



Financial Literacy with Mr. 401(k)  
Spring Term 2026  
April 13, 2026

# Course Supplement

## Class 12: Business Plan Project Work



A wooden conference table is covered with various business documents, including spreadsheets, charts, and reports. Numerous colorful sticky notes (pink, green, yellow, blue) are scattered across the papers. Several people's hands are visible, actively engaged in reviewing and organizing the documents. In the background, there are office supplies like a white mug, a desk lamp, and a printer. The overall scene depicts a collaborative business meeting or project planning session.

# Business Plan Project

# Money Mavericks Workgroups

## Business Idea & Business Plan Project



### Develop a Business Idea

What problem does your business solve? Who are the business's target customers? **[Complete]**



### Write a Business Plan

How does the business earn money? What are the ongoing costs? How is your business unique?



### Present Your Business Plans

Deliver a 15-minute presentation of your business plan.

# Today's Agenda

## Business Plan Project Work Session

0:00–0:05

**Get Started**

**5 minutes**

Settle in. Each group opens their Money Journal, reviews where they left off, and picks 2–3 sections to focus on today.

0:05–0:25

**Work Block 1**

**20 minutes**

Focus on Sections 1–5: Business Identity, Products & Services, and Target Market. Use the Practical Application slides as your guide.

0:25–0:30

**Checkpoint**

**5 minutes**

Each group shares their business name and a one-sentence mission with the class. Keep it quick — 30 seconds per group!

0:30–0:50

**Work Block 2**

**20 minutes**

Focus on Sections 6–9: Costs, Competition, Marketing, Team, Challenges, and your Elevator Pitch.

0:50–0:55

**Wrap-Up**

**5 minutes**

Each group identifies what they still need to complete. Write a short to-do list in your Money Journal for next time.

# Money Mavericks Workgroups

## Goals for Today



By the end of today's session, your workgroup should have:

**1** A business name

**2** A one-sentence mission statement

**3** Answers to at least 5 of the 9 sections

 **Use the Practical Application slides as your guide. Write your answers in your Money Journal!**

**!** *Remember: Your workgroup will present your business plan to the class during the last week of the course!*

# Money Mavericks

**Objective:** First, give your business a name – you can always change it later as your business plan develops. A good business plan demonstrates how a business idea will be developed into successful company. Here are some questions to help you get started...



# Practical Application



## 1. Business Identity

- What is your business name?
- Design a logo for your business. *(Optional but encouraged!)*
- What is your business's mission? *(What problem does it solve? Why does it exist?)*
- What is your business's vision? *(Where do you see your business in the future?)*

## 2. Products & Services

- What products and/or services does your business offer?
- What makes your product or service valuable to customers? *(What problem does it solve or what needs or wants does it fulfill?)*

## 2. Products & Services (continued)

- How does your business earn money? *(Sales, subscriptions, services, etc.)*
- How much will you charge for your products or services? How did you decide on these prices?
- How many products or services do you need to sell to cover your costs? *(Break-even point)*

## 3. Target Market & Customers

- Who are your business's target customers? *(Age, interests, location, etc.)*
- Where will customers find your business? *(Online, in a store, at events, etc.)*

# Practical Application



## 4. Costs & Expenses

- What are the costs to start your business? (*Supplies, materials, website, etc.*)
- Where will your business's startup costs come from? (*Savings, investors, fundraising, etc.*)
- What are your business's ongoing expenses? (*Rent, supplies, marketing, employee wages, etc.*)

## 5. Competition & Differentiation

- Who are your main competitor(s)?
- What makes your business different from the competition?
- Why would customers choose your business over a competitor?

## 6. Marketing & Customer Engagement

- How will your business promote its products and/or services? (*Social media, flyers, ads, word of mouth, etc.*)
- How will you attract new customers and keep them coming back? (*Special deals, loyalty programs, great customer service, etc.*)

## 7. Team & Responsibilities

- Who are the members of your business team?
- What roles and responsibilities will each team member have? (*Who is in charge of marketing, finances, operations, etc.?*)

# Practical Application



## 8. Challenges & Risks

- What are some possible challenges your business might face? (*Competition, cost overruns, customer interest, etc.*)
- How will your business overcome these challenges? (*Backup plans, strategies, adjustments, etc.*)

## 9. Business Pitch

- Write a short “elevator pitch” that describes your business to potential customers. (*This should be a persuasive and engaging summary.*)

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