

LESSON PLAN

Writing a Business Plan

- IT'S A -
**MONEY
THING®**

INCLUDED IN THIS PACKAGE

- **LESSON PLAN** (2 pages)
- **ACTIVITY** (2 pages)
- **QUIZ** (1 page)
- **QUIZ ANSWER KEY** (1 page)

COLLECT FROM YOUR LIBRARY

- **VIDEO 41** (*Writing a Business Plan*)
- **PRESENTATION 41** (*Writing a Business Plan*)
- **HANDOUT 41** (*Writing a Business Plan*)

BROUGHT TO YOU BY





LESSON PLAN

Writing a Business Plan

GRADES

7 to 12

TIME

45 minutes



OVERVIEW

Big or small, every business starts with a plan. In this lesson, students will learn how a business plan helps clarify an idea, define its purpose and guide next steps. Students will then apply what they've learned so they can develop and share a business idea of their own.

GOALS

- Show students how business planning helps turn ideas into action
- Help students understand the key questions a business plan should answer
- Encourage students to confidently plan and present their ideas

OBJECTIVES

- Identify the key components of a basic business plan
- Develop a simple business idea by answering guiding questions about purpose, market, costs and competition

ASSESSMENT

Use the activity in this lesson plan to assess students' grasp of the topic. An optional quiz is also provided (the quiz is not factored into the lesson's 45-minute runtime).

***Did you know?** Many famous businesses began as ideas scribbled on napkins—proof that you don't need any fancy tools to start planning!*

MATERIALS

- VIDEO 41**—*Writing a Business Plan*
- PRESENTATION 41**—*Writing a Business Plan*
- HANDOUT 41**—*Writing a Business Plan*
- ACTIVITY**—*Startup Showcase and Answer Key*
- QUIZ**—*Writing a Business Plan and Answer Key*

PREPARATION

- Gather digital materials (video and presentation)
- (Optional) Print and cut out the **ACTIVITY** challenge cards
- Print **HANDOUT 41** for each student
- (Optional) Print **QUIZ** (*Writing a Business Plan*) for each student



LESSON PLAN

Writing a Business Plan

TIMELINE

- 5 minutes** Introduce topic and show **VIDEO 41** (*Writing a Business Plan*)
- 15 minutes** Distribute **HANDOUT 41** and go over **PRESENTATION 41** to review the key components of a basic business plan
- 25 minutes** Facilitate the **ACTIVITY**
- (Optional)** Assessment: **QUIZ** (*Writing a Business Plan*)

- Give teams 15–20 minutes to plan their business idea by filling in the handout and to practice a short 1-minute pitch
 - Have each team present their idea to the class; before they pitch, they should share their Challenge card (if used)
 - After each pitch, encourage the class to ask about anything that wasn't clear, using the 8 business plan questions as a guide
 - After all pitches are complete, wrap up by asking the class: What makes a business plan helpful?
 - (Optional) Invite students to vote for the most convincing pitch and for the idea most likely to succeed in real life
6. (Optional) Distribute **QUIZ** for individual assessment, or answer the questions together as a class; decide whether or not students can reference their notes/handouts during the quiz

INSTRUCTIONS

1. Introduce the topic: “Today’s lesson is about how even small ideas can grow into real businesses with the help of a plan.” Explain that students will work in teams to come up with their own business plan and present it to the class—so they should watch the video closely for an example.
2. Show **VIDEO 41**
3. Distribute **HANDOUT 41** for students to follow along with during the presentation
4. Go over **PRESENTATION 41** to review each part of the business plan featured in the video; pause after each section to check for understanding
5. Facilitate the **ACTIVITY**
 - Divide students into small teams
 - (Optional) If using Challenge cards, have each team draw one to add a constraint to their business plan

NOTES

.....

.....



ACTIVITY

Writing a Business Plan

BROUGHT TO YOU BY



STARTUP SHOWCASE - CHALLENGE CARDS

Directions: Cut out the cards and shuffle them. Have each team draw one at random to add a constraint to their business plan. Alternatively, assign the same card to all teams for a shared challenge.

A business that rents something unexpected

Your customers are tourists visiting your town

You sell items in mystery packs

A mobile service that comes to your door

Designed for students during exam season

You start with \$50 or less

A business that helps people get ready to start their day faster

Made for athletes and active teens

Your business only operates on school days

A service that helps people celebrate something



ACTIVITY

Writing a Business Plan

BROUGHT TO YOU BY



STARTUP SHOWCASE - CHALLENGE CARDS

Directions: Cut out the cards and shuffle them. Have each team draw one at random to add a constraint to their business plan. Alternatively, assign the same card to all teams for a shared challenge.

Your customers are busy parents

You let customers vote on your next product

A product made from recycled materials

Designed for seniors living on their own

A business inspired by a current trend or meme

Made for fans of a specific music or sports group

Designed for people who love pets

A business that solves a small but annoying problem

A business that teaches people a new skill

You partner with a school group or club



QUIZ

Writing a Business Plan

NAME: _____

TOTAL / 7 pts

MULTIPLE CHOICE

Directions: CIRCLE the best possible answer to each question.

- | | |
|--|--|
| <p>1. You notice another business selling a similar product to yours. What should you do?</p> <ul style="list-style-type: none"> a. Ignore them and keep doing things exactly the same way b. Study what they do well and think about how you can be different c. Copy their pricing to save time d. Complain about them on social media | <p>2. Which of the following best describes a market strategy?</p> <ul style="list-style-type: none"> a. A plan for reaching your customers b. Your company name and logo c. A list of tools and equipment needed to run your business d. Rules for how your team will work together |
|--|--|

/2 pts

SHORT ANSWER

Directions: Answer the following question in a few words.

3. Name two important questions a business plan should answer.

/2 pts

TRUE OR FALSE

Directions: CIRCLE either true or false.

- | | |
|------------------|--|
| 4. TRUE or FALSE | You need to have a big budget to write a business plan. |
| 5. TRUE or FALSE | Writing a business plan can help you spot problems before they happen. |
| 6. TRUE or FALSE | A good business idea never changes after you write the plan. |

/3 pts

BROUGHT TO YOU BY



- IT'S A -
**MONEY
THING**[®]

QUIZ ANSWER KEY

Writing a Business Plan

MULTIPLE CHOICE

Directions: CIRCLE the best possible answer to each question.

1. You notice another business selling a similar product to yours. What should you do?
 - a. Ignore them and keep doing things exactly the same way
 - b. Study what they do well and think about how you can be different
 - c. Copy their pricing to save time
 - d. Complain about them on social media
2. Which of the following best describes a market strategy?
 - a. A plan for reaching your customers
 - b. Your company name and logo
 - c. A list of tools and equipment needed to run your business
 - d. Rules for how your team will work together

/2 pts

SHORT ANSWER

Directions: Answer the following question in a few words.

3. Name two important questions a business plan should answer.

What is the business? How does it work? Who is the team? What is the market? Who are your competitors? What is the market strategy? What are the numbers? What do you need?

/2 pts

TRUE OR FALSE

Directions: CIRCLE either true or false.

4. TRUE or FALSE You need to have a big budget to write a business plan.
5. TRUE or FALSE Writing a business plan can help you spot problems before they happen.
6. TRUE or FALSE A good business idea never changes after you write the plan.

/3 pts