

CEO CONTRACT

Name: _____ Date: _____

Directions: Read each promise with your Board Chair. Check the box, then sign.

SAFETY CHECK: These promises keep you and your business safe. Read every one out loud with your Board Chair.

I, _____, promise:

- ☐ I will ask my Board Chair before I sell, set a price, buy, or talk to a customer.
- ☐ My Board Chair keeps all the money in the cash box.
- ☐ I will never post, message, or sell online. My parent does that.
- ☐ I will never share my full name, address, school or co-op, phone number, or photos of my home online.
- ☐ I will only sell to people and places my parent says yes to.
- ☐ A parent will always be with me when I sell.
- ☐ I will ask an adult before I use food, heat, tools, or sharp things.
- ☐ I will write down every sale and every cost.
- ☐ I will be honest and kind with every customer.
- ☐ I will keep trying, even when a test says no.

I, _____, Board Chair, promise:

- ☐ I will say yes or no to big decisions and tell you why.
- ☐ I will keep the money safe.
- ☐ I will do everything that happens online.
- ☐ I will check our local rules before Launch Day.
- ☐ I will let you make the choices you can safely make.

My business starts on: _____

CEO Signature: _____ Date: _____

Board Chair Signature: _____ Date: _____

Joint Venture Partner (if any) Signature: _____ Date: _____

ALL ABOUT Me FOUNDER PROFILE

Name: _____ Date: _____

Acorn: Junior

Directions: Draw yourself. Then fill in each line.

Draw yourself as a CEO

I am _____ years old.

I like to _____

I am good at _____

I want to earn \$_____ so I can _____

Oak: Senior

Directions: Fill in each section. Be specific, because you will use these answers in Week 1.

Three skills I have:

1. _____

2. _____

3. _____

Three things I'm interested in:

1. _____

2. _____

3. _____

Resources I can use (tools, space, people, supplies):

My money goal: \$_____ by _____, because

One thing I want to learn about running a business:

MY 6-WEEK PLANNER

Name: _____ Date: _____

Directions: Write your start dates. Check off each week when you earn your badge.

Week	Topic	Start date	Project Day date	CEO Badge earned	Board Chair initials
1	Think Like an Entrepreneur			☐	
2	Pick & Test Your Idea			☐	
3	Money Basics			☐	
4	Build Your Brand & Product			☐	
5	Marketing & Your Pitch			☐	
6	Launch Day & CEO Review			☐	

Before you start

- ☐ CEO Contract signed (page 12)
- ☐ Founder Profile done (page 13)
- ☐ Board Chair picked my track: ☐ Acorn ☐ Oak
- ☐ Folder ready for receipts

For your Board Chair

- ☐ Launch Day place chosen and booked: _____
- ☐ Launch Day date: _____
- ☐ Local rules checked (Parent Guide 2, page 9)
- ☐ Cash box and starting change ready before Week 6

SAFETY CHECK: Your Board Chair picks and books the Launch Day place. You never set up a sale on your own.

My Final CEO Badge goal

NEEDS & WANTS SORT

Name: _____ Date: _____

Directions: Draw a line from each picture to NEED or WANT.

Acorn Tip: A need is something you must have to live. A want is nice to have, but not needed.

Things

NEED or WANT?

water



toy robot



food



video game



a home



candy



warm winter coat



stickers



NEED



WANT



Your turn

Draw one more need you have.

My need

Draw one more want you have.

My want

PROBLEM SPOTTING LOG

Name: _____ Date: _____

Directions: Find five problems at home or in your community this week. Fill in one row for each.

SAFETY CHECK: Look and listen with your Board Chair. Only ask family and parent-approved people about their problems.

#	Where I saw it	The problem	Who has this problem?	How often? (daily / weekly / sometimes)	Could a kid help? (Y / N)
1					
2					
3					
4					
5					

Think it through

Which problem bugs people the most? _____

How do you know?

Which problem could you help with using a skill you already have?

MY SUPERPOWERS PICTURE WEB

Name: _____ Date: _____

Directions: Draw or write something in each bubble.

I like to...

I am good at...

I can make...

I have these tools or supplies...

People who help me...

I help my family by...

My biggest superpower

Circle your biggest superpower on the web.

Write it here: _____

SKILLS AND RESOURCES INVENTORY

Name: _____ Date: _____

Directions: List your skills and resources. Rate each skill from 1 (still learning) to 5 (very good).

My skills

Skill	Rating (1–5)	How I know (something I made or did)

My interests

1. _____
2. _____
3. _____

My resources

Type	What I have	Do I need permission to use it? (Y / N)
Tools or equipment		
Space to work		
Supplies		
People who could help (parent-approved)		
Time each week (hours)		

Putting it together

My strongest skill + my best resource = an idea:

_____ + _____ = _____

10 IDEAS

Name: _____ Date: _____

Directions: Draw and name 10 business ideas. Star your favorite three.

Idea 1: _____

Idea 2: _____

Idea 3: _____

Idea 4: _____

Idea 5: _____

Idea 6: _____

Idea 7: _____

Idea 8: _____

Idea 9: _____

Idea 10: _____

I stormed for _____ minutes.

☐ I did not say "that won't work" during my Idea Storm.

IDEA STORM LIST

Name: _____ Date: _____

Directions: Set a timer for 10 minutes. Write 15 or more ideas, each with a one-line pitch.

#	Idea	One-line pitch: "I help ____ with ____ by ____."
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

Extra ideas:

Put a ★ next to your top three ideas.

☐ I did not judge any idea while the timer was running.

PROBLEM HUNT WALK: MY RESULTS

Name: _____ Date: _____



Acorn: Junior

Directions: Draw three problems you found. Write where you saw them.

Problem 1

Problem 2

Problem 3



Oak: Senior

Directions: Record each problem you found. Add anything new to your Problem Spotting Log.

#	Problem	Where	Who has it?
1			
2			
3			
4			
5			
6			

Put a ★ next to the problem the most people you know share.

Why do you think it's the most common? _____

Dinner Report (everyone)

Fill in the blanks, then say it out loud at dinner.

Today I found _____ problems.

The biggest one was _____.

I think a kid could help by _____.

Board Chair initials: _____

School-Credit Notes: Week 1

Subjects and skills

- **Social studies / economics:** needs and wants, goods and services, the role of entrepreneurs
- **Language arts:** oral report (Dinner Report), descriptive writing (Problem Spotting Log), one-line pitches (Oak)
- **Thinking skills:** observation, brainstorming, self-assessment

Estimated time: 3–4 hours

Log actual hours on page 128.

Week 1 Review / CEO Badge

Name: _____ Date: _____

Directions: Answer each one. Then earn your badge.

1. Circle the need: candy / water
2. Circle the service: a haircut / a book
3. An entrepreneur starts a business to solve a _____.
4. During an Idea Storm, we do not _____ ideas.
5. I came up with _____ ideas this week.



Board Chair Signature: _____ Date: _____

IDEA FILTER TRAFFIC LIGHT

Name: _____ Date: _____

Directions: Write your top 3 ideas. Circle YES, NOT SURE, or NO.

Idea 1: _____

Question	Circle one
Do I like it?	YES / NOT SURE / NO
Can I do it?	YES / NOT SURE / NO
Will people pay?	YES / NOT SURE / NO
Is it safe? (Board Chair answers)	YES / NOT SURE / NO

Result (circle one): ☐ GO ☐ MAYBE ☐ STOP

Idea 2: _____

Question	Circle one
Do I like it?	YES / NOT SURE / NO
Can I do it?	YES / NOT SURE / NO
Will people pay?	YES / NOT SURE / NO
Is it safe? (Board Chair answers)	YES / NOT SURE / NO

Result (circle one): ☐ GO ☐ MAYBE ☐ STOP

Idea 3: _____

Question	Circle one
Do I like it?	YES / NOT SURE / NO
Can I do it?	YES / NOT SURE / NO
Will people pay?	YES / NOT SURE / NO
Is it safe? (Board Chair answers)	YES / NOT SURE / NO

Result (circle one): ☐ GO ☐ MAYBE ☐ STOP

The idea I will test: _____

Board Chair initials: _____

WEIGHTED IDEA SCORECARD

Name: _____ Date: _____

Directions: First, your Board Chair must answer YES to "Is it safe?" Then score each safe idea from 1 to 5.

Score key: 1 = poor, 3 = okay, 5 = great. For "Low startup cost," 5 means very cheap. For "Fits my time," 5 means it fits easily.

Weighting: Some criteria matter more, so they count more. Multiply each score by its weight to get points. The most points possible is 50.

Worked example (Rosa is made up)

Criterion	Weight	Bookmarks score	Points	Greeting cards score	Points
People will pay	×3	4	12	3	9
I can do it (skills)	×2	4	8	4	8
I like it	×2	5	10	4	8
Low startup cost	×1	4	4	3	3
Fits my time	×1	3	3	3	3
Easy to reach approved customers	×1	4	4	5	5
Total			41		36

Bookmarks win: $41 \div 50 \times 100 = 82\%$. Greeting cards get $36 \div 50 \times 100 = 72\%$.

My scorecard

Safe? (Board Chair) Idea A ☐ YES Idea B ☐ YES Idea C ☐ YES

Criterion	Weight	Idea A score	Points	Idea B score	Points	Idea C score	Points
People will pay	×3						
I can do it (skills)	×2						
I like it	×2						
Low startup cost	×1						
Fits my time	×1						
Easy to reach approved customers	×1						
Total (out of 50)							

Idea A: _____ Idea B: _____ Idea C: _____

Winner: _____ Percent: _____ $\div 50 \times 100 =$ _____%

Does the winner feel right? If not, why? _____

DRAW MY CUSTOMER

Name: _____ Date: _____

Directions: Draw the person who will buy from you. Then circle your answers.

Acorn Tip: A customer is a person who buys from you.

Draw my customer

My customer is (circle one): a kid / a grown-up / a grandparent / a whole family

My customer likes _____

My customer has this problem: _____

They will buy it because it is a (circle one): NEED / WANT

Who pays? (circle one): the same person / someone else:

CUSTOMER PERSONA

Name: _____ Date: _____

Directions: Invent one typical customer. Give them a made-up name, then answer each question as that person.

Quick sketch of my persona

Persona's made-up name: _____ Age range: _____

Who they are (parent, grandparent, kid, neighbor family, co-op family):

The problem they have:

What they like or care about: _____

Where they would find my business (parent-approved places only):

What they might pay: \$ _____

What might stop them from buying:

What would make them say yes:

Who uses it? _____ Who pays? _____

Oak Challenge: Write one sentence your persona might say about your product. "I'd buy this if..." _____

MY 5-QUESTION SURVEY

Name: _____ Date: _____

Directions: Fill in your idea. Ask each person all five questions. Make one tally under the face they pick.

SAFETY CHECK: Ask only people your Board Chair says yes to. Your parent stays with you.

My idea: _____

Question	YES 😊	MAYBE 😐	NO ☹️
1. Do you like _____?			
2. Would you buy _____?			
3. Would you pay \$_____ for it?			
4. Would you give it as a gift?			
5. Would you buy it again?			

Count: Each row should match how many people you asked.

One thing someone told me: _____

MY 10-QUESTION SURVEY AND TALLY CHART

Name: _____ Date: _____

Directions: Write 10 questions: at least 6 YES/MAYBE/NO, 2 choice, and 2 open questions. Tally answers as people respond.

SAFETY CHECK: Survey only parent-approved people, in person with your parent or on your parent's phone. Use "Person 1, 2, 3..." and no personal details.

Column guide: For a Y/M/N question, columns 1–3 are YES, MAYBE, NO. For a Choice question, they are A, B, C. For an Open question, write short notes across the row.

#	My question	Type (Y/M/N, Choice, Open)	Col. 1	Col. 2	Col. 3	Total
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Check: Each Total equals the number of people asked: _____

Best idea from an open answer: _____

COMPETITION COMPARISON TABLE

Name: _____ Date: _____

Directions: Compare three competitors and the "do it yourself" option. Then write how your business is different.

SAFETY CHECK: Your Board Chair does any online looking. You visit stores and markets only with a parent.

Competitor	What they sell	Price	Quality (1–5)	What customers like	What's missing
1.		\$			
2.		\$			
3.		\$			
4. Doing it themselves		\$ (cost of supplies)			

What I learned

The competitor customers seem to like most: _____

Why: _____

My difference in one sentence (not just "cheaper"):

PROJECT DAY: FAMILY AND FRIENDS SURVEY

Today you find out if real people want your idea. You'll survey 10 people your Board Chair approves, then graph what they said.

SAFETY CHECK: Your Board Chair approves all 10 people before you start. Survey in person with a parent there, or on speaker on your parent's phone with your parent beside you. Your parent sends any texts or messages. No strangers, and no personal details written down.

Steps

1. **Make your list** with your Board Chair below. Use a first name or how you know them, like "Aunt" or "Co-op friend."
2. **Pick how to ask:** in person, or on your parent's phone.
3. **Use your survey** from page 39 (Acorn) or page 40 (Oak).
4. **Say the opening line** (below), ask every question, and tally right away.
5. **Listen. Don't argue or sell.**
6. **Say thank you**, even if the answer was no.
7. **Graph your results** on page 44.

Opening line

"Hi, I'm working on a business project for school. May I ask you a few quick questions? There are no wrong answers, and honest ones help me most."

My survey list

Person	First name or how I know them	In person or phone?	Board Chair approved	Done
1			☐	☐
2			☐	☐
3			☐	☐
4			☐	☐
5			☐	☐
6			☐	☐
7			☐	☐
8			☐	☐
9			☐	☐
10			☐	☐

GRAPH YOUR RESULTS

Name: _____ Date: _____

SAFETY CHECK: Keep your survey pages at home. Don't share people's answers with anyone but your Board Chair.

Acorn: Junior

Directions: Graph question 2, "Would you buy it?" Shade one box for each tally.

10			
9			
8			
7			
6			
5			
4			
3			
2			
1			
	YES ○	MAYBE △	NO □

Most people said: _____

Oak: Senior

Directions: Turn your tallies into percentages. With 10 people, each person equals 10%.

Example: 6 of 10 said YES. $6 \div 10 = 0.6 = 60\%$.

Question #	YES count	YES %	MAYBE %	NO %	Total % (should be 100)

Oak Challenge: If only 8 people answered and 6 said yes, divide by 8, not 10. What percent is that? _____%

Decision (everyone)

After my survey, my idea is (circle one): ○ GO △ MAYBE □ STOP

If MAYBE or STOP, one thing I will change: _____

Board Chair initials: _____

School-Credit Notes: Week 2

Subjects and skills

- **Math:** data collection, tally charts, bar graphs. Senior adds weighted scoring and percentages.
- **Language arts:** writing fair, clear questions; interviewing and listening
- **Social studies / economics:** customers, market research, competition

Estimated time: about 4 hours

Log actual hours on page 128.

Week 2 Review / CEO Badge

Name: _____ Date: _____

Directions: Answer each one. Then earn your badge.

1. Write one Idea Filter question: _____
2. A survey is a set of _____ you ask people.
3. Circle the fair question: "Wouldn't you love my bookmarks?" / "Would you buy a bookmark?"
4. Competition means other businesses selling something like _____.
5. After testing, my idea is (circle one): ☐ GO ☐ MAYBE ☐ STOP



Board Chair Signature: _____ Date: _____

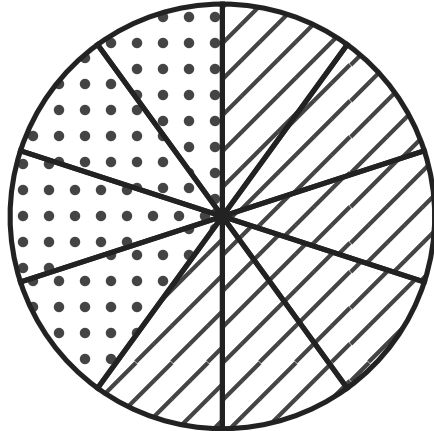
PROFIT PIZZA

Name: _____ Date: _____

Directions: Each slice is \$1. Shade costs with stripes and profit with dots.

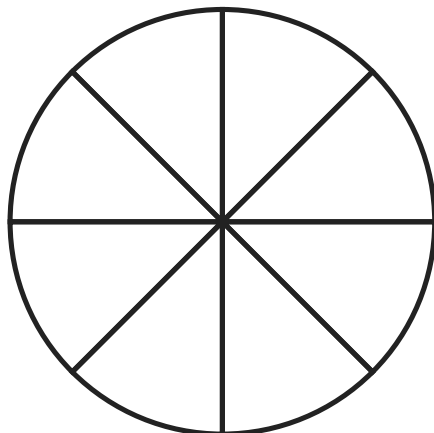
Acorn Tip: Revenue is money coming in from sales. Cost is money you spend. Profit is revenue minus costs.

Pizza A: Maya's lemonade (done for you)



Revenue: \$10 Costs: \$6 Profit: \$4

Pizza B

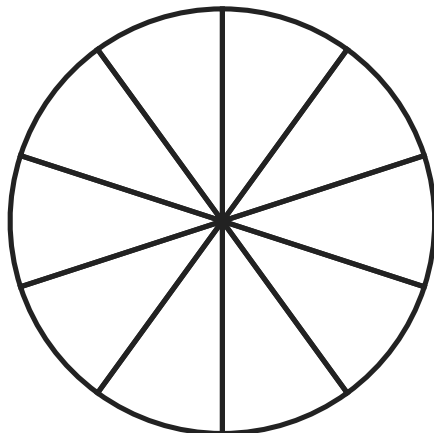


Revenue: \$8 Costs: \$5

Shade 5 slices with stripes. Shade the rest with dots.

Profit: \$ _____

Pizza C



Revenue: \$10 Costs: \$3

Shade 3 slices with stripes. Shade the rest with dots.

Profit: \$ _____

Key: stripes = costs dots = profit

MY SHOPPING LIST

Name: _____ Date: _____

Directions: Add up Maya's lists. Then make your own list.

SAFETY CHECK: This is a plan only. Your Board Chair says yes before anything is bought.

Maya's lemonade lists

Every-time list	Price
Lemons	\$3
Sugar	\$1
Cups	\$2
Total	\$ _____

Startup list (buy once)	Price
Pitcher	\$5
Sign supplies	\$3
Total	\$ _____

Circle the things Maya buys only once: pitcher / lemons / sign supplies / cups

My list

Thing I need	Price (whole dollars)	Once or every time? (circle)
	\$	ONCE / EVERY TIME
	\$	ONCE / EVERY TIME
	\$	ONCE / EVERY TIME
	\$	ONCE / EVERY TIME
	\$	ONCE / EVERY TIME

My startup total: \$ _____ My every-time total: \$ _____

Board Chair initials: _____

COST-PER-ITEM CALCULATOR

Name: _____ Date: _____

Directions: For each supply, divide the price by how many items it makes. Add the results for your cost per item.

SAFETY CHECK: Prices here are for planning. Your Board Chair approves any purchase.

Worked example: Rosa's bookmarks (made up)

Supply	Price paid	Items it makes	Cost per item (price ÷ items)
Cardstock pack	\$6.00	30	\$0.20
Laminating pouches	\$7.50	50	\$0.15
Ribbon	\$4.00	40	\$0.10
Cost per bookmark			\$0.45

Rosa already owns her colored pencils and the family laminator, so they aren't per-item costs.

My calculator

My product: _____

Supply	Price paid	Items it makes	Cost per item (price ÷ items)
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
My cost per item			\$

Round each answer to the nearest cent. Then check by multiplying: cost per item × items should equal about the price paid.

Oak Challenge: Which supply costs you the most per item? How could you lower it?

MY PRICE TAG

Name: _____ Date: _____

Directions: Practice first. Then find your price and design your tag.

Acorn Tip: Cost is money you spend to make it. Price is what the customer pays. Profit is what you keep.

SAFETY CHECK: Your Board Chair must say yes to your price.

Practice

1. Leo's cost is \$2. He adds \$3 profit. His price is \$_____.
2. A cost of \$1, plus \$2 profit, makes a price of \$_____.

My price

My cost to make one: \$_____

Profit I want on each one: \$_____

My price (cost + profit): \$_____

Is my price close to what others charge? (circle) YES / NO / I DON'T KNOW

Design my price tag

price-tag shape with a hole at one end

Board Chair approved ☐ Initials: _____

3-PRICE COMPARISON

Name: _____ Date: _____

Directions: Test a low, middle, and high price. Compare profit per item, break-even, and total profit.

Worked example: Rosa (made up)

Rosa's cost per bookmark: \$0.45. Rosa's startup costs: \$14.00 (fine-tip pens \$8.00 + small display stand \$6.00).

Price	Profit per item (price - \$0.45)	Break-even (startup ÷ profit per item, round up)	How many I think I'd sell (a guess)	Profit before paying back startup
\$2.00	\$1.55	10	30	$30 \times \$1.55 = \$46.50$
\$3.00	\$2.55	6	20	$20 \times \$2.55 = \$51.00$
\$4.00	\$3.55	4	10	$10 \times \$3.55 = \$35.50$

The middle price wins here. Lower prices may sell more, and higher prices may sell fewer. Use your survey to make better guesses.

My comparison

My cost per item: \$_____ My startup costs: \$_____

Price	Profit per item	Break-even (round up)	How many I think I'd sell	Profit before paying back startup
\$	\$			\$
\$	\$			\$
\$	\$			\$

The price I'll ask my Board Chair to approve: \$_____

Why:

SAFETY CHECK: Your Board Chair approves the final price.

BREAK-EVEN: HOW MANY MUST I SELL?

Name: _____ Date: _____

Break-even is selling just enough to pay back your costs. Every sale after break-even is profit you keep.

Directions: Use the formula below. Always round up, because you can't sell part of an item.

Startup costs ÷ profit per item = items to break even

Worked examples (made up)

- **Maya:** startup \$8.00. Profit per cup is $\$1.00 - \$0.60 = \$0.40$. $\$8.00 \div \$0.40 =$ **20 cups**.
- **Rosa:** startup \$14.00. Profit per bookmark \$2.55. $\$14.00 \div \$2.55 = 5.49$, which rounds up to **6 bookmarks**. Check: $5 \times \$2.55 = \$12.75$ is not enough, and $6 \times \$2.55 = \$15.30$ is enough.

Practice

1. Startup costs: \$10.00. Profit per item: \$2.00. Items to break even: _____
2. Startup costs: \$15.00. Price: \$4.00. Cost per item: \$1.00. Profit per item: \$_____ Items to break even: _____
3. Startup costs: \$9.00. Price: \$2.50. Cost per item: \$0.75. Profit per item: \$_____ Items to break even (round up): _____

My break-even

My startup costs: \$_____ ÷ my profit per item: \$_____ = _____

Rounded up: _____ items to break even

How many do I think I can sell on Launch Day? _____

Will I break even on Launch Day? (circle) YES / NO / NOT SURE

If not, what could I change? _____

SAVE, SPEND, SHARE, REINVEST JARS

Name: _____ Date: _____

Directions: Split the profit into the jars. Write the dollars on each jar.

Acorn Tip: Profit is revenue minus costs. It is the money you get to split.

SAFETY CHECK: Your Board Chair keeps all the real money.

Practice

This is a new example, not Maya's. You made \$10 profit. You put \$4 in Save, \$2 in Spend, and \$2 in Share. How much goes in Reinvest?

Save	Spend	Share	Reinvest
\$4	\$2	\$2	\$ _____

My plan

If I make \$ _____ profit, I will put:

Save	Spend	Share	Reinvest
\$ _____	\$ _____	\$ _____	\$ _____

Check: My jars add up to \$ _____. That matches my profit. ☐

Draw it

Draw something you want to save for.

My Save goal

STARTUP BUDGET AND PARENT LOAN IOU

Name: _____ Date: _____

Directions: List everything you must buy before Launch Day. If you need to borrow, fill in the Parent Loan IOU with your Board Chair.

SAFETY CHECK: Your Board Chair approves every item and holds all the money.

My startup budget

Item	Why I need it	Cost	Need or want for the business?
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
Total startup costs		\$	

Money I have saved: \$ _____

Money I need to borrow (total - saved): \$ _____

Parent Loan IOU

I, _____, borrowed \$ _____ from
 _____ (my Board Chair) on _____.

I will pay back \$ _____ each _____ (week or sale day), starting
 _____.

I will pay it all back by _____.

If sales are slow, I will _____.

CEO Signature: _____ Date: _____

Board Chair Signature: _____ Date: _____

Track your payments on the Parent Loan IOU and Repayment Tracker, page 119.

 ✂ cut here. Optional: keep a copy in your business folder.

PRICE-CHECK RESULTS AND FINAL PRICE

Name: _____ Date: _____

Acorn: Junior

Directions: Draw three items. Write each price on its tag.

Item 1

Item 2

Item 3

Mine will be (circle): CHEAPER / ABOUT THE SAME / MORE

Oak: Senior

Directions: Record each item. Find the price for one when items come in packs.

Example: A pack of 4 bookmarks costs \$6.00. $\$6.00 \div 4 = \$1.50$ for one.

Item	Where I saw it	Pack price	How many in pack	Price for one	Quality (1–5)
1.		\$		\$	
2.		\$		\$	
3.		\$		\$	

My final price (everyone)

My final price: \$ _____

Why this price is right: _____

SAFETY CHECK: Your price isn't final until your Board Chair signs.

Board Chair Signature: _____ Date: _____

School-Credit Notes: Week 3

Subjects and skills

- **Math:** adding, subtracting, and multiplying with money. Senior adds decimals, division, rounding up, percentages, and break-even.
- **Personal finance:** budgeting, borrowing and repaying, saving, giving
- **Economics:** revenue, costs, profit, and pricing strategies

Estimated time: about 4–5 hours

Log actual hours on page 128.

Week 3 Review / CEO Badge

Name: _____ Date: _____

Directions: Answer each one. Then earn your badge.

1. Revenue - Costs = _____
2. A pitcher you buy once is a _____ cost.
3. Revenue is \$9. Costs are \$5. Profit is \$_____.
4. Write the four jars in order: _____, _____, _____, _____
5. Your price must always be bigger than your _____.



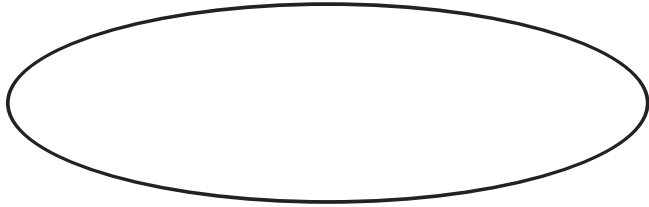
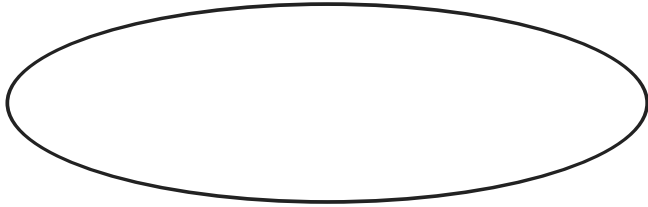
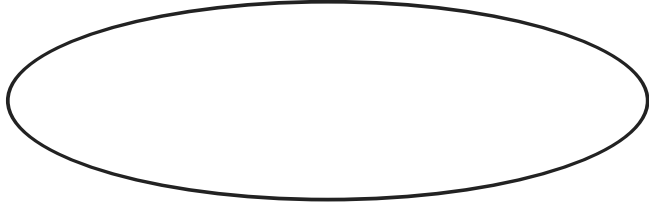
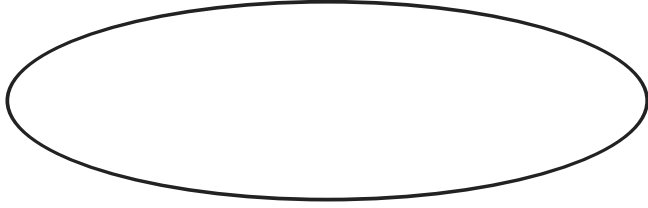
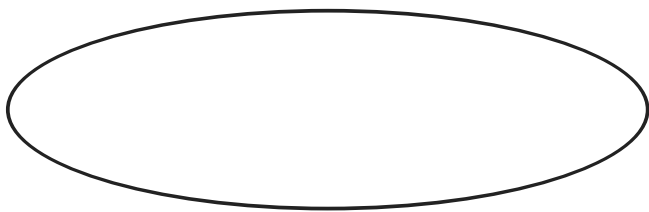
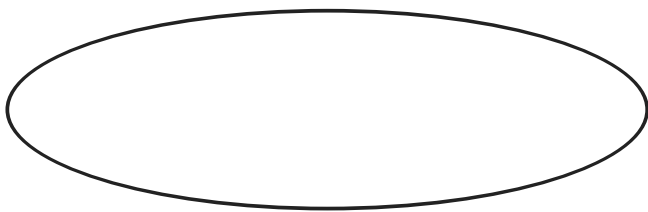
Board Chair Signature: _____ Date: _____

NAME STORM BUBBLES

Name: _____ Date: _____

Directions: Write one name idea in each bubble. Star your favorite.

Name helpers: Use a word for what you sell. Or try a fun word or a sound word. Try "Sunny," "Happy," "Little," or "Crunch." No judging yet, just like your Idea Storm.

Test my favorite

My favorite name: _____

Say it out loud three times. Is it easy to say? (circle) YES / NO

Does it have my last name, street, or school? (circle) YES / NO

If YES, pick a different name.

Board Chair checked that no one else uses this name ☐ Initials: _____

NAME TEST

Name: _____ Date: _____

Directions: Test your three best name ideas. Check each test the name passes.

Test	What it means	Name 1	Name 2	Name 3
Memorable	A family member remembers it the next day without help	☐	☐	☐
Simple	Easy to say and spell on the first try	☐	☐	☐
Fits	Tells what you sell or how it feels	☐	☐	☐
Safe	No last name, street, town, or school	☐	☐	☐
Original	Not another business's name and no famous characters	☐	☐	☐
Available	Board Chair checked that no local business or brand uses it	☐	☐	☐
Tests passed (out of 6)				

Name 1: _____

Name 2: _____

Name 3: _____

SAFETY CHECK: Your Board Chair does the "Available" check, including any searching online. You don't search online yourself.

The tomorrow test

Tell a family member all three names today. Tomorrow, ask which ones they remember.

They remembered: _____

My business name: _____

Why I chose it: _____

Board Chair approved ☐ Initials: _____

LOGO DRAWING GRID

Name: _____ Date: _____

Directions: Draw your logo in the grid. Keep it simple.

Acorn Tip: A logo is a picture or symbol for your business. A slogan is a short, catchy line.

My business name: _____

Logo test: Draw your logo very small in this box.

tiny logo test

Can you still tell what it is? (circle) YES / NO

My colors (write the words): _____

My slogan: _____

BRAND BOARD

Name: _____ Date: _____

Directions: Build your brand on one page. Every part should match your promise.

Business name: _____

Slogan drafts

1. _____

2. _____

3. _____

My chosen slogan: _____

Logo sketch

logo sketch



Colors (in words)

Color	Why it fits my brand

Letter style (circle one)

handwritten / bold block / curly / simple and clean

Brand promise

Customers can always count on _____

Three words for how my brand should feel

1. _____ 2. _____ 3. _____

Oak Challenge: Look at your name, logo, slogan, and colors together. Does anything not match the three words above? Fix it.

PROTOTYPE TEST AND IMPROVE LOG

Name: _____ Date: _____

Directions: Record three rounds of making, testing, and improving. Change only one or two things each round.

My product: _____

Round	What I made	Who tested it	What they liked	What they'd change	What I changed next
1					
2					
3					

Cost check

Supplies used for prototypes: \$ _____

Did my cost per item change? (circle) YES / NO

New cost per item: \$ _____ (update page 52 if it changed)

Final version

☐ My product is ready to make for Launch Day.

☐ I need one more round. What still needs work? _____

Oak Challenge: Which piece of feedback helped most? Was it the nicest feedback or the most honest? _____

MY PRODUCT CHECKLIST

Name: _____ Date: _____

Directions: Check each box before you sell. Ask your Board Chair for help.

Acorn Tip: Your product is what you sell.

SAFETY CHECK: A grown-up is with you for food, heat, tools, and sharp things.

Every time

- ☐ My hands are clean.
- ☐ My space is clean.
- ☐ A grown-up is with me.
- ☐ My product looks neat.
- ☐ My product works the way it should.
- ☐ This one is as good as my first one.
- ☐ It is safe for the person who will use it.
- ☐ I would be proud to sell it.

Food only

- ☐ My hair is tied back.
- ☐ The food is covered.
- ☐ I wrote down what is in it.
- ☐ My Board Chair checked our local food rules.

My product passes. (circle) YES / NOT YET

If NOT YET, what will I fix? _____

QUALITY CHECKLIST

Name: _____ Date: _____

Directions: Write what "good" looks like for your product. Then check three samples against each standard.

SAFETY CHECK: An adult supervises all food, heat, tools, and sharp materials.

Standard	What "good" looks like for my product	Sample 1	Sample 2	Sample 3
Looks		☐	☐	☐
Works		☐	☐	☐
Same every time		☐	☐	☐
Safe for the user		☐	☐	☐
Clean / food safe		☐	☐	☐
Label or packaging		☐	☐	☐

Food businesses only

- ☐ Hands washed, surfaces cleaned, hair tied back
- ☐ Food covered and stored properly
- ☐ Ingredient list written for every item
- ☐ Board Chair checked local cottage-food and permit rules

My "not good enough" rule

If an item fails a standard, I will (circle one): fix it / give it away as a free sample / not use it

Why: _____

Oak Challenge: Which standard is hardest to meet every time? What could make it easier?

FAMILY FEEDBACK AND MY BETTER VERSION

Name: _____ Date: _____

SAFETY CHECK: Your testers are family members only. Your Board Chair stays nearby while they try your product.

Feedback from three family members (everyone)

Tester (first name or relationship)	What do you like?	What would you change?	Would you buy it for \$ ____? (YES / MAYBE / NO)
1.			
2.			
3.			

Acorn: Junior

Directions: Draw your first sample. Then draw your better one.

My first sample

My better version

What I changed: _____

Oak: Senior

Directions: Summarize what you learned and what you changed.

Feedback that came up more than once: _____

What I changed: _____

What I decided not to change, and why: _____

Board Chair approval (everyone)

☐ This version is ready to make for Launch Day.

Board Chair Signature: _____ Date: _____

School-Credit Notes: Week 4

Subjects and skills

- **Art:** logo and brand design, layout, lettering
- **Science and engineering:** iterative design (make, test, improve), using feedback as data
- **Language arts:** writing slogans, naming
- **Health and safety:** food handling, tool safety, clean workspaces

Estimated time: about 4 hours

Log actual hours on page 128.

Week 4 Review / CEO Badge

Name: _____ Date: _____

Directions: Answer each one. Then earn your badge.

1. A brand is how people know and _____ your business.
2. A short, catchy line about your business is a _____.
3. A prototype is a first sample you _____ and improve.
4. Circle the safe business name: "Maya Smith from Elm Street Lemonade" / "Sunny Cup Lemonade"
5. Write one thing from your quality checklist: _____



Board Chair Signature: _____ Date: _____

MARKETING PLAN

Name: _____ Date: _____

Directions: Plan where, who, and how you'll market. Your Board Chair approves each row.

SAFETY CHECK: Only parent-approved places. Online posts happen only from your parent's account. Your parent posts them, not you.

My customer (from page 37): _____

Where (approved place)	Who sees it	What I'll use (flyer, sign, word of mouth, parent's post)	Cost	When	Board Chair OK
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
Total marketing cost			\$		

Does marketing pay for itself?

Marketing cost ÷ profit per item = items I must sell to pay for marketing (round up)

\$ _____ ÷ \$ _____ = _____, rounded up: _____

Example (made up): Rosa spends \$3.00 on flyers. Her profit per bookmark is \$2.55. $\$3.00 \div \$2.55 = 1.18$, so she must sell 2 bookmarks to pay for her flyers.

My best idea

The free marketing idea I think will work best: _____

Why: _____

MY FLYER

Name: _____ Date: _____

Directions: Fill in each part. Draw a picture of your product.

Acorn Tip: A slogan is a short, catchy line about your business.

SAFETY CHECK: Your Board Chair fills in the contact line. Never write your address or phone.

My business name and logo

We sell: _____

Price: \$ _____

Picture of my product

My slogan: _____

Find us at (Board Chair writes): _____

On (date): _____

To order, contact (Board Chair writes): _____

Check before you share

- ☐ No last name
- ☐ No home address
- ☐ No phone number of mine
- ☐ My Board Chair said yes

FLYER AND SIGN DRAFT

Name: _____ Date: _____

Directions: Draft your flyer and your table sign. Check every item before your Board Chair reviews them.

SAFETY CHECK: Use only your Board Chair's contact information. Your parent reviews and approves both before printing.

Flyer draft

Flyer draft

Must include	☐	Must never include	☐
Business name and logo	☐	My full name or last name	☐ none
What I sell	☐	My home address	☐ none
Price	☐	My phone number	☐ none
Slogan	☐	My school or co-op	☐ none
When and where (booked by my Board Chair)	☐	Photos showing where I live	☐ none
Board Chair's contact for orders	☐		

Sign draft

Table sign draft

Words on my sign (not counting the price): _____ (aim for 8 or fewer)

Five-second test: A family member knew what I sell in _____ seconds.

Board Chair approved: Flyer ☐ Sign ☐ Initials: _____

MY PITCH

Name: _____ Date: _____

Directions: Fill in the blanks. Then practice your pitch out loud.

Acorn Tip: A pitch is a short talk that asks someone to say yes.

Hook

"Hi! Do you ever _____?"

Problem

"I noticed _____."

Solution

"I made _____. It costs \$_____."

Ask

"Would you like _____?"

Practice

Say your pitch out loud. Check a box each time.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

My pitch took _____ seconds.

I looked at their eyes. (circle) YES / NOT YET

I spoke slowly. (circle) YES / NOT YET

PITCH SCRIPT AND SELF-SCORE RUBRIC

Name: _____ Date: _____

Directions: Write your pitch. Practice it with a timer, then score yourself. Your board scores you at Family Pitch Night.

My script

Hook: _____

Problem: _____

Solution (what's special and the price):

Ask: _____

Rubric

Score each part: 1 = needs work, 2 = good, 3 = great.

Part	What "great" looks like	My score	Board score
Hook	Makes the listener curious right away		
Problem	Clear and matches my customer		
Solution	Says what's special and the price		
Ask	A clear question they can say yes to		
Voice	Loud enough and slow enough		
Eye contact	Looks at the listener most of the time		
Time	30 seconds or less		
Total (out of 21)			

Time on my best practice: _____ seconds

One thing I'll improve before Pitch Night: _____

GOOD MANNERS WITH CUSTOMERS

Name: _____ Date: _____

Directions: Draw a line from each problem to the kind answer.

Acorn Tip: A customer is a person who buys from you.

SAFETY CHECK: Your Board Chair is with you when you talk to customers. Your Board Chair holds the money.

What happens

1. A customer walks up. ☐
2. A customer buys something. ☐
3. A customer says, "No, thanks." ☐
4. A customer says it broke. ☐
5. A customer asks what is in it. ☐
6. A customer hands me money. ☐

Kind answer

- ☐ A. "Thank you for buying."
- ☐ B. "I'm sorry. Let me get my Board Chair to help."
- ☐ C. "Hi, welcome. Would you like to see what I made?"
- ☐ D. Count it with my Board Chair. Put it in the cash box.
- ☐ E. "That's okay. Thanks for stopping by."
- ☐ F. Tell the truth, or show the list of what is in it.

Stay safe

Someone asks where I live. What do I say? (circle one) "I live on Elm Street." / "Please ask my parent."

Draw it

Draw yourself smiling at a customer.

Me with a customer

FAQ PREP SHEET

Name: _____ Date: _____

Directions: FAQ means frequently asked questions. Write honest, short answers so you're ready on Launch Day.

SAFETY CHECK: Any question about you, such as where you live, your school, or your phone number, gets this answer: "Please ask my parent."

Question	My answer
How much is it?	
What's it made of? (or What's in it?)	
How long does it last?	
Can I get a different color, size, or flavor?	
Can I order more later?	
What if it breaks?	
Why should I buy yours?	

Questions I send to my Board Chair

- ☐ Anything about where I live, my school, or my phone number
- ☐ Refunds or money problems
- ☐ Special or custom orders
- ☐ Anything that makes me feel uncomfortable

The hardest question a customer could ask: _____

My calm, honest answer: _____

BOARD FEEDBACK AND LAUNCH APPROVAL

CEO Name: _____ Date: _____

🌱 Acorn: Junior (board fills in)

Shade one, two, or three stars for each part.

Part	Stars
Hook	☆ ☆ ☆
Problem	☆ ☆ ☆
Solution	☆ ☆ ☆
Ask	☆ ☆ ☆

🌳 Oak: Senior

Board total from the rubric on page 89: _____ out of 21

Feedback (everyone)

One thing that went well: _____

One thing to improve: _____

Board questions and my answers:

1. _____

2. _____

3. _____

Board vote (circle one)

APPROVED FOR LAUNCH / APPROVED WITH CHANGES / NOT YET

Changes needed before launch:

☐ _____

☐ _____

Launch Day plan (Board Chair fills in)

Place (booked by Board Chair): _____

Date and time: _____

SAFETY CHECK: Your Board Chair books the place and comes with you to Launch Day.

CEO Signature: _____ Date: _____

Board Chair Signature: _____ Date: _____

School-Credit Notes: Week 5

Subjects and skills

- **Language arts and speech:** persuasive speaking, writing a pitch, answering questions
- **Art:** flyer and sign design
- **Economics:** marketing, markets, and marketing costs. Senior adds division and rounding.
- **Digital citizenship:** online safety and privacy

Estimated time: about 4 hours

Log actual hours on page 128.

Week 5 Review / CEO Badge

Name: _____ Date: _____

Directions: Answer each one. Then earn your badge.

1. Marketing means helping the right _____ find your business.
2. The four parts of a pitch are Hook, _____, _____, and _____.
3. Circle what is okay on a flyer: my home address / my Board Chair's contact
4. Who makes online posts for your business? _____
5. A customer says, "No, thanks." What do you say?



Board Chair Signature: _____ Date: _____

LAUNCH DAY CHECKLIST

Name: _____ Date: _____

Directions: Check each box the night before and on Launch Day.

SAFETY CHECK: Your Board Chair stays with you and holds the cash box.

The night before

- ☐ My products are made.
- ☐ I counted them. I have _____ items.
- ☐ Price tags are on.
- ☐ My sign is ready.
- ☐ My flyers or cards are ready.
- ☐ My sales tally page and pencil are packed.
- ☐ I have bags or boxes.

Launch Day

- ☐ My Board Chair is with me.
- ☐ My Board Chair has the cash box.
- ☐ Our meeting spot is: _____
- ☐ I will stay at my table.
- ☐ I know what to say: "Please ask my parent."
- ☐ I practiced my pitch one more time.

Draw your table on Launch Day

LAUNCH DAY RUN SHEET

Name: _____ Date: _____

Directions: Plan your Launch Day hour by hour. Fill in roles and your safety plan with your Board Chair.

SAFETY CHECK: Your Board Chair is present the whole time, holds the cash box, and handles any online orders or messages.

Place (booked by Board Chair): _____ Date: _____

Time	What happens	Who does it	Done
	Load supplies and products		☐
	Set up table, sign, and price tags		☐
	Count starting inventory		☐
	Board Chair counts starting cash		☐
	Open for business		☐
	Break (Board Chair stays at table)		☐
	Last call		☐
	Pack up		☐
	Count money and inventory together		☐

Starting inventory: _____ items Starting cash (Board Chair): \$ _____

Roles (for joint ventures)

Pitching: _____ Sales log: _____ Restocking: _____

Safety plan

Meeting spot if we get split up: _____

If a customer is upset, I will: _____

If someone asks personal questions, I will say: _____

Backup plan (weather, slow sales, sold out): _____

SALES TALLY

Name: _____ Date: _____

Directions: Make one tally for each item you sell.

Acorn Tip: Revenue is money coming in from sales. Profit is revenue minus costs.

SAFETY CHECK: Your Board Chair holds all the money.

Practice

Maya made 12 tallies. Each cup was \$1. Her revenue is \$_____.

My Launch Day tally

What I sold	Price	Tally marks	How many	Total
	\$			\$
	\$			\$

My revenue (all totals added): \$_____

My every-time costs (from page 51): \$_____

Revenue - Costs = Profit

\$_____ - \$_____ = \$_____

I made a (circle one): PROFIT / LOSS

Acorn Tip: Use the every-time total from page 51, not the startup total.

SALES LOG

Name: _____ Date: _____

Directions: Record every sale as it happens. At the end, check your log against the cash box.

SAFETY CHECK: Your Board Chair holds the cash box and any card or app payments go to your parent's account.

#	Time	Item	Qty	Price	Total	Paid by (cash / card / app)
1				\$	\$	
2				\$	\$	
3				\$	\$	
4				\$	\$	
5				\$	\$	
6				\$	\$	
7				\$	\$	
8				\$	\$	
9				\$	\$	
10				\$	\$	
11				\$	\$	
12				\$	\$	
13				\$	\$	
14				\$	\$	
15				\$	\$	
Total					\$	

Check your work

Ending cash \$ _____ - starting cash \$ _____ = cash taken in \$ _____

Cash taken in \$ _____ + card or app \$ _____ = total sales \$ _____

Matches the log total? ☐ YES ☐ NO. If no, recount: _____

Items at start _____ - items at end _____ = items sold _____ (should match Qty total)

Continue on the Weekly Sales Ledger (page 113) if you need more rows.

COUNT THE CHANGE

Name: _____ Date: _____

Directions: Count up to find the change.

SAFETY CHECK: Practice with your Board Chair. They keep the real money.

Example: It costs \$3. They pay \$5. Count "3... 4, 5." Change: \$2.

	It costs	They pay	Change
1.	\$3	\$5	\$ _____
2.	\$1	\$5	\$ _____
3.	\$4	\$10	\$ _____
4.	\$2	\$2	\$ _____
5.	\$6	\$10	\$ _____
6.	Two things, \$3 each	\$10	\$ _____

MY FAVORITE PART (DO THIS AFTER LAUNCH DAY)

Directions: Draw or write your favorite part of Launch Day.

My favorite part

One thing I would change: _____

Would I do it again? (circle) YES / MAYBE / NO

PROFIT AND LOSS STATEMENT

Name: _____ Date: _____

Directions: Use your sales log and Expense Ledger to fill in each line. Then find your profit or loss.

SAFETY CHECK: Your Board Chair holds all money, including loan payments and every jar.

Worked example: Rosa's Launch Day (made up)

Line	Amount
Revenue: 8 bookmarks × \$3.00	\$24.00
Cost of items sold: 8 × \$0.45	- \$3.60
Marketing (flyers)	- \$3.00
Profit before paying back startup	\$17.40
Startup costs paid back	- \$14.00
Profit after paying back startup	\$3.40

Rosa still has supplies left over for her next sale.

My P&L

Period: _____ to _____

Line	Amount
Revenue (total sales from my log)	\$
Cost of items sold (cost per item × items sold)	- \$
Marketing	- \$
Other costs	- \$
Profit before paying back startup	\$
Startup costs paid back this time	- \$
Profit (or loss) after paying back startup	\$

Circle one: PROFIT / LOSS

What happens to my profit

Loan payment (page 119): \$ _____

Save \$ _____ Spend \$ _____ Share \$ _____ Reinvest \$ _____

Check: the four jars add up to my profit after the loan payment. ☐

CUSTOMER FEEDBACK SUMMARY

Name: _____ Date: _____

Directions: Sort your feedback cards and notes. Count how often each comment came up.

Card ratings

Rating	Number of cards
LOVED IT	
OKAY	
NOT FOR ME	
Total cards	

What customers said

What customers liked	How many said it

What customers would change	How many said it

Questions customers asked most: _____

Sales patterns

Best-selling item: _____ Slowest item: _____

Busiest time: _____

What I learned

What surprised me: _____

The one change I'll make first: _____

Why: _____

NEXT 30 DAYS GOALS

Name: _____ Date: _____

Directions: Decide what's next for your business. Then set up to three goals your Board Chair approves.

My decision (check one)

- ☐ Keep going with the same business
- ☐ Change one part and try again. What part? _____
- ☐ Try a new idea: _____
- ☐ Stop for now. What I learned: _____

My goals

Goal	How I'll measure it	By when	Board Chair OK
1.			☐
2.			☐
3.			☐

Goal ideas: pay back my loan, sell a set number of items, improve my product, try a new market my Board Chair books, raise or lower my price.

Keeping my books

- ☐ I will fill in my Monthly Profit and Loss Summary (page 117).
- ☐ I will keep using my sales and expense ledgers (pages 113 and 115).

Next sale date (Board Chair books it): _____

SAFETY CHECK: All the same rules continue: your Board Chair approves sales, holds the money, and handles anything online.

CEO Signature: _____ Date: _____

Board Chair Signature: _____ Date: _____

LAUNCH DAY RECORD

Name: _____ Date: _____

SAFETY CHECK: Count all money with your Board Chair. Your Board Chair keeps the cash box.

Where: _____

Start time: _____ End time: _____

Inventory

Items at start: _____ Items at end: _____

Items sold (start - end): _____

Money (count with your Board Chair)

Starting cash: \$ _____

Ending cash: \$ _____

Cash taken in (ending - starting): \$ _____

Card or app sales (Oak): \$ _____

Total sales: \$ _____

Three things I noticed

1. _____

2. _____

3. _____

Acorn CEOs: draw your best moment of Launch Day

Board Chair Signature: _____ Date: _____

School–Credit Notes: Week 6

Subjects and skills

- **Math:** money, making change, record-keeping. Senior adds a profit and loss statement.
- **Economics:** revenue, costs, profit, inventory, customer feedback
- **Life skills:** planning, public interaction, responsibility, reflection

Estimated time: about 4–6 hours

Full unit: about 23–27 hours. Suggested: log it as about a quarter of an elective credit in Economics / Entrepreneurship (about 30 hours, based on a 120-hour Carnegie unit). Check your state or umbrella school's rules.

Week 6 Review / Final CEO Badge

Name: _____ Date: _____

Directions: Answer each one. Then earn your Final CEO Badge.

1. Why do CEOs write down every sale? _____
2. It costs \$3. They pay \$5. The change is \$_____.
3. Who holds the cash box? _____
4. Ending cash is \$20. Starting cash is \$5. Cash taken in is \$_____.
5. One thing I would do differently next time: _____



Board Chair Signature: _____ Date: _____

Now go get your certificate on page 125.

WEEKLY SALES LEDGER (JUNIOR)

Name: _____ Week of: _____

Directions: Make one tally for each item you sell. Add up each day.

Acorn Tip: Revenue is money coming in from sales.

SAFETY CHECK: Your Board Chair holds all the money. You only write it down.

Sale day	What I sold	Price	Tally marks	How many	Total
		\$			\$
		\$			\$
		\$			\$
		\$			\$
		\$			\$
		\$			\$

My revenue this week (add the totals): \$ _____

My best day: _____

Parents may photocopy worksheet pages for use within their own household only. Copy this page for more weeks.

WEEKLY SALES LEDGER (SENIOR)

Name: _____ Week of: _____

Directions: Record every sale. Total each column at the bottom and carry the total to your Monthly P&L (page 117).

SAFETY CHECK: Your Board Chair holds all money. Card or app sales go to your parent's account.

Date	Item	Qty	Price	Total
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
Week total				\$

Items sold this week (Qty total): _____

EXPENSE LEDGER

Name: _____ Month: _____

Directions: Write down every expense. Keep the receipt and number it to match the Receipt Log (page 116).

SAFETY CHECK: Your Board Chair approves every purchase before it happens and pays for it.

(Acorn CEOs use whole dollars and ask the Board Chair to help)

Date	What I bought	Startup or every time?	Amount	Receipt #	Board Chair OK
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
			\$		☐
Month total			\$		

Startup expenses this month: \$_____ Every-time expenses this month: \$_____

RECEIPT LOG

Name: _____ Month: _____

Directions: Number each receipt. Write it here, then tape it below or put it in your receipt folder.

Receipt #	Date	Where	Amount	What it was for	On Expense Ledger?
1			\$		☐
2			\$		☐
3			\$		☐
4			\$		☐
5			\$		☐
6			\$		☐
7			\$		☐
8			\$		☐

Tape small receipts here

Acorn Tip: Write the receipt number on the back of each receipt with a pencil.

Your Board Chair keeps receipts with the family's records. Records rules vary, so your Board Chair checks locally.

MONTHLY PROFIT AND LOSS SUMMARY

Name: _____ Business: _____

Directions: At the end of each month, fill in one row from your ledgers. Revenue - Costs = Profit.

Oak: Senior

Month	Revenue	Cost of items sold	Marketing	Other costs	Profit before startup	Startup paid back	Profit or loss
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$	\$

Is my profit going up, down, or staying the same? _____

Acorn: Junior

Month	Revenue	Costs	Profit
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$

SAVE, SPEND, SHARE, REINVEST TRACKER

Name: _____

Directions: Each time you split profit, write how much goes in each jar. The four jars must add up to the profit.

SAFETY CHECK: Your Board Chair holds all the money, including every jar.

(Acorn CEOs use whole dollars)

Date	Profit to split	Save	Spend	Share	Reinvest	Jars add up?
	\$	\$	\$	\$	\$	☐
	\$	\$	\$	\$	\$	☐
	\$	\$	\$	\$	\$	☐
	\$	\$	\$	\$	\$	☐
	\$	\$	\$	\$	\$	☐
	\$	\$	\$	\$	\$	☐
	\$	\$	\$	\$	\$	☐
	\$	\$	\$	\$	\$	☐
	\$	\$	\$	\$	\$	☐
	\$	\$	\$	\$	\$	☐
	\$	\$	\$	\$	\$	☐
Totals	\$	\$	\$	\$	\$	

My Save goal: _____ costs \$ _____. I have saved \$ _____ so far.

What I bought with Reinvest money: _____

PARENT LOAN IOU AND REPAYMENT TRACKER

Name: _____

Directions: Fill in the IOU with your Board Chair. Record every payment until you owe \$0.00.

SAFETY CHECK: Your Board Chair holds the loan money and every payment.

(Acorn CEOs use whole dollars)

Parent Loan IOU

I, _____, borrowed \$_____ from
_____ (my Board Chair) on _____.

I will pay back \$_____ each _____, and pay it all back by _____.

CEO Signature: _____ Board Chair Signature: _____

Repayment tracker

Example (made up): a loan of \$14.00.

- After a \$5.00 payment, \$9.00 is still owed.
- After another \$5.00 payment, \$4.00 is still owed.
- After a \$4.00 payment, \$0.00 is owed.

Amount still owed = amount owed before - this payment

Payment #	Date	Amount paid	Amount still owed	Board Chair initials
Start			\$	
1		\$	\$	
2		\$	\$	
3		\$	\$	
4		\$	\$	
5		\$	\$	
6		\$	\$	
7		\$	\$	
8		\$	\$	

☐ Paid in full on _____. Board Chair Signature: _____

INVENTORY TRACKER

Name: _____

Directions: Each time you make, sell, or lose items, update how many you have on hand.

Items on hand = items before + made - sold - given away or damaged

Date	Item	Items before	Made (+)	Sold (-)	Given away or damaged (-)	Items on hand

Acorn Tip: Count your items out loud with your Board Chair and write the number right away.

Oak Challenge: Does the "Sold" column match your sales ledger? If not, find out why.

PITCH TEMPLATE

Name: _____ Date: _____

Directions: Write a new pitch whenever your product, customer, or price changes. Keep it to about 30 seconds.

Hook: Grab their attention

Starter: "Do you ever...?" or "Did you know...?"

My hook:

Problem: Name their problem

Starter: "Lots of people..." or "I noticed..."

The problem:

Solution: What it is, what's special, and the price

Starter: "I made... It costs \$_____."

My solution:

Ask: Ask them to say yes

Starter: "Would you like...?" or "Which one would you like?"

My ask:

SAFETY CHECK: Pitch only to customers your Board Chair approves, with your Board Chair nearby.

Time: _____ seconds

PITCH SCORECARD

Name: _____

Directions: Score three practice pitches. Use stars for Acorn and numbers for Oak.

🌰 Acorn: Junior

Shade one, two, or three stars.

Part	Try 1	Try 2	Try 3
Hook	☆ ☆ ☆	☆ ☆ ☆	☆ ☆ ☆
Problem	☆ ☆ ☆	☆ ☆ ☆	☆ ☆ ☆
Solution	☆ ☆ ☆	☆ ☆ ☆	☆ ☆ ☆
Ask	☆ ☆ ☆	☆ ☆ ☆	☆ ☆ ☆

🌳 Oak: Senior

Score each part: 1 = needs work, 2 = good, 3 = great.

Part	What "great" looks like	Try 1	Try 2	Try 3
Hook	Makes the listener curious right away			
Problem	Clear and matches my customer			
Solution	Says what's special and the price			
Ask	A clear question they can say yes to			
Voice	Loud enough and slow enough			
Eye contact	Looks at the listener most of the time			
Time	30 seconds or less			
Total (out of 21)				

Biggest improvement from Try 1 to Try 3: _____

one-PAGE BUSINESS PLAN

Directions: Fill this in when you start, then update it whenever something big changes.

SAFETY CHECK: Every place you sell must be approved by your Board Chair.

(Acorn CEOs can draw or write short answers)

Business name: _____ Slogan: _____

CEO(s): _____ Date: _____

What we sell: _____

Our customer: _____

The problem we solve: _____

Brand promise: Customers can always count on _____

Money	Amount
Price	\$
Cost per item	\$
Profit per item (price - cost per item)	\$
Startup costs	\$
Break-even (startup ÷ profit per item, round up)	items

Where we sell (Board Chair approved): _____

How people will find us: _____

Goal for the next 30 days: _____

Joint venture agreement (if two or more CEOs)

Partner	Job

How we split profit: _____

How we settle disagreements (if we can't agree, the board decides):

Partner signatures: _____

Board Chair Signature: _____

CUSTOMER FEEDBACK CARDS

Directions: Cut out the cards. Hand one to each customer with their purchase.

SAFETY CHECK: Customers return cards to you or your Board Chair at your table. Cards never ask for names, phone numbers, or addresses.

My business: _____

How did you like it? (circle one)

LOVED IT / OKAY / NOT FOR ME

What would make it better?

Thank you for buying!

My business: _____

How did you like it? (circle one)

LOVED IT / OKAY / NOT FOR ME

What would make it better?

Thank you for buying!

My business: _____

How did you like it? (circle one)

LOVED IT / OKAY / NOT FOR ME

What would make it better?

Thank you for buying!

My business: _____

How did you like it? (circle one)

LOVED IT / OKAY / NOT FOR ME

What would make it better?

Thank you for buying!

My business: _____

How did you like it? (circle one)

LOVED IT / OKAY / NOT FOR ME

What would make it better?

Thank you for buying!

My business: _____

How did you like it? (circle one)

LOVED IT / OKAY / NOT FOR ME

What would make it better?

Thank you for buying!

Parents may photocopy worksheet pages for use within their own household only. Copy this page for more cards.

CERTIFICATE OF COMPLETION

Official Kid CEO

This certifies that

completed the *Kid CEO Workbook* and launched a real business:

_____ (business name)

Launch Day: _____

You found a problem, tested an idea, set a price, built a brand, pitched your board, and served real customers.

CEO Signature: _____

Board Chair Signature: _____

Date: _____

Homefront Harvest LLC