



ETHICS & SUSTAINABILITY

What are two ways that K9 Connectables consider ethics or sustainability in their business

Why might this approach be important for building long-term trust with customers? Would you do similar if you ran your own business? Why or why not?

ENTREPRENEURIAL THINKING

What did you think was the most interesting example of entrepreneurial thinking in James's journey? Why?

How could this approach be used successfully in another business or industry? Why do you think this?

FINANCIAL LITERACY

What are two useful lessons for a business about financial management from K9 Connectables:

How might these lessons help you as a future employee, entrepreneur, or consumer?

DIGITAL TRANSFORMATION

Identify any digital tools that have supported K9 Connectables, outlining how they have helped.

What is one possible challenge the business might face from relying on this technology in the future?

What is the best lesson you can take from this case study to use yourself in the future?

Cross Cutting Themes

K9 Connectables – Suggested Teacher Solutions

<p>ETHICS & SUSTAINABILITY</p> <p>Q: What are two ways that K9 Connectables consider ethics or sustainability in their business?</p> <ul style="list-style-type: none">• Toys are designed to be durable and long-lasting, reducing waste from frequent replacements.• Packaging uses recyclable cardboard to lessen environmental impact.• Exploring plant-based and compostable materials for future production. <p>Q: Why might this approach be important for building long-term trust with customers? Would you do similar if you ran your own business? Why or why not?</p> <ul style="list-style-type: none">• Shows commitment to pets, people, and the planet, not just profit.• Builds trust and loyalty among environmentally conscious customers.• Sets the brand apart in a competitive market where buyers value sustainability.	<p>ENTREPRENEURIAL THINKING</p> <p>Q: What did you think was the most interesting example of entrepreneurial thinking in James’s journey? Why?</p> <ul style="list-style-type: none">• Identifying a real pet-owner problem and creating a unique solution.• Rapid prototyping with 3D printing to test designs quickly and cheaply.• Using feedback from trainers and pet owners to refine the product. <p>Q: How could this approach be used successfully in another business or industry? Why do you think this?</p> <ul style="list-style-type: none">• “Problem-first” design thinking can be applied in healthcare, education, or consumer tech.• Prototyping with users helps avoid costly mistakes before scaling.• Creates customer-focused products that solve real-world needs.
<p>FINANCIAL LITERACY</p> <p>Q: What are two useful lessons for a business about financial management from K9 Connectables?</p> <ul style="list-style-type: none">• Budget carefully and track spending to manage limited start-up funds.• Seek state supports, grants, and mentoring to bridge funding gaps.• Grow steadily rather than overspending before sales are proven. <p>Q: How might these lessons help you as a future employee, entrepreneur, or consumer?</p> <ul style="list-style-type: none">• Reinforces the value of careful planning and budgeting in any role.• Encourages seeking advice and supports when needed.• Highlights the importance of living within means to avoid unnecessary risk.	<p>DIGITAL TRANSFORMATION</p> <p>Q: What is one possible challenge the business might face from relying on this technology in the future?</p> <ul style="list-style-type: none">• Dependence on social media platforms, which can change algorithms or costs.• Risk of over-reliance on digital ads if customer acquisition costs rise.• Vulnerability if technology fails or customer behaviour shifts. <p>Q: Identify any digital tools that have supported K9 Connectables, outlining how they have helped.</p> <ul style="list-style-type: none">• Facebook and Instagram helped build brand awareness and community.• Shopify and Google Analytics gave insight into sales and customer behaviour.• Automated email campaigns supported retention and repeat purchases.

Q: What is the best lesson you can take from this case study to use yourself in the future?

- Focus on solving real problems for customers, not just chasing trends.
- Test ideas quickly, get feedback, and be willing to adapt.
- Combine innovation with transparency to build trust and long-term success.