

ENTREPRENEURSHIP PLANNING

Evaluating a Business Idea with Market Evidence

Detailed practice, calculation, decision-making, and assessment

GRADES 9-12	TIME 2 x 42 min	GROUPING I / pairs / whole	PRODUCT Brief
YOUR CHALLENGE Define a customer problem, analyze research, compare alternatives, and design a low-cost test for a fictional business idea.			

A Business Idea Becomes Stronger When Evidence Tests the Assumptions

A business idea is an assumption until evidence shows that a specific customer has a meaningful problem and is willing to choose and pay for the solution. Strong research separates facts, estimates, opinions, and unanswered questions.

Term	Student-friendly meaning
Target market	Specific group a business intends to serve.
Customer problem	Need or difficulty the product or service addresses.
Market research	Information gathered to understand customers and demand.
Competitive analysis	Comparison of businesses and alternatives serving the same need.
Prototype	Simple early version used for testing.
Value proposition	Reason a customer might choose one solution over another.
CLASSROOM USE All people, employers, figures, brackets, and documents in this packet are fictional. Never place a real Social Security number, employer ID, bank number, or tax document in classroom work.	

Part 1 - Define the Customer and Problem

A student team proposes QuickStudy Kits: reusable study-planning kits sold to local high school students.

Claim	Current assumption	Evidence needed	How to test
Target customer	Students ages 14-18		
Problem	Students lose track of assignments		
Current solution	Phone reminders or paper planners		
Buying decision	Student or parent pays		
Acceptable price	\$18-\$24		

Turn each assumption into a neutral research question.

Part 2 - Analyze Fictional Research Results

A neutral survey reached 120 students.

Result	Count	Percent	What it suggests
Often misses deadlines	54		
Uses no planning system	42		
Would test a sample kit	66		
Would pay at least \$20	30		
Parent likely pays	48		

Calculate percentages. Explain why interest does not guarantee a purchase.

Part 3 - Compare Alternatives

Review how customers already solve the problem.

Alternative	Price	Strength	Weakness	Evidence question
Free phone app	\$0	Already available	Notifications ignored	
Paper planner	\$12	Familiar	Not customized	
Tutoring center	\$40/session	Personal help	High cost	
QuickStudy Kit	\$22 planned	Reusable system	Unproven demand	

Identify direct and indirect competition and one possible advantage that still needs testing.

Part 4 - Design a Low-Cost Market Test

The team has \$150 and two weeks.

Test element	Student plan
Question or hypothesis	
Sample customer group	
Prototype	
Price test	
Success measure	
Ethics/privacy safeguard	
Decision rule	
Next step	

Design a test that gathers behavior or purchase evidence, not only compliments.

Part 5 - Write a Business-Idea Evidence Brief

Decide whether to continue, revise, or pause QuickStudy Kits.

Decision check	My evidence
Customer/problem	
Survey percentages	
Competition	
Price evidence	
Test plan	
Main risk	
Decision rule	
Qualified recommendation	

Write 150-200 words using at least four figures and four next-step questions.
