AMERICAN HERITAGE

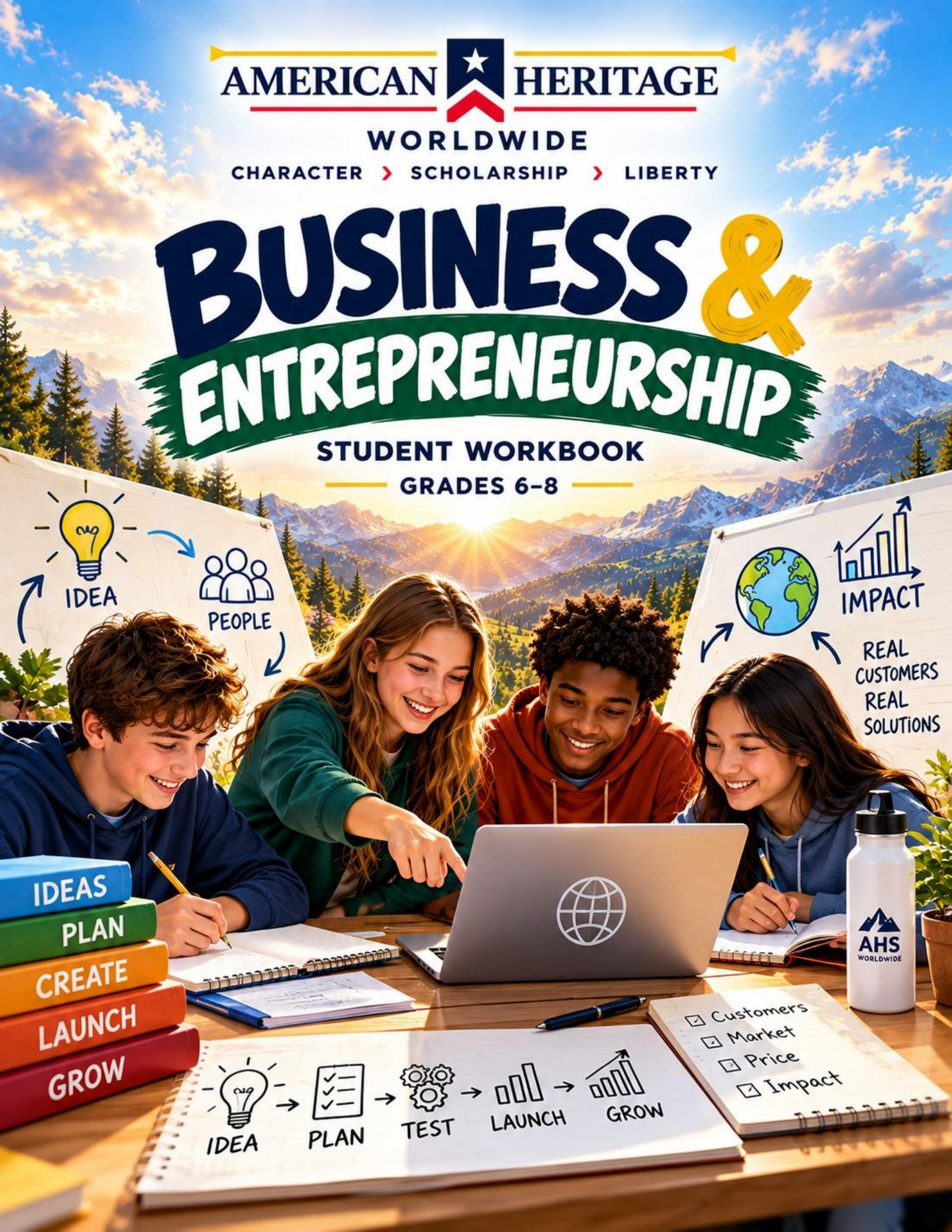
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BUSINESS & ENTREPRENEURSHIP

STUDENT WORKBOOK

GRADES 6–8



Your Business Starts Here!

AHS Worldwide · Business & Entrepreneurship · Student Workbook · Grades 6–8

Name:		Date:	

Get ready to become a real entrepreneur! This year you won't just learn about business. You will start one. You will find a problem people care about, create a product or service that solves it, and sell it to real customers.

That means you are building an actual income-generating business. In other words: **you will be making money!** Step by step, you will go from problem, to idea, to testing, to launch. At the end of the year, you will share your business venture in a final presentation.

4 units	**32** steps	**~30** minutes per step	**1** real business

The Whole Project at a Glance

UNIT 1 · STEPS 1–8
Find a Problem You Can Help Solve

Objective: *Find a real problem people have and decide if it is worth solving.*

1 What Kind of Entrepreneur Am I?
2 What Problems Can I See?
3 What Do People Really Need?
4 What Do People Feel About the Problem? ⬆
5 How Much Opportunity Exists?
6 How Is the Problem Solved and What I'll Do Differently?
7 Will I Work Alone or With a Partner?
8 Red Light or Green Light? ⬆

UNIT 2 · STEPS 9–16
Build and Test Your Idea

Objective: *Turn your idea into a simple product or service and test it with real people.*

9 What Is My Simplest Offer?
10 Why Would Someone Choose Me?
11 My Business on One Page
12 Sketch It Before You Build It ⬆
13 Build Your First Version
14 Let Real People Try It
15 Improve One Thing
16 Keep Going or Change Course? ⬆

UNIT 3 · STEPS 17–24
Launch and Improve Your Business

Objective: *Name, price, and launch your business. Then use feedback to make it better.*

17 Name Your Business
18 Spread the Word
19 Set Your Price and Track Your Money
20 Get Ready and Launch! ★ ⬆
21 What Did Launch Teach Me?
22 Did My Message Reach the Right People?
23 Did the Numbers Work?
24 Make It Better for Customers ⬆

UNIT 4 · STEPS 25–32
Grow and Share Your Business

Objective: *Grow your business, work smarter, and share your story at the final presentation.*

25 How Will My Business Grow?
26 Teach Someone One Job
27 Do Business the Right Way
28 Find New Customers ⬆
29 Pay for Your Next Step
30 Use a Tool to Work Smarter
31 Plan Your Final Presentation
32 Share Your Business Story ★ ⬆

⬆ Upload your updated workbook to your coach after this step. ★ Big moment: Launch Day and Final Presentation.

GETTING STARTED

How You Will Work

You will complete this workbook digitally

You will type all your answers right in this file. Keep using the same file all year. It will grow with your business.

1. **Save your own copy.** Name it with your name, like "Maya Lopez – Entrepreneur's Workbook."
2. **Type in the boxes.** Click a box ☐ to check it.
3. **Add pictures in the boxes.** Use Insert › Picture to add a photo or sketch.
4. **Save often.** Don't lose your hard work!
5. **Upload after each icon step.** When you finish a step marked , upload your updated workbook to your coach.

My Upload Tracker *Check each box after you upload.*

After Step 4	After Step 8	After Step 12	After Step 16	After Step 20	After Step 24	After Step 28	After Step 32
☐	☐	☐	☐	☐	☐	☐	☐

Materials and Supplies

Every step	For your business
☐ A computer, Chromebook, or tablet with internet ☐ Your saved copy of this workbook ☐ A calculator or spreadsheet for money steps	☐ A phone or camera for photos (with an adult's OK) ☐ Paper, pencils, and markers for sketches and signs ☐ Supplies to make your product or deliver your service (you choose these in Unit 2) ☐ A small starting budget. Keep costs low and get an adult's OK. ☐ A folder or envelope for receipts and cash records

SAFETY FIRST: Always get an adult's OK before you interview people, test your product, sell, handle money, or go online.

BUSINESS & ENTREPRENEURSHIP

UNIT 1

Find a Problem You Can Help Solve

Every business starts with a problem someone cares about. In this unit, you will find a real problem, learn about it from real people, and decide whether it is worth solving.

In this unit		
Step 1	What Kind of Entrepreneur Am I?	10 min
Step 2	What Problems Can I See?	20 min
Step 3	What Do You Think People Need?	20 min
Step 4	How Do People Feel About the Problem?	30 min
Step 5	How Much Opportunity Exists?	30 min
Step 6	How Is the Problem Solved and What I'll Do Differently?	30 min
Step 7	Will I Work Alone or With a Partner?	10 min
Step 8	Red Light or Green Light?	15 min

UNIT 1 · STEP 1

What Kind of Entrepreneur Am I?

About 10 minutes

Goal: Choose one habit to practice.

Entrepreneurs develop habits that help them solve problems. The first step of your project requires self-reflection. Below, you will rate yourself using the "My Founder Profile" below. A "founder" is someone who starts a business. This is your starting point—not a grade. It helps you see where you are strong and where you have most room to improve.

TIP: It's almost always helpful to ask a parent or close friend how they feel about your ability in these areas. Others who love you and know you well can often see things you can't. They can help you rate yourself more accurately.

Do this

1. Rate each habit: 1 = I need lots of practice; 3 = I often do this; 5 = I do this consistently. Use 2 or 4 for in-between ratings.
2. Choose one habit to improve. Write one small action you will practice.

You will use this again in Step 7.

My Founder Profile	
Habit — what it looks like	**My rating (1–5)**
I notice opportunities — see a problem I can help solve	
I take initiative — begin without a reminder	
I take risks — try even when success is uncertain	
I am creative — think of another way to solve a problem	
I think carefully — ask questions and think critically	
I communicate — listen and explain clearly	
I adapt — change a plan that is not working	
I think ahead — thoughtfully plan what I will need	

One habit I want to improve

One small action I will practice

EXAMPLE: *"I will let someone finish speaking before I ask my next question."*

UNIT 1 · STEP 2

What Problems Can I See?

About 20 minutes

Goal: Identify four real problems.

During this step, you will thoughtfully consider the problems people have. Be observant, consider what people are doing and where they are struggling to solve an existing problem. Great businesses start with real solvable problems.

Start with a problem, not a product. "Neighbors have no time to wash cars" or "Car wash memberships are too expensive" or "I hate taking my dog to the kennel when we go on vacation." Resist the desire to jump to thinking about what you want to do, like "I want to sell car washes" or "I want to bake bread." These are business ideas, not problems.

Do this

1. List four problems you notice and that you think you would be interested in helping to solve. Write who has each problem and its type. Circle two you might be able to solve.

PROBLEM TYPES: I = Inconvenience (time or effort) • C = Cost (too expensive) • Q = Quality (does not work well) • A = Access (hard to get)

My Problem Log

#	The problem	Who has it?	Type (I / C / Q / A)
1			
2			
3			
4			

UNIT 1 · STEP 3

What Do You Think People Need?

About 20 minutes

Goal: Describe what people need.

People buy things to solve a problem. Someone buying window washing services has dirty windows, or too little time, or just doesn't feel like they do a good enough job on their own. In this step, you will describe what people need for the two problems you circled in the previous step.

In this step, you will take what you ***think or assume*** about these two problems, and write a "What-Why" statement. This is a single sentence that states ***WHAT*** is the problem someone has and ***WHY*** they need a solution. This helps you better understand people's motivation.

Do this

1. Write the two problems you circled in Step 2, again. Complete one WHAT-WHY statement for each, **speaking as the person who has the problem.**
2. Choose the one problem you will research in Steps 4–7. Mark it in the box below.

EXAMPLE: *"When I travel, I want my plants watered, so I can enjoy my trip without worrying." Or, "When my grass is long, I want someone else to mow it, so I can go golfing on Saturdays."*

WHAT-WHY STATEMENT #1	
Problem:	
When I…	
I want…	
so I can…	

WHAT-WHY STATEMENT #2	
Problem:	
When I…	
I want…	
so I can…	

Continue to the next page for this step.

★ My Research Problem *You will research this problem in Steps 4–7.*

Now you need to choose only one of the problems above that you are most interested in solving.

☐ **Problem 1** ☐ **Problem 2**

Explain why you chose this problem.

UNIT 1 · STEP 4

What Do People Feel About the Problem?

About 45 minutes

Goal: Find out how people really feel about the problem.

So far, the problem you chose is based on what you have noticed or think. Now it's time to find out if your assumptions are true. Do other people think the same? In this step, you will interview two **potential customers**—people who have the problem and might someday pay for a solution—or who already do. Their real experiences will tell you if your assumptions are correct.

Ask about what happened—not whether someone likes your business idea. People are polite. If you ask, "Would you pay me to walk your dog?" most people will say yes just to be nice. Instead, ask about the last time the problem happened to them and what they did about it. Stories about real experiences tell you much more than guessing or making assumptions.

Do this

1. Write the problem you chose in Step 3. Then write three questions about it.
2. Choose two people who actually have this problem. Look at the "Who has it?" column in Step 2.
3. With your parent's help and approval, ask each person if you may interview them.
4. Interview each person. Listen carefully and take notes.
5. Write two important things you learned from each person, and thank them for their time.
6. Compare what the two people said.

My Questions	
The problem I am asking about:	

What makes a good question? A good interview question is *open-ended*. That means it can't be answered with just "yes" or "no." It also asks about something that really happened, not something the person might do someday.

Not so helpful	Better
"Would you pay someone to walk your dog?"	*"Tell me about the last time you needed your dog walked."*
"Is dog walking a good idea?"	*"What did you do the last time this happened?"*
"How much would you pay for a dog walker?"	*"Have you ever paid for help with this? What did it cost?"*

USE OR ADAPT: "When did this last happen?" "What did you do?" "What was the hardest part?" "Why was it frustrating / hard / annoying / expensive?" "How often does it happen?"

Continue to the next page for this step.

My three questions *to find out more about the problem*	
1.	
2.	
3.	

Who should I interview?

Interview people who really have the problem. If your problem is about busy parents, interview busy parents—not your best friend from class. Good choices include family members, neighbors, family friends, or people from your church or community, but only with a parent's approval. You can interview someone in person, on a phone call, or on a video call with a parent nearby.

During the interview

- Introduce yourself and explain that this is for a school project.
- Ask your questions one at a time. Then stop and **listen**.
- When someone says something interesting, ask, "Can you tell me more about that?" or "Why was that hard?"
- Don't talk about your business idea. You are there to learn, not to sell.
- Write down their words as closely as you can. Short notes are fine.
- Thank them for their time when you are done.

HOW TO START: *"Hi, I'm _____. For a school project, I'm learning about [your problem]. Could I ask you three quick questions? It will take about five minutes."*

TIP: Listen for feelings. If someone sighs, laughs, or says things like "I hate when that happens," the problem really matters to them. Write that down!

Continue to the next page for this step.

Record Your Interview Notes

Interview 1			
Date:		**Person's first name:**	
I learned:			
I learned:			
How they feel about the problem:			

Interview 2			
Date:		**Person's first name:**	
I learned:			
I learned:			
How they feel about the problem:			

Comparing my interviews *Did both people have the problem? Did they feel the same way about it? What surprised you?*

STEP 4 UPLOAD — Upload your updated workbook to your coach after you finish this step.

UNIT 1 · STEP 5

How Much Opportunity Exists?

About 30 minutes

Goal: Find out how many people need this and what they pay.

Your interviews told you how two people feel about the problem. But a business needs more than two customers! In this step, you will research whether the problem is common where you live. Entrepreneurs call this looking for an **opportunity**: a problem that enough people have, that people are willing to pay to solve, and that leaves room for you to help.

Your research will look for **three kinds of facts**:

What to find out	Why it matters
1. How many people have the problem	More people with the problem means more possible customers.
2. How many businesses already solve it	If many businesses solve it, people clearly pay for it—but you will need to stand out (Step 6). If no one solves it, it may be a big opportunity, or people may not care enough to pay for a solution.
3. How much people pay	This shows how much people value a solution. It also gives you an idea of what you might charge later.

Do this

1. Research online (search engine or AI tool) to answer three questions—one for each kind of fact above. You can use the following, or come up with your own questions.
   - How many people have [your problem] in my [state, county, city]?
   - How many people already buy [your product or service] in my [state, county, city]?
   - How much do people pay for [your product or service] in my [state, county, city]?
2. Record each fact you found. If you can't find the information you want for your city, use your state or the country.
3. Record where you found it (your source).
4. Complete the Opportunity Check, and write what your research tells you.

EXAMPLE: *"About 40% of households in my state own a dog" (state website). "There are 12 dog-walking businesses listed in my city" (local business directory). "Dog walkers in my city charge about $15–$25 per walk" (local business websites).*

Search smart

- **Start small, then go bigger.** Try your city first, then your county, state, and country.
- **Try different words.** If "dog owners in [your city]" doesn't work, try "pet ownership statistics [your state]."
- **Use trustworthy sources** like government websites (ending in .gov), local news, business directories, and company websites. Be careful with random blogs, forums, and ads.
- **Using AI?** Find the website it got the fact from and write that down. AI can make mistakes.
- **An estimate is OK.** If you can't find an exact number, write your best estimate and explain how you got it.

Continue to the next page for this step.

My Research Notes

Question 1	
My question:	
Fact I found:	
Where I found it:	

Question 2	
My question:	
Fact I found:	
Where I found it:	

Question 3	
My question:	
Fact I found:	
Where I found it:	

Opportunity Check	Yes	Not sure	No
Many people near me have this problem.	☐	☐	☐
People already pay to solve this problem.	☐	☐	☐
There is room for one more business, or a better way to help.	☐	☐	☐

What this tells me *Is there enough opportunity? Use your facts to explain.*

UNIT 1 · STEP 6

How Is the Problem Solved and What I'll Do Differently?

About 30 minutes

Goal: Find one way I could help differently.

Almost every problem already has some kind of solution. Even if no business solves it, people find a way to deal with it—or they just live with it. These other choices are your **competition**. Customers will compare your business to them, so you need to understand them well.

In this step, you will look at three kinds of solutions:

- **A similar product or service**—a business that does what you might do (like a local dog-walking company).
- **A different solution to the same problem**—another way to get the same result (like doggy daycare).
- **A way without buying anything**—what people do for free (like asking a neighbor, or doing it themselves).

Then you will look for a **gap**: something people wish were better. Your **useful difference** is the one way your business will fill that gap. It is the reason a customer would choose you instead of the other choices.

Do this

1. Read the dog-walking example below.
2. On the next page, find one real example for each row. Use your interviews, your research, and an online search.
3. For each one, write what works well and what people wish were better. Be fair—every solution has strengths.
4. Look at the last column. Choose one gap you could realistically fill, and write your useful difference.

Example: Dog Walking			
Kind of solution	**Name / description**	**What works well?**	**What do people wish were better?**
A similar product or service	*Local dog-walking company*	*Experienced, reliable*	*Costs $25 a walk; hard to book on short notice*
A different solution to the same problem	*Doggy daycare*	*Dog gets lots of play time*	*Expensive; drop-off and pick-up take time*
A way without buying anything	*Ask a neighbor*	*Free*	*Neighbor may be busy; you don't want to keep asking*

Continue to the next page for this step.

Other Ways to Solve the Problem *Compare fairly. Do not invent weaknesses.*			
Kind of solution	**Name / description**	**What works well?**	**What do people wish were better?**
A similar product or service			
A different solution to the same problem			
A solution without buying anything (DIY)			

WAYS TO BE DIFFERENT: Lower price • Faster • More convenient (closer, easier to book, better hours) • Higher quality • More personal or friendly • Something new no one else offers

TIP: Be realistic. Your difference must be something you can actually do with your time, skills, and budget. "I'll be open 24 hours a day" won't work if you are in school all day!

My useful difference: I could help differently by…

EXAMPLE: *"I could charge less than the dog-walking company, walk dogs after school, and send a photo after each walk."*

UNIT 1 · STEP 7

Will I Work Alone or With a Partner?

About 10 minutes

Goal: Decide how I would do the work of solving this problem.

In every business, you can work alone or with a partner (or partners) who wants to solve the same problem. A partner could be a friend, sibling, or even a classmate. Use your Founder Profile to notice where you may need help. Partners can be very helpful when starting a business, especially when that person is strong where you need help.

There is no single right answer. Both choices can lead to a great business. What matters is that you choose thoughtfully.

	Working alone	Working with a partner
Benefits	– You make all the decisions. – You keep all the money you earn. – You set your own schedule.	– You share the work. – You get more ideas and skills. – You can cover each other's weak areas.
Challenges	– You do all the work. – You need to handle every job, or find adult help. – You have fewer ideas to choose from.	– You share the money you earn. – You must agree on decisions. – You both have to stay committed.

Choosing a good partner — ask yourself:

- Does this person care about solving the same problem?
- Is this person dependable? Do they finish what they start?
- Is this person strong where I need help? (Look at your lowest ratings in Step 1.)
- Can we disagree kindly and still work well together?
- Do both of our parents agree?

TIP: If you work with a partner, talk early about how you will share the work, make decisions, and split any money you earn. It's much easier to agree at the beginning than after there is money to share!

Do this

1. Review what you learned about your problem in Steps 4–6.
2. Look at your Founder Profile from Step 1. Notice the habits you rated lowest.
3. Read the benefits and challenges above. Then choose alone or with a partner.
4. Complete the working plan below. List each person and what they will do. If you work alone, list yourself and the adult who will help you.

Continue to the next page for this step.

My Working Plan	
My problem:	
I will work:	☐ Alone ☐ With a partner
Why this is the best choice for me:	
Habits where I (or we) will need help:	
Person or Partner	**What this person will do**

EXAMPLE: *"Me: walk the dogs and send photos. My partner, Sam: make flyers and keep track of our schedule. My mom: drive us and approve new customers."*

UNIT 1 · STEP 8

Red Light or Green Light?

About 30 minutes

Goal: Decide whether to move forward with my problem.

Most simple businesses can work if you put in the effort. Look back at what you learned and decide if you're ready to move forward.

A **green light** means your problem is real, enough people have it, and you have a useful way to help. A **red light** means something important is missing. Maybe people didn't really care about the problem, or there isn't a realistic way for you to help. A red light is not a failure! Real entrepreneurs change direction all the time. Finding out now saves you time and money later. If you feel your business is not viable, you can switch to a new problem, but take the time to go back to steps 3–6 and do the right listening and research!

Do this

1. Review your work in Steps 2–6. Answer each question in the Green Light Check.
2. Count your "Yes" answers. Mostly yes? You probably have a green light. Several "No" answers? Talk with your coach or a parent if you feel your problem is a red light.
3. Check one box in My Decision.
4. Fill in your Business Starting Point. This is a short summary of everything you learned in Unit 1.
5. Explain your decision to an adult in about two minutes. Show something you learned from an interview, a fact from your research, and your useful difference.

You will use this page to begin Unit 2.

Green Light Check

	Yes	Not sure	No
The people I interviewed really have this problem. *(Step 4)*	☐	☐	☐
It bothers them enough that they want a solution. *(Step 4)*	☐	☐	☐
Many people near me have this problem. *(Step 5)*	☐	☐	☐
People already pay, or would pay, to solve this problem. *(Step 5)*	☐	☐	☐
I found a useful difference I can realistically offer. *(Step 6)*	☐	☐	☐
I am still excited to work on this problem.	☐	☐	☐

My Decision

☐ ● **Green light:** I will move forward with my problem.

☐ ● **Red light:** I will go back and choose a new problem. With my teacher's OK, I will use my other choice from Step 3 and fill in my Starting Point below for it.

Continue to the next page for this step.

My Business Starting Point	
I want to help…	
Their problem is…	
Right now, they solve this by…	
I will help them by…	
I chose this problem because…	

EXAMPLE: *"I want to help busy dog owners in my neighborhood. Their problem is they can't walk their dogs during the workday. Right now, they solve this by paying a dog-walking company or asking a neighbor. I will help them by walking dogs after school for less and sending a photo after each walk. I chose this problem because I love dogs, and many families near me have one."*

My Explanation			
I explained my decision to:		**Date:**	
What they said:			

STEP 8 UPLOAD — Upload your updated workbook to your coach after you finish this step.