

# Startup Superstars – Module 1

## Who is an Entrepreneur?

(Student Worksheet)

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### ♦ Who is an Entrepreneur?

An entrepreneur is someone who sees a problem or need and takes action to solve it. They come up with ideas, take risks, and work hard to turn those ideas into real products or services.

**Entrepreneurs don't wait for opportunities — they create them!**

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### ♦ Traits of Entrepreneurs

- ✓ Creative – Think of new ideas
- ✓ Confident – Believe in themselves
- ✓ Risk-taker – Ready to try new things
- ✓ Problem-solver – Fix problems smartly
- ✓ Hard-working – Keep going even when it's tough
- ✓ Learner – Learn from mistakes and try again

### ♦ Think and Reflect

1. Name any entrepreneur you know: \_\_\_\_\_
  2. What do they sell or make? \_\_\_\_\_
  3. What makes them successful? \_\_\_\_\_
  4. What kind of business would YOU love to start? \_\_\_\_\_
  5. Why do you want to start that business? \_\_\_\_\_
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### ♦ Activity: Match the Trait!

**Draw a line to match each entrepreneur trait with what it looks like in real life.**

<b>Entrepreneur Trait</b>	<b>Real-Life Situation</b>
Creative	Comes up with a new game during break
Confident	Gives a speech in front of the class
Risk-Taker	Tries selling handmade cards at school
Problem Solver	Fixes a broken toy instead of throwing it
Hard-working	Practices a skill even after school hours
Learner	Tries again after failing the first time

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# Startup Superstars – Module 2

## Finding a Business Idea

(Student Worksheet)

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### ◆ Where Do Ideas Come From?

Great business ideas often come from:










- 👁️ Observing a problem
- 🧠 Thinking of what people need
- ✂️ Improving something that already exists
- 💬 Listening to complaints or suggestions

*“Every business idea begins with a curious question.”*

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### ◆ Look Around You!

Spot any places where you’ve noticed problems, ideas, or needs:

 Home	 School	 Shops
 Roads	 Garden	 Online
 Transport	 Bags/Uniform	 Food area

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### ◆ What Have You Noticed?

Answer the questions below:

1. A small problem I’ve seen around me:

\_\_\_\_\_

2. Something that bothers people often:

\_\_\_\_\_

3. One thing I think I can make better:

\_\_\_\_\_

4. What can I create or do to help? (Product or service idea):

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◆ **Activity: Idea Spark Grid**

Fill the table with your ideas!

<b>Place/Area</b>	<b>Problem or Need</b>	<b>Your Business Idea</b>
Example: School bag	Too heavy	Foldable trolley backpack

# Startup Superstars – Module 3

## People. Profit. Planet.

(Student Worksheet)

### ◆ What Makes a Great Business?

A great business does **more than make money**. It also:

- Helps people 👥
- Takes care of the planet 🌍
- And yes, makes a profit 💰

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

### ◆ The 3 Ps

P	What it Means	Example
<b>People</b>	Helps people live better or easier lives	A lamp made for students who study at night
<b>Profit</b>	Makes money to keep the business going	A pencil case sold for ₹30 (costs ₹15)
<b>Planet</b>	Is safe for the environment	Bags made from old newspapers

### ◆ Let's Think About Your Idea

Fill in the table below for your business idea or any idea you like:

3 Ps	How does your idea help?
People	
Profit	
Planet	

### ◆ Activity: PPP Sorting Challenge

**Circle which category each of these ideas fits into. You can choose more than one!**

1. Reusable water bottle → People / Profit / Planet
  2. Phone case with a mirror → People / Profit
  3. Compost from kitchen waste → Planet / Profit
  4. Handmade friendship bands → People / Profit
  5. Using recycled paper for diaries → Planet / People
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# **Startup Superstars – Module 4**

## **Market Research Basics**




*(Student Worksheet)*

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### ◆ **Why Do Market Research?**

*“Before starting a business, smart entrepreneurs ask: Do people actually want this?”*

Market research helps you:

-  Understand what people like or need
  -  Ask questions and get real opinions
  -  Improve your idea based on what you learn
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### ◆ **Ways to Do Market Research**

- ✓ Ask friends, classmates, teachers, parents
  - ✓ Watch what people use, buy, or struggle with
  - ✓ Try a mini survey (2–3 questions)
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### ◆ **Design a Quick Survey!**

Write 3 simple questions you could ask to check if your business idea is useful:

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
- 

### ◆ **Whom Will You Ask?**

(Tick or list below)



- Friends     Classmates     Parents     Teachers     Siblings     Others:
- 

### ◆ **Think Time**

- What feedback did you get about your idea?
  - Did someone suggest something you didn't think of?
  - Do you want to change or improve anything?
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### ♦ **Activity: Roleplay Interview**

Pair up with a classmate. Take turns being:

-  Entrepreneur: Ask your 3 survey questions
-  Customer: Give honest answers

Switch roles and discuss!

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# **Startup Superstars – Module 5**

## **Planning Your Business Story**

*(Student Worksheet)*

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### ◆ **Every Business Tells a Story**

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

To build your business story, you need to answer a few big questions...

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### ◆ **Let’s Plan!**

#### **1. What is your business idea?**

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#### **2. Who will use or buy your product/service?**

 Children    Parents    Teachers    Grandparents   Others: \_\_\_\_\_

#### **3. What problem does it solve?**

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#### **4. What will you name your business?**

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#### **5. What will you sell or offer?**

 Product    Service    Both

#### **6. Where will you sell it?**

 School    PTM    Online (Parents’ WhatsApp, etc.)   Other: \_\_\_\_\_


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### ◆ **Activity: Create Your Business Card!**

Fill in and decorate your own business card space below:

 Business Name:

 Founder(s):

 What we offer:

 Our tagline/slogan:

## **Startup Superstars – Module 6**

### **Making & Prototyping**




*(Student Worksheet)*

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#### ◆ **What Is a Prototype?**

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

Before you start making your final product, it’s smart to:

-  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?  
\_\_\_\_\_
  2. What will it look like or include?  
(Colour, size, parts, packaging, etc.)  
\_\_\_\_\_
  3. What materials can you use to make your sample or test version?  
\_\_\_\_\_
  4. Where will you make it?  
 At school     At home     Both
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#### ◆ **Activity: Sketch or Build a Mini Version**

- If your idea is a **product**, sketch it with labels
- If your idea is a **service**, draw a scene showing it in action
- Optionally, build a sample with materials you have

# **Startup Superstars – Module 7**

## **Money & Profit**

(Student Worksheet)

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### ◆ **Why Is Money Important in Business?**

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

In this module, you'll learn:

- How to calculate **cost, price, and profit**
  - Why profit matters for reinvesting, growth, or giving back
  - How to keep track of simple income and expenses
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### ◆ **Important Words to Know**

<b>Word</b>	<b>What It Means</b>	<b>Example</b>
<b>Cost Price</b>	The money you spend to make 1 item	₹20 to make one candle
<b>Selling Price</b>	The price you will charge customers	₹30 per candle
<b>Profit</b>	The money you earn after paying costs (SP - CP)	₹30 - ₹20 = ₹10

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### ◆ **Try This!**

1. You made 10 bookmarks. Each cost ₹5. You sell each for ₹12.  
What is your total cost? \_\_\_\_\_  
What is your total income? \_\_\_\_\_  
What is your total profit? \_\_\_\_\_
  2. 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? \_\_\_\_\_
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### ◆ **Activity: Your Business Money Plan**

Use this to plan your real business!

<b>Item or Service</b>	<b>Cost to Make</b>	<b>Selling Price</b>	<b>Profit</b>
Example: Keychain	₹15	₹30	₹15

# **Startup Superstars – Module 8**

## **Marketing & Branding**




*(Student Worksheet)*

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### ◆ **What Is Marketing?**

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

It includes:

-  Branding – Name, logo, tagline
  -  Promotion – Posters, videos, WhatsApp messages
  -  Talking to people and showing them why it’s great
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### ◆ **Create Your Brand Identity**

1. What is the name of your business?  
\_\_\_\_\_
2. What is your product’s tagline or slogan?  
*(Make it catchy, short, and clear)*  
\_\_\_\_\_
3. What colours or styles represent your product?  
\_\_\_\_\_
4. Sketch your logo or brand symbol:  
*(Use a blank space or a box for this)*



\_\_\_\_\_

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### ◆ **Think About Your Promotion**

Tick what you plan to use:

- Poster
- Price tag / label
- Class WhatsApp message
- Short video
- Word of mouth
- Other: \_\_\_\_\_

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◆ **Activity: Design a Poster or Product Label**

Use space on the back or a new page to:

- Make a sample poster OR
  - Design a fun label/sticker for your product
  - Include your logo, price, and slogan!
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## **Startup Superstars – Module 9**

### **Pitching & Shark Tank Prep**

*(Student Worksheet)*

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#### ◆ **What Is a Pitch?**

*“A pitch is a short and powerful way to explain your business idea to others.”*

When you pitch, you should:

- Say what your product or service is
  - Who it's for and what problem it solves
  - What makes it special
  - How much it costs
  - Why it will work
- 

#### ◆ **Your Pitch Planner**

Use the prompts below to plan your 1–2 minute business pitch:

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?  
\_\_\_\_\_
  6. What makes your idea unique or better than others?  
\_\_\_\_\_
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#### ◆ **Activity: Pitch Practice**

Pair up with a friend and take turns pitching your business.  
You must try to:

- ✓ Speak clearly
  - ✓ Smile and make eye contact
  - ✓ Keep it short (1–2 minutes)
  - ✓ Be ready for a question!
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# **Startup Superstars – Module 10**

## **Wrap-Up & Submission**

*(Student Worksheet)*

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### ◆ **Let's Get Ready to Submit!**


Before you submit your business idea and plan, check the following:

- ✓ 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 practised my pitch
  - ✓ I'm ready to submit my plan!
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### ◆ **Final Submission Prompt**

*Now complete the final Startup Superstars Google Form with your teacher.*

Your teacher will help you open the form and submit your answers.

 *Once you submit, you'll be ready for:*

- Shark Tank
  - Sales Day
  - And your real business journey!
  - Awards and Appreciation
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### ◆ **Reflect on Your Journey**

Answer in 1–2 lines:

1. What did you enjoy the most in Startup Superstars?

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2. What was the biggest challenge?

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

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