



Financial Literacy with Mr. 401(k)
Spring Term 2026
May 21, 2026

Course Supplement

Class 29: Business Plan Project Work



Recap: The Billion Dollar Pizzas

Source: *The Bitcoin Historian* @pete_rizzo_

The Bitcoin Historian @pete_rizzo_ · Follow

In 2008, Satoshi Nakamoto started a monetary revolution with #Bitcoin.

But by May 22, 2010, hardly anyone was using it.

The Amazing Story of the pizza purchase that changed history, and the man who spent \$2.8 billion to transform money forever 🔥 [Show more](#)

NEW AT 5:30
THE FIRST BITCOIN PURCHASE
DIGITAL CURRENCY WAS USED FIRST IN JACKSONVILLE

4:36 AM · May 22, 2024

2.3K Reply Copy link

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Why this story matters: In 2010, very few people used Bitcoin. In fact, May 22, 2010, was the first time anyone bought something real with Bitcoin -- 2 large pizzas! Since then, every May 22 is celebrated as Bitcoin Pizza Day. 🍕

Happy Bitcoin Pizza Day from Mr 401(k)

Enjoy some pizza this Memorial Day Weekend from your teacher



Today's Agenda

Business Plan Project Work Session

0:00–0:05

Get Started

5 minutes

Settle in. Each group develops a work plan to finalize their presentation. Determine who will work on each section.

0:05–0:25

Work Block 1

20 minutes

Each workgroup member contributes to their presentation sections and integrates their section into the full presentation.

0:25–0:30

Checkpoint

5 minutes

Each group confirms progress toward presentation completion. ~30 seconds per group.

0:30–0:50

Work Block 2

20 minutes

Ensure the presentation flows well and is a polished, finished product. Finalize what each group member will present.

0:50–0:55

Wrap-Up

5 minutes

Identify any remaining items to complete outside the classroom (e.g. final edits, practice specific sections, polishing the pitch, etc.)

Money Mavericks Workgroups

Goals for Today



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

1

A 60-second “elevator pitch” of your business idea.

2

Completed slide show with each person knowing their presentation part.

3

Your final presentation in Google Slides, submitted to Mr. 401(k).



This is your final in-class opportunity to develop your slide presentations. Please use the time wisely.

! *Remember: Your workgroup will present your business plan to the class!*

Money Mavericks Workgroups

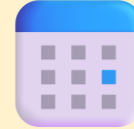
Important Project Notes

Submission Requirement



Students must turn final presentations in to Mr. 401(k) via email, no later than the morning of your group presentation. You want to pass the class, right? 😊

Presentation Order



- **Class 31 (Thu, May 28):** Alpha, Beta, Delta, Epsilon
- **Class 33 (Wed, June 3):** Gamma, Zeta

Why the Split Sessions?



Groups with 8th grade students go first because the 8th-grade term ends Monday, June 1 (Class 32).

Money Mavericks

Objective: Today's job is to wrap up any remaining sections, finalize your elevator pitch, and complete your Google Slides presentation for submission to Mr. 401(k). Each of you will be presenting to the entire class, so get ready!



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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