Mini CEOs
ONE80 ACADEMY

LESSON 1

Ages 7 to 10 · 20 minutes

What a business actually is

A business is not a building or a logo. A business is this: **somebody has a problem, you fix it for them, and they pay you for fixing it.** That is the whole thing!

1 Three businesses you already know

Think of three places your family pays money to. Write what problem each one solves.

The business	The problem it solves for people

2 Now you

What is something people around you find annoying, boring or hard? Small annoying things are the best ideas.

3 Who has that problem?

Be specific. Not everybody. Who exactly?

Say it out loud: **I help** _____ **with** _____ **and they pay me because** _____

Mini CEO tip: you do not need a big idea. Fix one small problem really well.

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LESSON 2

Ages 8 to 12 · 25 minutes

Cost, price, profit

Every business runs on **three numbers. Cost** is what you spend to make one thing. **Price** is what somebody pays you for it. **Profit** is what is left over. Most people only think about price, which is how businesses quietly lose money.

WHAT ONE COSTS ME

$_____

WHAT I CHARGE

$_____

PROFIT ON ONE

$_____

1 Work it out: a lemonade stand

Add up what you spent, then divide by how many cups you can make. That is the cost of one cup.

What I had to buy	What it cost	How many cups it makes

2 The question most people get wrong

If one cup costs 40 cents and you sell it for 50 cents, you make 10 cents. How many cups to make ten dollars? Write the number, then how long that would take you.

3 Now try 75 cents a cup

What changed? Was anybody upset?

Mini CEO tip: profit is not what you charge. Profit is what you keep.

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LESSON 3

Ages 9 to 12 · 25 minutes

Why cheapest is not best

Kids almost always pick the lowest price, because low price feels fair. Here is the problem: if you charge so little you make nothing, **you cannot buy more lemons and the business stops.** Being cheap is not the same as being good.

1 Three sellers, same street

All three sell the same drink. Each cup costs 40 cents to make. Fill in the boxes.

Seller	Price	Profit per cup	Why would somebody buy from them?
Sam	45 cents		
Ava	75 cents		
You			

2 Giving people a reason

Ava charges the most and still sells out. Write three things Ava could be doing that are worth the extra money to a customer.

MY PRICE
$_____

MY PROFIT PER SALE
$_____

SALES TO REACH $20
_____

3 The hardest question on this page

What do you give people that the cheapest seller does not?

Mini CEO tip: people pay more when they know why. Give them a reason.

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LESSON 4

Ages 7 to 11 · 20 minutes

Where the money goes

When money comes in, it is tempting to treat all of it as yours to spend. **Grown-up businesses split it first**, before spending any of it. Four jars, every time money arrives.



GROW

Buy more lemons, cups, a better sign. The business cannot grow without this one.



SAVE

Money you do not touch. For when something breaks or a chance shows up.



GIVE

Somebody who needs it more than you do right now.



SPEND

Actually yours. Enjoy it without feeling bad.

1 Decide your splits before you earn anything

Write a number in each box so the four add up to 100. There is no single right answer, but a business that puts nothing in Grow usually stops being a business.

GROW %	SAVE %	GIVE %	SPEND %
_____	_____	_____	_____

2 Try it with a real number

You made $20 this weekend. Using your splits above, how much goes in each jar?

GROW GETS	SAVE GETS	GIVE GETS	SPEND GETS
$_____	$_____	$_____	$_____

3 Your Grow jar

What would you spend your Grow money on first? Why would it help you sell more?

Mini CEO tip: decide the jars first. It is much easier before the money shows up.

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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.

Did it work?

You ran it. Now the part almost everybody skips: **sitting down and working out what actually happened.** A business that never checks its own numbers is just a hobby that costs money.

MONEY IN	MONEY I SPENT	LEFT OVER
$_____	$_____	$_____

1 Hours

How many hours did it take, including shopping, making and selling? Divide what you have left by the hours.

HOURS IT TOOK	EARNED PER HOUR	HAPPY WITH THAT?
_____	$_____	Yes Not yet

2 Three honest answers

What worked better than I expected

What went wrong

What I would change next time

Next time I will change **one thing.** Just one. Write it here and circle it:

_____

Mini CEO tip: a mistake is just a number you can fix next time.