

1

WHAT MAKES AN Entrepreneur?

ENTREPRENEURS CREATE. SOLVE. LEAD.



CREATIVE



CONFIDENT



RISK-TAKER



PROBLEM-SOLVER



HARD-WORKING



LEARNER

Entrepreneurs see opportunity where other see obstacles.

Add your favourite entrepreneur's name here



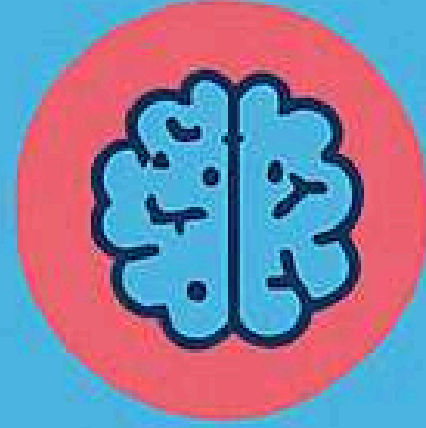
Finding a Business Idea

2

WHERE DO IDEAS COME FROM?



Observing a problem



Thinking of what people need



Improving something



Listening to complaints or suggestions

“Every business idea begins with a curious question.”

LOOK AROUND YOU!

Identify any places where you've noticed problems, ideas, or needs:



Home



School



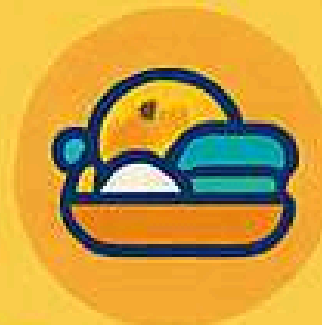
Shops



Roads



Online



Transport

YOUR 'IDEA SPARK' GRID:

Example



Place/Area | Problem

Tiffin box | Food leaks

Classroom | No place for water bottles

Bus stop | Boring wait time

| Business Idea

| Cloth wraps with Velcro corners

| Desk-side bottle hangers from waste cloth

| Puzzle booklets for bus buddies

WHAT HAVE YOU NOTICED?

A small problem I've seen around me:

Something that bothers people often:

One thing I think I can make better:

What can I create or do to help?



“The best businesses are kind to people, good for the planet, and smart with money.”

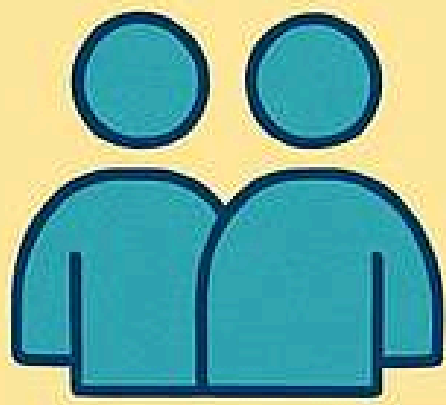
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PEOPLE. PROFIT. PLANET.

THE
3Ps

PLANET

PEOPLE



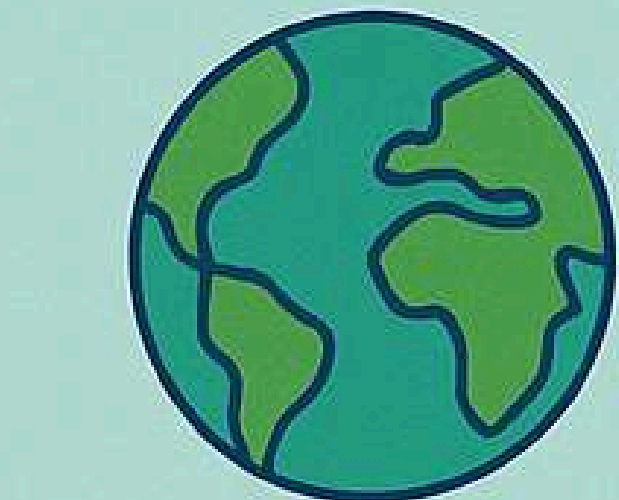
helps others



PROFIT



makes money



cares for the
Earth



Think about YOUR idea.
How can it help people,
profit, and the planet?

Write your idea
here!

→ → StartupSuperstar

4 Market Research Basics

WHY DO MARKET RESEARCH?

To see if real people like your idea

To improve your idea based on what you hear

STEP 1: ASK QUESTIONS

- ✓ Do you like this idea?
- ✓ How much would you pay?
- ✓ How can we make it better?



STEP 2: DO INTERVIEWS

Interview at least 3 people

Ask your family, friends, students, teachers...

REMEMBER!



Write down their answers

Be kind and polite



Thank them for their time

Your customers know best!

5

Planning Your Business Story

“A great business is not just about the product – it’s about the purpose, people, and plan behind it.”

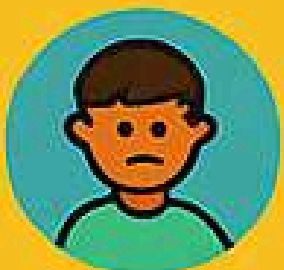


LET'S PLAN!



What is your business idea? _____

Who will use or buy your product/service?



Children



Parents



Teachers



Grandparents



Others: _____

What will you name your business? _____

What will you sell or offer?



Product



Service



Both




Where will you sell it? _____

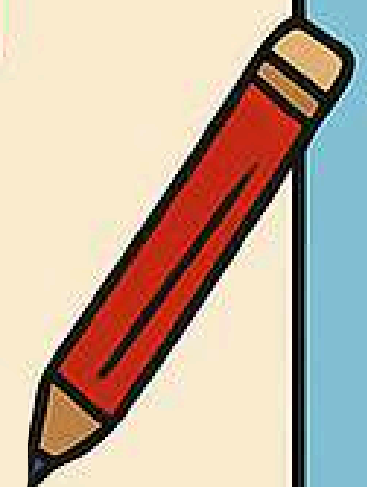
ACTIVITY: CREATE YOUR BUSINESS CARD!

 Business Name

 Founder(s):

 What we offer:

 Our tagline/slogan



Making & Prototyping

6

What Is a Prototype?

A prototype is a sample or early model of your product. It shows your idea in action!



Test it out first



Try with whatever materials you have

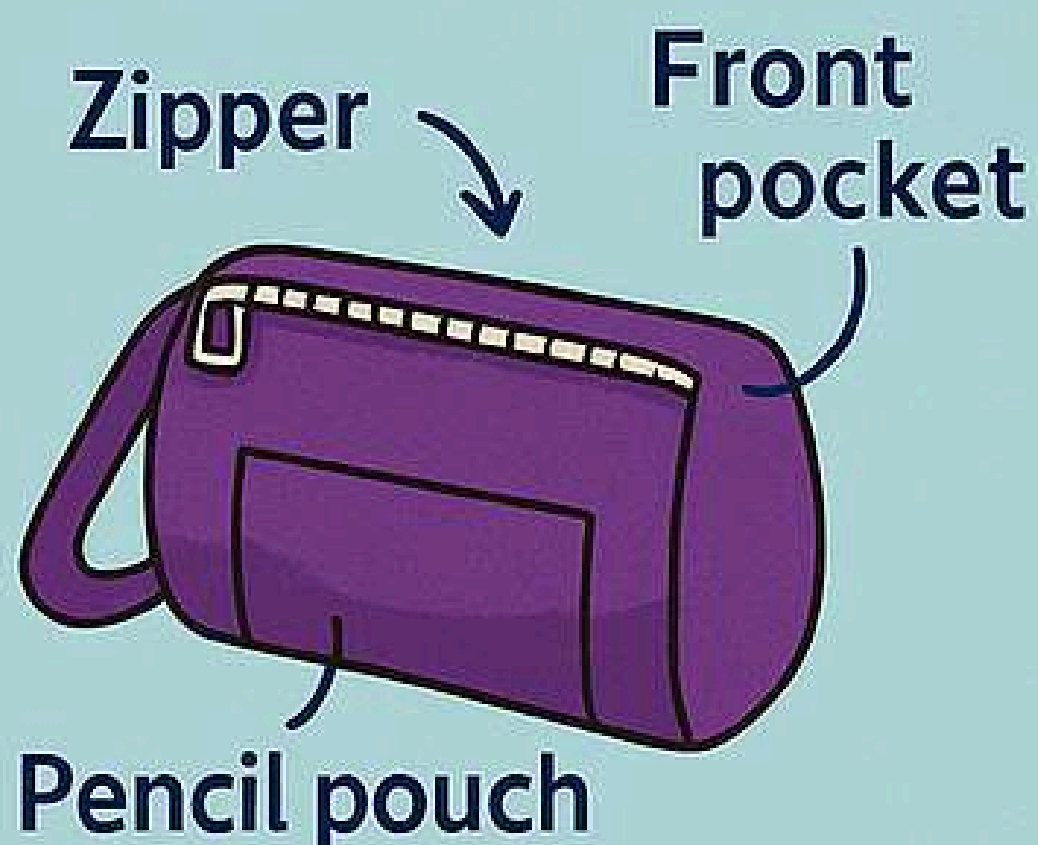


Take pictures or show it to others

PLAN YOUR PROTOTYPE

1. What is your product or service?
(Colour, size, parts, packaging, etc.)
2. What materials can you use to make your sample or test version?
3. Where will you make it? **Both**
 At school At home

ACTIVITY: SKETCH OR BUILD A MINI VERSION

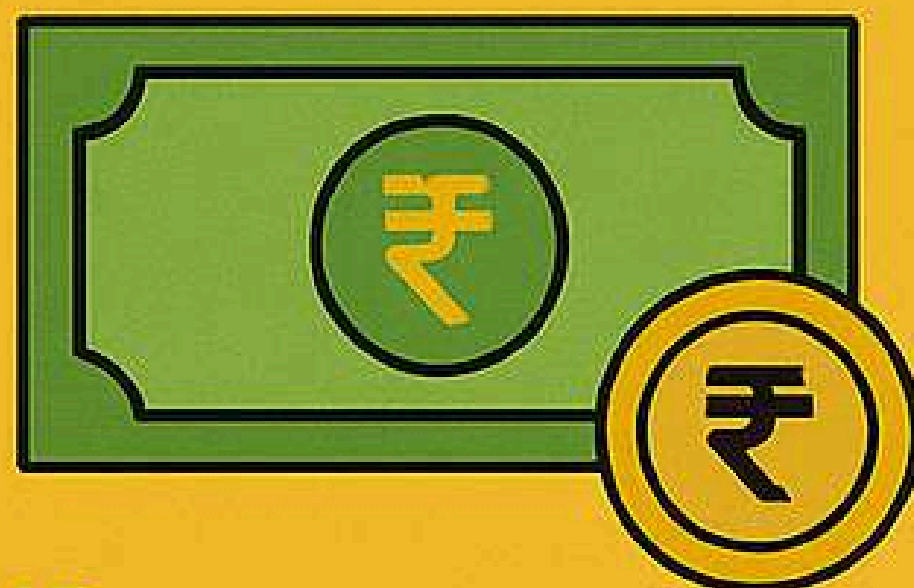


Money & Profit




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WHY IS MONEY IMPORTANT IN BUSINESS?

“A business needs to earn more than it spends. That’s called profit!”



IMPORTANT WORDS TO KNOW

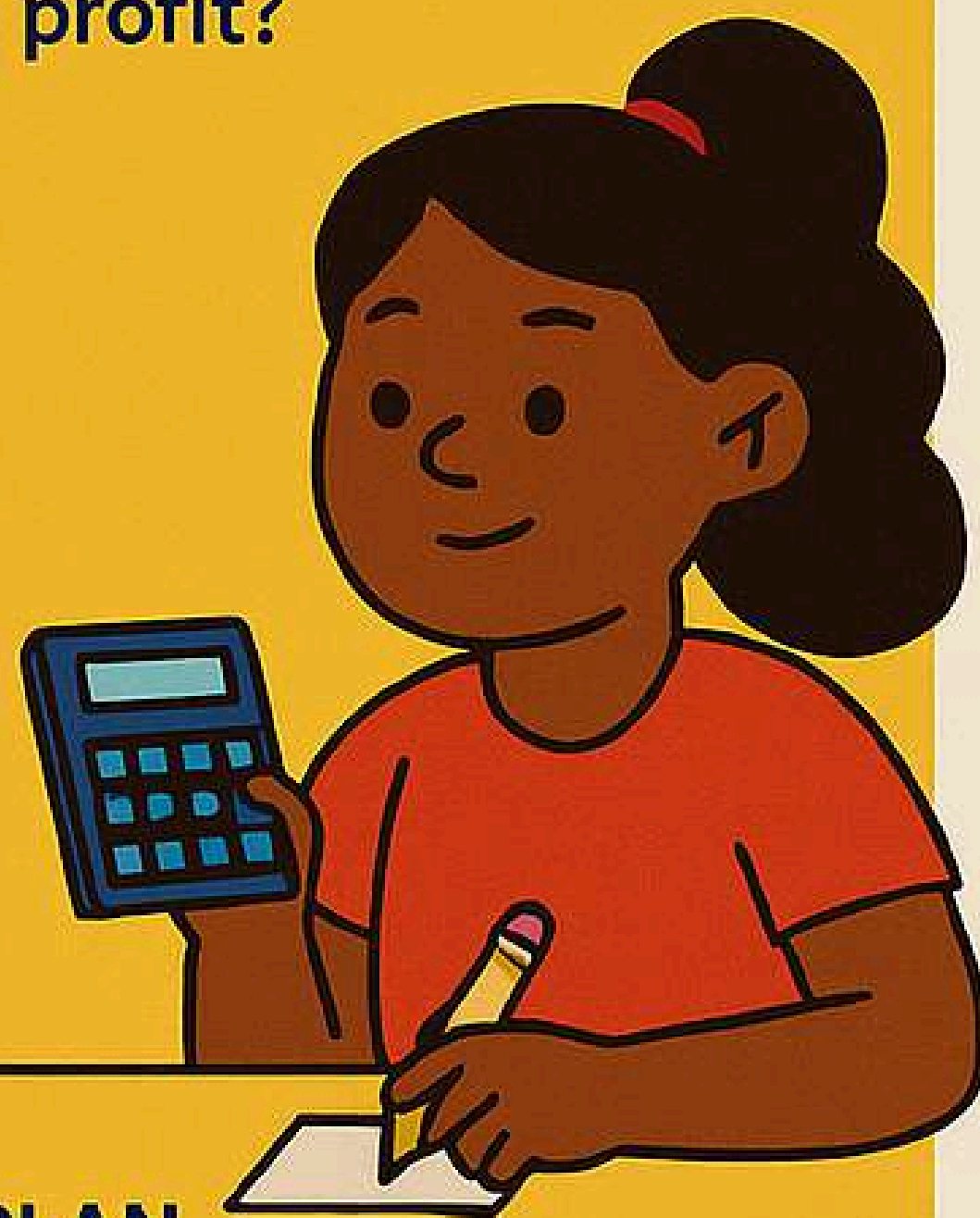
WORD	WHAT IT MEANS
 Cost Price	The money spent to make 1 item ₹ 20 to make one candle
 Selling Price	The price charged to customers ₹ 30 per per candle
 Profit	The money earned after paying costs (Selling Price - CPP)

TRY THIS!

You make 10 bookmarks. Each costs ₹5 to make, and you sell them for ₹12 each.

What is your total cost?

What are your total profit?



TRY THIS!

You sell 8 hairbands. Each costs ₹8, and you sell them at ₹12.

How much profit do you make on each?
What is your total profit?

ACTIVITY: YOUR BUSINESS MONEY PLAN

Fill in different items, and decide your prices!

Marketing & Branding

8

WHAT IS MARKETING?



Marketing is how you tell people about your product and make them want to buy it.



Branding
Name, logo, slogan



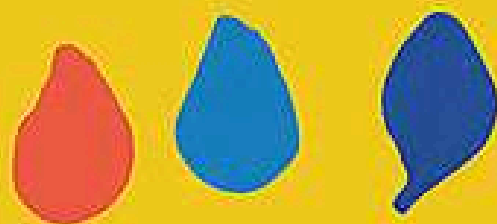
Promotion
Posters, videos, labels

Let's build your brand identity:

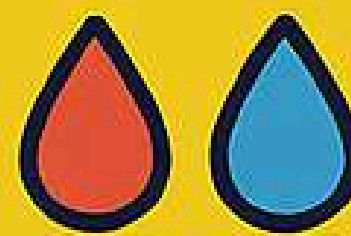
What is your business name?



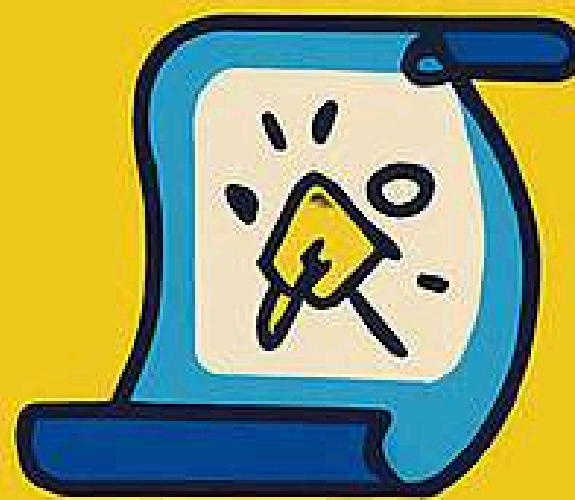
What colours or styles represent it?



What is your product's slogan?



Draw your logo:



HOW WILL YOU PROMOTE IT?

- Poster
-  Price tag/label
-  WhatsApp message
-  Short video

**ACTIVITY:
DESIGN A
POSTER OR
LABEL**



9 Pitching & Shark Tank Prep

WHAT IS A PITCH?

A pitch is a short and powerful way to explain your business idea to others:



Say what your product is



Why it will work



Who it's for



How much it costs?

YOUR PITCH PLANNER

1. What is your business called? _____
2. What do you sell or offer? _____
3. Who is it for? _____
4. What problem does it solve? _____
5. What is the price? _____

ACTIVITY: PITCH PRACTICE

- ✓ Speak clearly
- ✓ Smile and make eye contact
- ✓ Keep it short (1-2 minutes)

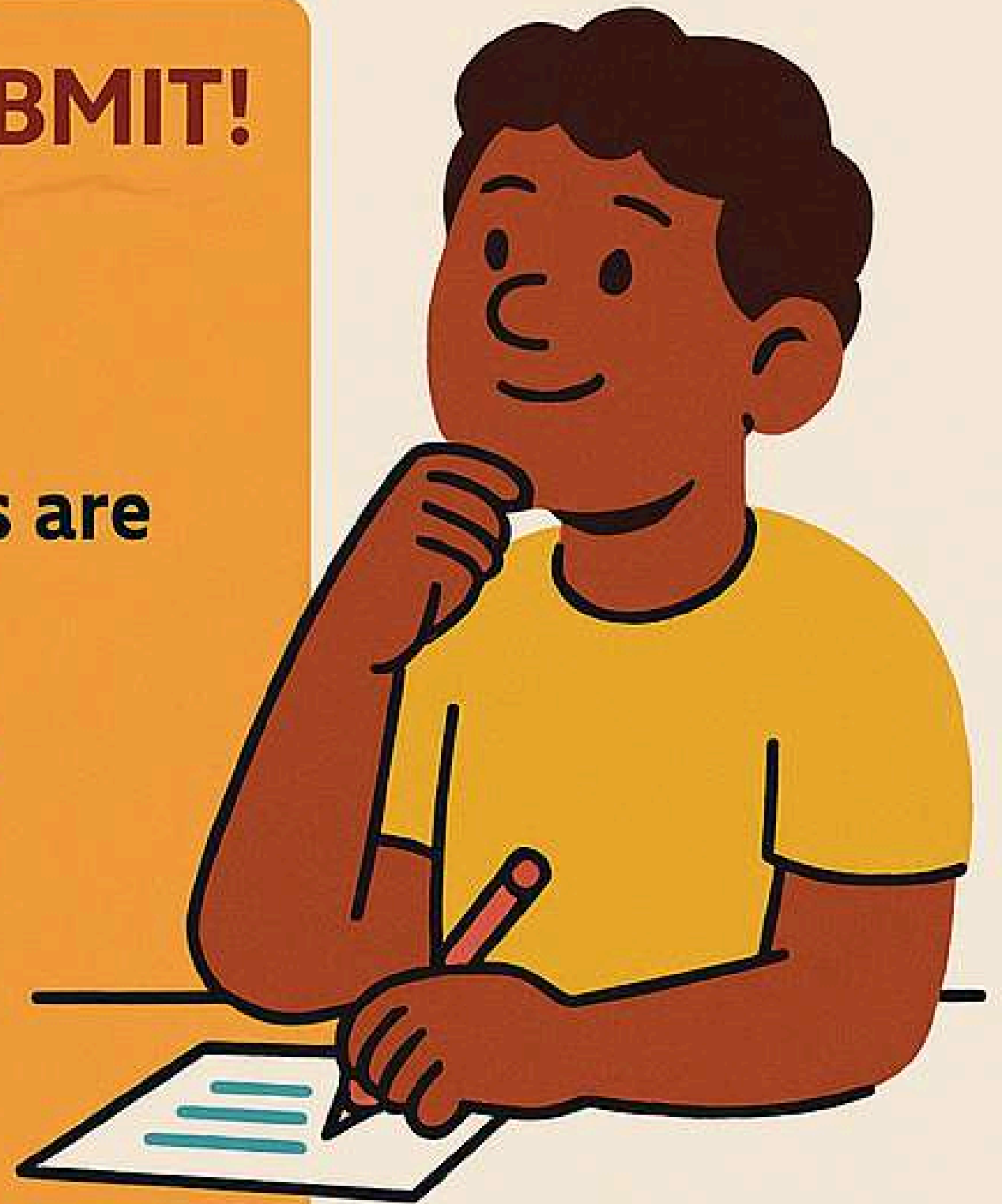


Wrap-Up & Submission

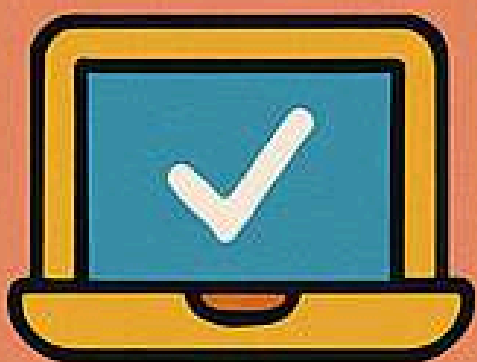
10

LET'S GET READY TO SUBMIT!

- I have a clear idea (name, product/service, price)
- I know who my customers are
- I've thought about People, Profit and Planet
- I've practiced my pitch
- I'm ready to submit my plan!



FINAL SUBMISSION

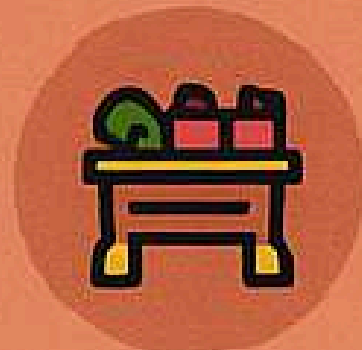


Complete the Startup Superstars Google Form with your teacher

Once you submit, you'll be ready for:



Shark Tank



Sales Day



Awards

REFLECT ON YOUR JOURNEY

What did you enjoy the most in Startup Superstars?

What was the biggest challenge?

What's one thing you learned that will help you in real life?

This is just the beginning...