least 3 creative ideas with pros and cons
- ✓ **Best Solution** – Which one did you choose and why?
- ✓ **Economic Feasibility** – Costs, revenue streams, breakeven analysis
- ✓ **Action Plan** – Key steps, timeline, responsible roles
- ✓ **Visuals** – Floor plans, sketches, mockups