



*Lesson Plan*

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## So You Want to be Your Own Boss?

### Time Required

25 minutes

### Grade Level and Subject

9-12

### Keystone Economic Principles™

[Principle #1 We all make choices.](#)

[Principle #2 There Ain't No Such Thing As A Free Lunch \(TANSTAAFL™\).](#)

[Principle #3 All choices have consequences.](#)

[Principle #4 Economic Systems Influence Choice.](#)

[Principle #6 Do what you do best, Trade for the rest.](#)

### Voluntary National Content Standards in Economics

[Standard #2: Marginal Cost/Benefit](#)

[Standard #13: Role of Resources in Determining Income](#)

[Standard # 14: Profit and the Entrepreneur](#)

### National Standards in K-12 Personal Finance Education

[Explore career options](#) *Standard 1:* A high school graduate can describe the risks, costs, and rewards of starting a business.

### Economic Concepts

**Risk:** The chance of losing money.

**Entrepreneur:** One who draws upon his or her skills and initiative to launch a new business venture with the aim of making a profit. Often a risk-taker, inclined to see opportunity when others do not.

## Overview

Students will hear the story of how one man's small business idea grew into a successful multi-million dollar company. They will take a True or False assessment as a class then they will fill out assessment sheets to think about whether or not they are interested and equipped to be an entrepreneur.

## Objectives

Students will understand some of the risk and rewards of starting their own business. They will also examine themselves to see if they think they fit the prototype for being an entrepreneur.

## Materials and Handouts

Great business ideas for youth: <http://www.fastennetwork.org/Uploads/4FCE1049-DED4-4E95-98DE-CF42E1E0D887.pdf>

Entrepreneurial Tendency Evaluation: <http://www.fastennetwork.org/Uploads/F3673C34-8412-4D11-B0C1-F5FB5253A670.pdf>

## Teaching Activity

To prepare for this lesson, print out a copy of both handouts for each student.

1. Read the following excerpt to the class:

*"The quest for the ultimate T-shirt, and, ultimately, the beginning of the performance apparel industry, began in 1995 on the football field at Byrd Stadium, when a University of Maryland player named Kevin Plank became frustrated with having to change his sweat-soaked cotton undershirt four times a game. When his playing days were done, he set out to New York's famous garment district to sample fabrics and make a prototype of a t-shirt that wouldn't retain moisture. He gave his "shiny tight shirts" to former teammates at Maryland and friends in the NFL, and asked for feedback. Taking their advice, he went back to work and came up with a shirt made from a unique blend of microfibers designed to wick moisture away from the body to the outside of the shirt, keeping a player cool, dry and light.*

*Plank housed his company in the basement of his grandmother's house in Washington, D.C. and eventually made his first team sale to Georgia Tech. Other major Division I teams followed in droves, along with two dozen NFL teams. Plank moved his company headquarters to South Baltimore and set up a manufacturing plant six blocks away."\**

Excerpt from "History of Under Armour" found here: <http://www.gobros.com/under-armour/under-armour-history.php>

2. Ask the class if they know what company Kevin Plank started. He started Under Armour. From its humble beginnings, the company has grown to become a leading brand for athletes of almost every sport at every level and earns annual revenues worth hundreds of millions of dollars. And it all started with a sweaty shirt.

### **Risks and Rewards**

1. Read each of the following statements to the class. After reading each one have a vote to see how many students think it is a true statement and how many think it is a false statement.
  - In the United States around 100,000 new small businesses start up each year. (FALSE, nearly 500,000 new businesses are started up each *month*.)
  - On average, entrepreneurs make at least 25% more than the general population. (TRUE)
  - Because of the flexibility that comes from being your own boss, most small business owners work fewer than the typical 40 hour work week. (FALSE, on average small-business owners work at least 52 hours per week)
  - Most of the wealthy people in America inherited their wealth from rich family members. (FALSE, only 8% of America's affluent inherited their wealth.)
  - Many small businesses fail within in the first couple years. (TRUE, 2/3 of businesses survive for at least two years and 44% of businesses survive at least four years.)
  - If you want to start your own business, you will probably have to use some of your own money to finance it. (TRUE, 77% of people use their own money or family assets to cover start-up costs for their businesses.)
2. Ask the class which statistics were most surprising to them? What are some of the risks of starting your own business? What are some of the rewards? What do they think it takes to become a successful business owner? After they share their ideas, point out that one reason Plank was successful was that he saw a need for a product that no one else was trying to meet. Another thing that might have contributed to his success was that Plank had many years' experience with setting up small money-making endeavors. He sold shirts at concerts in high school and started his own flower-selling company in college. For many years he had been interested in entrepreneurialism.
3. Tell the class that you're going to read a list of a few business ideas for youth. Looking at the first handout, "Great Business Ideas for Youth," read about five of the items on the list. Ask the students to brainstorm any other ideas they might have.

4. After they have put together a list, hand out the complete list, “Great Business Ideas for Youth,” to each of the students. Have them look at the list to see what items they might not have thought of.
5. Ask them which ideas on the list appeal to them. Why are they appealing?
6. Next, give each student a copy of **Handout #2: Entrepreneurial Tendency Evaluation** to fill out. Once they have finished filling it out, ask the class who thinks they would like to pursue starting their own company. What kind of company would they start?
7. Lastly ask the class what character traits or virtues they think would be important for a successful entrepreneur to possess? Answers might include honesty, integrity, self-control (willingness to think long term), and a strong work ethic.

# Great Business Ideas for Youth

*Directions:* First, check all business opportunities that interest you. Then, in another color, check all the business opportunities that you *could* do based on your own experiences and skills:

- Baby-sitting service
- Baking
- Bicycle repair
- Birthday party coordinator
- Book-keeping for families
- Breakfast delivery to office workers
- Build and sell computers
- Bulk mailing service
- Button making
- Cake decorating
- Calligraphy
- Candle-making
- Candy sales
- Car detailing
- Car repair/servicing
- Car washing
- Carpentry
- Catering
- Caulking and weather-stripping
- Clean aquariums
- Clean awnings
- Clean boats
- Clean rain gutters
- Clean vacant lots
- Cleaning services (for home and office)
- Clothing alterations
- Clothing design
- Coach/teach: basketball, gymnastics, music, bowling, tutoring, baseball, cooking, juggling, bike repair, fishing, soccer, photography, auto mechanics, art, science
- Computer help service
- Cookie decorating
- Copying services
- Crafts
- Deliver papers
- Delivery service
- Design bumper stickers
- Design greeting cards
- Distributing flyers

- DJ
- Dog walking
- Errand Services
- Exercise instructor
- Formatting and graphic design
- Gardening
- Gift baskets
- Graffiti removal
- Hot dog stand
- House painting
- Ironing service
- Jewelry-making
- Kitchen organizing
- Laundry service
- Lawn care
- Meal delivery
- Messenger service
- Music lessons
- Office organizer
- Painting addresses on curbs and mailboxes
- Painting/refinishing furniture
- Performing/entertaining
- Personal shopper
- Pet care
- Photography/videotaping
- Plant care
- Selling cosmetics
- Selling Novelties
- Selling T-shirts
- Shine shoes
- Shovel snow
- Small home repairs
- Software installation
- Songwriting
- Sweep sidewalks
- Telemarketing
- Translating
- T-shirt design
- Tutoring
- Typing service
- Umpire or referee
- Wake-up service
- Wallpapering
- Web site design
- Window washing
- Other: \_\_\_\_\_

## **Entrepreneurial Tendency Evaluation**

Here's an opportunity to assess your current entrepreneurial tendency. Rate yourself on each characteristic from 1 to 10, with 10 being highest. Be honest – there are no right or wrong answers. Add up your score at the end.

<b>Entrepreneurial Characteristics</b>	<b>Description</b>	<b>Tendency</b>
Adaptability	Being able to handle changing situations	1 2 3 4 5 6 7 8 9 10
Creativity	Creating something	1 2 3 4 5 6 7 8 9 10
Competitiveness	Willing to work hard to win	1 2 3 4 5 6 7 8 9 10
Confidence	Being sure of your abilities and God's abilities	1 2 3 4 5 6 7 8 9 10
Motivation	Energy or drive to achieve	1 2 3 4 5 6 7 8 9 10
Organization	Keeping track of life's details	1 2 3 4 5 6 7 8 9 10
Perseverance	Continuing even when faced with obstacles	1 2 3 4 5 6 7 8 9 10
Persuasiveness	Ability to convince others	1 2 3 4 5 6 7 8 9 10
Purpose	Doing things for a reason	1 2 3 4 5 6 7 8 9 10
Risk-Taking	Willing to take a chance to achieve a desired goal	1 2 3 4 5 6 7 8 9 10
Understanding	Able to sense other people's emotions or thoughts	1 2 3 4 5 6 7 8 9 10
Vision	Knowing where you eventually want to be	1 2 3 4 5 6 7 8 9 10
<b>Total</b>		

**100-120      Strong entrepreneurial character**

**85-99        Entrepreneurially-minded**

**70-84        Mildly entrepreneurial**

**69 or below Opportunity for expansion of entrepreneurial spirit**

## **Suggested activities to develop entrepreneurial characteristics:**

The following list provides suggested activities to further develop your entrepreneurial capacity. Add some suggestions that are relevant to you personally in the spaces provided.

### Adaptability

1. Build a project out of spare parts.
2. Try to eat with only one hand.
3. \_\_\_\_\_

### Creativity

1. Make up a 5-minute story for a friend.
2. Solve mind-teaser puzzles.
3. \_\_\_\_\_

### Competitiveness

1. Play Monopoly™, RISK™ or team sports.
2. Enter a contest.
3. \_\_\_\_\_

### Confidence

1. Join a speech or debate club.
2. Sell a product.
3. Volunteer at a senior's home, hospital or child care center.
4. \_\_\_\_\_

### Drive

1. Get up early and exercise.
2. Work harder and longer than your peers.
3. \_\_\_\_\_

### Organization

1. Set goals for the week in writing.
2. Keep personal records of all your expenses.
3. \_\_\_\_\_

### Perseverance

1. Climb a mountain.
2. Run 5 miles.
3. \_\_\_\_\_

Persuasiveness

1. Start a club at school.
2. Organize a party or event for someone else.
3. \_\_\_\_\_

Purpose

1. Create a personal mission statement.
2. Ask an adult to examine your life.
3. \_\_\_\_\_

Risk-Taking

1. Do a ropes course.
2. Go on a white-water rafting trip.
3. \_\_\_\_\_

Understanding/Perceptive

1. Ask someone to confirm the feelings you think they are expressing.
2. In a conversation, summarize the information you heard the person say.
3. \_\_\_\_\_

Vision

1. Write down all the things you could do in your life.
2. Write down what would be a great accomplishment for you.
3. \_\_\_\_\_