



Student Business Idea Worksheet

Ages 13–17 • parent as sounding board, not cheerleader • ~20–30 min

A business idea only becomes a business when you can describe it on one page. Fill in each section — vague is the enemy of starting.

How we run this. One-sentence idea first. Who pays (not “everyone”). Three riskiest assumptions + cheapest test each. Honest price math. Exactly one next step within seven days. Parent asks “how would we know?” not “that’s wonderful.”

Done when. One sentence, who-pays, three assumptions+tests, price math, one dated next step. A planned “no” conversation counts.

1. THE IDEA IN ONE SENTENCE

One-sentence idea

2. WHO PAYS FOR IT

Describe the kind of person who would buy this — not “everyone.”

Age / life stage

Why they need it

What they already try

3. THE 3 RISKIEST ASSUMPTIONS

Write the three things that must be true for this idea to work — and the cheapest way to test each.

1. Assumption 1

Cheapest test 1

2. Assumption 2

Cheapest test 2

3. Assumption 3

Cheapest test 3

4. THE PRICE AND THE MATH

LINE	AMOUNT
WHAT YOU CHARGE	
WHAT IT COSTS YOU TO PROVIDE	
WHAT YOU KEEP PER SALE	
SALES NEEDED TO REACH YOUR GOAL	

5. THE NEXT STEP (ONE — NOT FIVE)

The single thing you will do in the next seven days to test this idea. A planned “no” conversation counts. Date it.

Dated next step

Tip: a "no" from a real customer teaches more than a "wonderful idea!" from a parent. Plan for one conversation and one no this week.