



APEX  
STRIVING

THE BUSINESS IDEA GENERATOR FOR KIDS



## **Little Entrepreneur Starter Kit: Exercises to Help Kids Decide on what Business to Start**

### **The Purpose of the Resource:**

The purpose of this resource is to provide materials that teachers can use in their class to get kids thinking about business and entrepreneurship early. Through the use of this resource, we aim to give educator's a useful tool to help their students gain a better understanding of what business is all about; which is to create value, through the exchange of a product or service that solves someone's problems or needs in a given area, in exchange for payment.

### **Outcomes Sought:**

The *Little Entrepreneur Starter Kit* includes 2 individual worksheets. However, it is important to note, that the worksheets are not exhaustive of the entire entrepreneurship knowledge base; however, they do provide sound key concepts for generating business ideas, which is at the core of entrepreneurship.

The cumulative goal for each of the worksheets is to help students become aware of how easy it is to come up with a business idea, while also learning additional decision making and critical thinking concepts that they can apply later in life in similar or differing capacities, (i.e. like what a Venn Diagram is, or what a Decision Matrix and how it can be used, etc..) Through the reaching of these primary goals, the ultimate outcome sought is to demystify the vocation, thereby removing barriers that have typically kept students (current and future) from pursuing further investigation and/or application of entrepreneurship.

### **Resource Includes:**

This resource includes two separate business idea generating exercises, as well as answer keys for the educator. In addition, the resource provides a list of business ideas that the educator can discuss with his/her students to inspire other creative business ventures that students can start.



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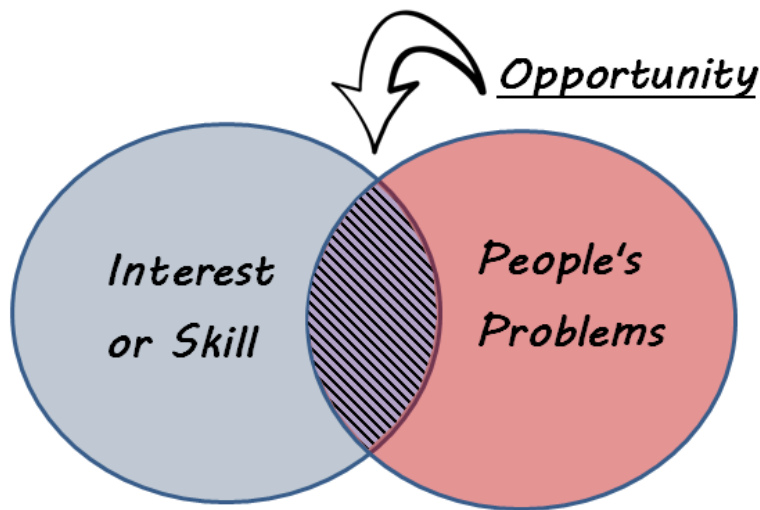


## Teacher Key - Convergence Exercise:

This exercise is created to help students learn how to find a business opportunity. The exercise covers the idea of convergence using a Venn diagram. The principle is that when students apply their skills or interests towards solving other people's problems, typically an opportunity will arise where an individual can help someone solve their problem by providing their services, and in so doing, earn money and make a profit; which is the essence of business.

Have your students review the Venn Diagram. Explain what a Venn diagram is, and then explain that the left circle represents their interests and skills. Next explain how the right diagram represents problems that people have that sometimes they don't want to solve or don't have time to do on their own. Next, explain, how when their interests overlap with problems that people have, combined with their willingness to apply their skills to solve people's problems, they will be able to find an business opportunity.

In summary: (Interest + Skill) + (Problem + Marketplace) = Opportunity.



In order to get the convergence effect from the two overlapping areas (where interests meets people's needs/problems), a list can be created representing each side of the diagram, and filled out with each students interests, and problems that they think some of their neighbors or peers may have. Then you can have students connect the interest to the problems that they think their skills will be able to solve, by drawing an arrow or line to each problem. **See below.**

### Interests or Skills:

1. Shopping
2. Being on Time
3. Math
4. Food
5. Helping People
6. Animals
7. Gardening

### Problems People Have:

1. Forgetting to water plants/grass
2. Watering Plants/Grass
3. Forgetting to Take out Trash Bins
4. Dislike Mowing Lawn
5. Forgetting an Item When Shopping
6. Dislike Washing Car
7. Walking Dogs



### Teacher Key – Convergence Exercise (Continued):

Once students have completed the connecting/convergence exercise, they can use the fill in the blanks exercise to help them think of the opportunity or business that exists with the convergence of their skills with the problems people have and/or need solved. **See below.**

#### **Opportunity Finder: Fill in The Blanks**

**Student:** Once you have connected some of the Interests or Skills to the Problems listed, try to think of some type of product or service that you could create out of such overlap, then fill in the blanks to see what type of business or opportunity we can come up with.

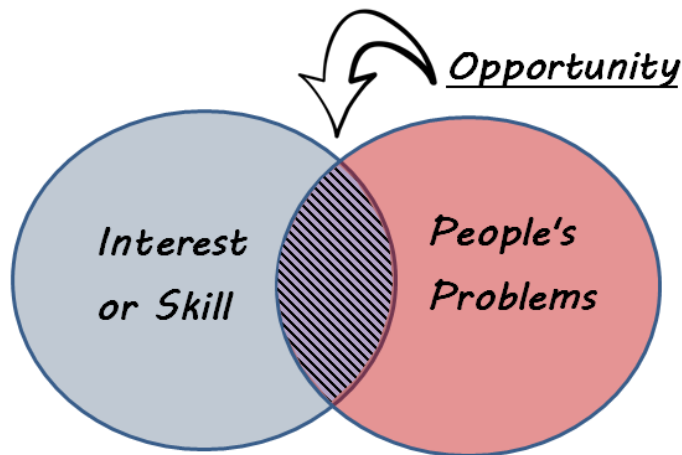
- 1.) With the overlapping of my interests in shopping, and other people’s having a problem with forgetting an item when shopping, I can start a small shopping/delivery business in my neighborhood.
- 2.) With the overlapping of my interests in being on time, and other people’s having a problem with getting their trash bins out on time, I can start a small trash bin moving business in my neighborhood.
- 3.) With the overlapping of my interests in gardening, and other people’s having a problem with forgetting to water their plants/grass, I can start a small plant/lawn watering business in my neighborhood.



**Student Worksheet – Convergence Exercise:**

**Student:** List your interests and skills in the left column below titled *Interests or Skills*. Next, list some problems that people in your neighborhood may have that they could use some help with in the column to the right titled *Problems People Have*.

Once this is done, draw a line from each Interest or Skill that you listed that you think will be useful in helping solve some of the listed problems/needs that people in your community may have. The connecting of the interest or skill to the problems people have is similar to the overlap that occurs in a Venn diagram.



**Interests or Skills:**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

**Problems People Have:**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

**Opportunity Finder: Fill in The Blanks**

**Student:** Once you have connected some of the Interests or Skills to the Problems listed, try to think of some type of product or service that you could create out of such overlap, then fill in the blanks to see what type of business or opportunity we can come up with.

- 1.) With the overlapping of my interests in \_\_\_\_\_, and other people’s having a problem with \_\_\_\_\_, I can start a small \_\_\_\_\_ business in my neighborhood.
- 2.) With the overlapping of my interests in \_\_\_\_\_, and other people’s having a problem with \_\_\_\_\_, I can start a small \_\_\_\_\_ business in my neighborhood.
- 3.) With the overlapping of my interests in \_\_\_\_\_, and other people’s having a problem with \_\_\_\_\_, I can start a small \_\_\_\_\_ business in my neighborhood.



## Teacher Key - Decision Matrix Exercise:

This exercise is meant to help students decide on the type of business they should pursue once they have a list of businesses that they are considering to start. Beyond students figuring out which business best meets their interests, it also teaches students how to create and use a *decision matrix* for other big decisions they may need to make throughout their life.

In this exercise, you will educate the students on what a decision matrix is, and how it can be used to make a final decision on a business idea. So what is a decision matrix? A decision matrix is a list of values in columns and rows that allows someone to make a decision by weighing (adding) up different factors.

For instance, in the example below, I have listed the three business ideas demonstrated in the first exercise, under the **Ideas List** column. The other columns consist of the factors that should be considered when deciding on a business, i.e. The amount effort the type of business will require, how **profitable** the business may be based on what someone may/may not be willing to pay for such a service, whether or not one already has the **tools available** for use, and lastly, the perceived **need** of the service to be provided. The last column is the total column, and will be used total up scores given for each factor considered for a given business idea. The student worksheet includes a tallying section so they can calculate their scores and come up with their idea business to pursue.

Ideas List	Effort	Profitable	Tools Available	Need	Total
Idea 1: Shopping/Delivery Biz	2	3	1	2	8
Idea 2: Trash Bin Moving Biz	5	5	5	4	19
Idea 3: Plant/Lawn Watering Biz	4	4	5	3	16

**Sample:** Idea 1, was given a score of 2 for effort, as it would be somewhat strenuous compared to the other businesses, as traveling to and from store to customers house could be tiresome without a car. A score of 3 was given as a customer may not be inclined to pay too much over the cost they would pay if they went to the store to get it themselves. Tools available received a score of 1 because, a form of transportation would be needed to effectively conduct this business, and need received a score of 2 because while some people may need this help, it is a rare problem that people have. Idea one received a total score of 10.

Idea 2, was given a score of 5 for effort as it wouldn't require too much effort to take out customer's trash/recycling bin on a weekly basis. Profitable received a score of 5, as there is very little time needed to serve a customer, so many can be served. Tools available received a score of 5 because; none are needed, making it an easier business to start. Lastly, need was given a score of 4 as there are many people who wouldn't mind have this type of help for the right price. The total score for idea 2 was 19.

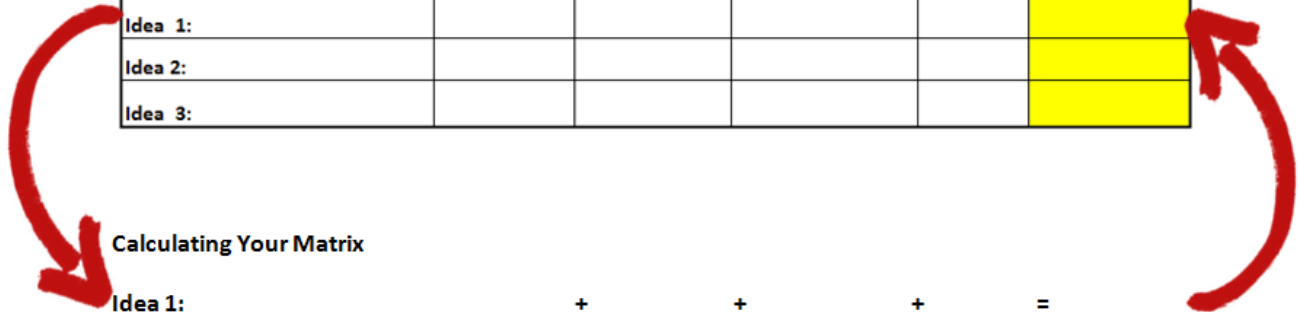
Idea 3, received a total score of 19. Now all three scores are totaled up, and the highest score indicates the business that the student should choose.



**Student Worksheet - Decision Matrix Exercise:**

Take the top three business ideas you generated from the first exercise and list them under the Ideas List column. Next, add a score between 1 and 5 under each factor you should consider before going into business (where 1 means not so good, and 5 mean good) For example, if the business require lots of effort give it a lower score like 1 in the **Effort** column, if the business has the potential to make a lot of money because people will pay a lot for what you profit put a higher score like 5 in the **Profitable** column, if the business needs to have certain tools available to start the type of business, for example bike or lawn mower, give it a lower score like 1, but if no tools are needed give it a high score like 5 in **Tools Available** column. If it seems like a lot of people will want your service for this type of business, put a high score closer to 5 in the Need column, but lower like 1 if it seems that not many people will need what you are offering.

Ideas List	Effort	Profitable	Tools Available	Need	Total
Idea 1:					
Idea 2:					
Idea 3:					



**Calculating Your Matrix**

Idea 1: \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_

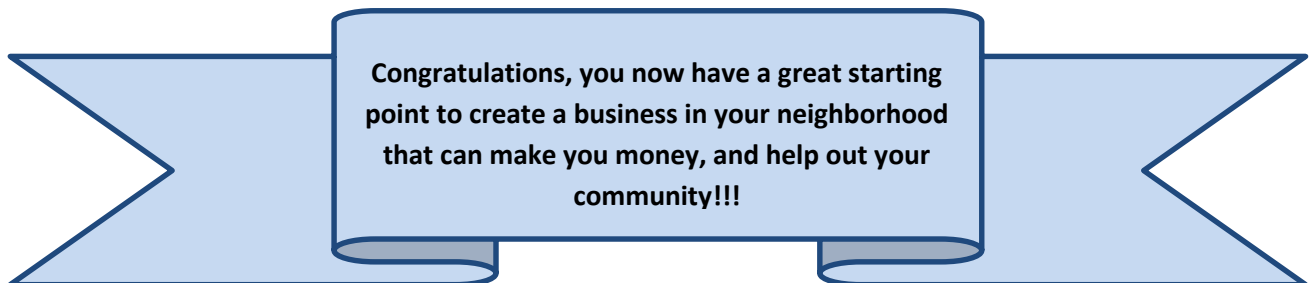
Idea 2: \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_

Idea 3: \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_

**Your Ideal Business:**

Circle the highest total score of the three business ideas you’ve compared. Now pick the business idea that received the highest total score and enter in the name of that business in the blank space below.

The ideal business for me to start in my neighborhood is \_\_\_\_\_.

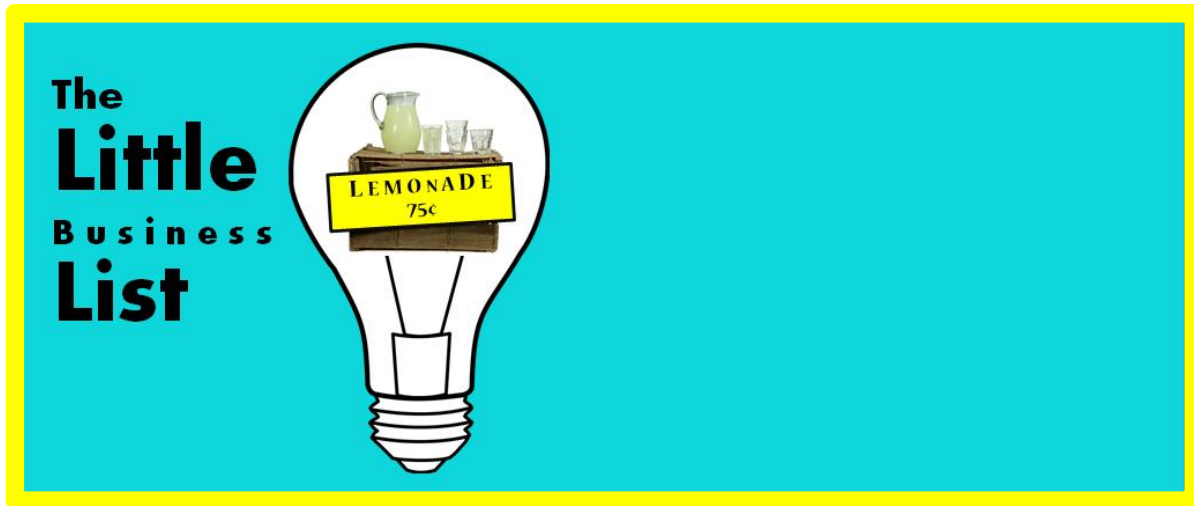


**Congratulations, you now have a great starting point to create a business in your neighborhood that can make you money, and help out your community!!!**





## 10 Simple Business Ideas that any Kid can start, right away:



**The Little Business List:** The Little Business List section is a resource that teachers can review with their students, to help them become aware of additional business ideas that they can get started on. The list can be reviewed before or after the exercises provided. The main purpose of this list, is to help get kids thinking about all the different types of businesses that they could get started on today, to start helping the community and making a few bucks in process. All businesses listed are simple services, but may still require adult supervision to conduct. I leave it to the parents of the students to decide on which activities they feel they'd be most comfortable allowing their kids to conduct.

**Disclaimer:** All business ideas are just suggestions, and not all requirements are listed to get business started. In many instances, disclaimers or liability contracts may be required by local governing authorities ensure customers are not held liable for injuries. It is suggested that parents are made well aware to conduct their due diligence in ensuring that their children, their customers, and their assets are not put at risk due to potential accidents that could occur while services are being rendered.

### **Businesses:**

#### **1. Trash Bin Moving Service**

*Description:* This is a simple an easy business that any kid can get started. All one has to do, is to go around their neighborhood (with their parent's consent and/or guidance), and ask their neighbors if they'd be willing to take advantage of their Trash Moving Service. The trash moving service consists of the business owner moving the customers trash or recycling bin out to the street every trash/recycle pick up day, (and later, moving the bins back to the house if one chooses to add this to their service). The business owner and the customer will have to decide on scheduling, price, and method of payment. Once these details are agreed upon, you as the business owner just have to keep to your side of the bargain and move the trash bins at the agreed upon time. Once conducted, you can request payment on a weekly or monthly basis and collect at the time that is best for you and your customer.

*Resources Needed:* No physical resources are required to start this business, just timeliness, and a willingness to help as many people as possible.



## 2. Lawn Maintenance Service

*Description:* This service is fairly basic to start and has been a go to business for kids for decades. To start this business, you would need to actively seek customers, by offering your services by either going door to door (with their parent's consent and/or guidance), or by posting a sign in your yard with the services that you will be providing and contact information so interested customers can give you a call. Once you land a customer, all that is needed, is for you to cut their grass or conduct whatever lawn maintenance services you agreed upon. When done, you can collect your money.

*Resources Needed:* All that is required to start this business is a lawn mower. Even if you don't have a lawn mower, you can make an agreement with future customers requesting to allow you to use their tools to do the work and to ensure the machine is fueled up.

## 3. Watering Service

*Description:* To start this business, you would need to actively seek customers, by offering your services by either going door to door (with their parent's consent and/or guidance), or by posting a sign in your yard with the services that you will be providing and contact information so interested customers can give you a call. The service that you offer is to water any plants, lawn, or trees that the customer requests watering for. Once you've completed your job, you can collect your money. Or you can create a contract with your customer, to conduct your services on a daily/weekly/monthly basis, and collect payment for your services at a time that best suites you interests.

*Resources Needed:* These items aren't needed to begin, but It would help your business if you already had these items before starting to acquire your customers: A watering can, a water hose with gentle spraying nozzle for flowers, and a fanning/broad spraying spray nozzle to water large areas of grass at a time, and a cart to pull your tools in.

## 4. Car Wash Service

*Description:* Acquiring customers can be done by actively seeking customers by going to houses where people have dirty cars, and knocking on their doors to ask if they would like to have their car washed. Offering your services would be by either going door to door (with their parent's consent and/or guidance), or by posting a sign in your yard with the services that you will be providing and contact information so interested customers can give you a call. Once you find a customer who is willing to pay to have you wash their car you are in business.

*Resources Needed:* To get started on a car wash service, all that is needed is a bucket, car soap, a water hose, a wash sponge, and towels to dry the vehicles when you are done.



## 5. Dog Walking Service

*Description:* This business consists of walking other people's pets when their owners don't have the time to do it themselves. All one has to do, is to go around their neighborhood (with their parent's consent and/or guidance), and ask their neighbors if they'd be willing to take advantage of their Pet Walking Service. You can also gain customers by placing a sign in your yard, announcing the services that you will be providing and some type of contact information so interested customers can get in touch with you when they need your services.

*Resources Needed:* Having extra leashes, a pre-planned walking route where you plan to walk the pets, and pet snacks on hand (snacks to be approved by pet owners of course) would be a good start to gain the confidence of your potential customers.

## 6. Window/Screen Cleaning Service

*Description:* This business consists of cleaning dirty house windows or screens so people can enjoy the beautiful view of their front yard/backyard. All one has to do, is to go around their neighborhood (with their parent's consent and/or guidance), and ask their neighbors if they'd be willing to take advantage of your Window/Screen cleaning service. You can also gain customers by placing a sign in your yard, announcing the services that you will be providing and some type of contact information so interested customers can get in touch with you when they need your services.

*Resources Needed:* The tools needed to conduct this business services are paper towels/wash cloths, window cleaner, a pressure nozzle for screens, and a water hose.

## 7. Delivery Service

*Description:* This business consists of coming to an agreement with your customers, on what types of store items that they would like to have you pick up for them, how often, and for how much. All one has to do, is to go around their neighborhood (with their parent's consent and/or guidance), and ask their neighbors if they'd be willing to take advantage of your convenience service; where you offer to pick any store item for them, anytime. You can also gain customers by placing a sign in your yard, announcing the services that you will be providing and some type of contact information so interested customers can get in touch with you when they need your services.

*Resources Needed:* To get started with this type of Delivery Service, all that is needed is a bicycle, a back pack (to place customer items in after purchasing), a paper and pen (to take notes of customer requests).



## 8. Painting Service

*Description:* This business consists of offering a service of painting any items or surfaces that your neighbors need painted. All one has to do, is to go around their neighborhood (with their parent's consent and/or guidance), and ask their neighbors if they'd be willing to take advantage of your painting service. You can also gain customers by placing a sign in your yard, announcing the services that you will be providing and contact information so interested customers can get in touch with you when they need your services.

*Resources Needed:* It would probably be best, as part of your business, to have all customers buy their own materials for each job, as customers may want you to use specific types of materials or tools that would be difficult for you to get.

## 9. Advertising Service

*Description:* This business consists of offering your neighbors exposure to their businesses/events. All one has to do, is go around their neighborhood (with their parent's consent and/or guidance), and ask their neighbors if they want to take advantage of your advertising services to gain more exposure for their business/events. You can also acquire customers by placing a sign in your yard, announcing the services that you will be providing and contact information so interested customers can get in touch with you when they need your services. To successfully conduct this type of business you will need to have a plan for how you would advertise each customer's business. For example, you could create a handful of signs for each customer and place them in areas that many people will see. You could also deliver door to door any business materials that your customers provide to you for distribution.

*Resources Needed:* It would be helpful if you provided your own markers and poster boards, had a Facebook business page to tout all of your customer's businesses on. It is recommended that you request customers to print their own flyers, and you just distribute them.

## 10. Lemonade or Juice Service

*Description:* This business consists of offering your neighbors free delivery of either you own self-made juice beverages, or you willingness to go and buy some from the store. All one has to do, is to go around their neighborhood (with their parent's consent and/or guidance), and ask their neighbors if they would like to take advantage of their juice deliver services. You can also get customers by placing a sign in your yard, announcing the services that you will be providing and some type of contact information so interested customers can get in touch with you when they need your services.

*Resources Needed:* Having your own fruits, blender, and ice can help you provide a low cost juice to your customers. Having a plastic container for each beverage and a back pack to carry them in would be helpful to have. In addition, having a bicycle would also be useful for efficient delivery.



## THANK YOU



We hope you found the *Little Entrepreneur Starter Kit* useful. If you have any suggestions or are in need of assistance in using the resource, please don't hesitate to email us at [support@apexstriving.com](mailto:support@apexstriving.com). We are always looking for ways to make our resources better and we want to ensure you are happy.

If you are looking for more advanced curriculum to teach next, we recommend you stop by our website at [www.apexstriving.com](http://www.apexstriving.com) to see what's new, or just sign up for our free weekly updates, and we will keep you posted on all the new and helpful ideas and resources that we come across or create.

**[Sign up Here!](#)** and we will send you our *Habit of Thinking BIG* resource...for FREE!

May you have continued success in your quest to inspire, educate, and build our future through the development of our youth.

Sincerely,

Nathan Lee Morales | Managing Director  
Jessica Lee Morales | Creative Director  
Apex Striving | "Inspiring Potential"

