Mini CEOs
ONE80 ACADEMY

LESSON 5

Ages 9 to 12 · 30 minutes

Who is your customer?

The fastest way to waste a weekend is to **build something nobody asked for.** Before you make anything, go and ask five real people. Not your mom. Five people who would actually be buying.

1 The five questions

Ask these exactly. Write down what they say, not what you wish they said.

1. Have you ever needed this? When was the last time?
2. What do you do about it right now?
3. What is annoying about the way you do it now?
4. What would you pay for it?
5. Would you buy it from me this Saturday?

2 Ask five people

Who I asked	What surprised me about their answer	Would pay?
		◯ Yes ◯ No
		◯ Yes ◯ No
		◯ Yes ◯ No
		◯ Yes ◯ No
		◯ Yes ◯ No

3 What you heard

Did anything come up more than twice? That repeated thing is usually the real business.



Mini CEO tip: listen more than you talk. Write it down so you do not forget.