

Teen Venture Launch Project

Design, test, price, and pitch a small business idea

STUDENT PROJECT PACKET | Grades 9-12

Project Information	Details
Project Length	5-6 class periods + optional homework
Primary CFM Area	Economics & Entrepreneurship - Entrepreneurship
Project Topic	Entrepreneurship
Final Score	100 points

Project Challenge

Students develop a realistic small-business concept aimed at a defined customer. They conduct customer discovery, build a value proposition, estimate startup and operating costs, set a price, calculate break-even volume, design a marketing test, identify risks, and deliver a concise investor-style pitch.

What You Will Produce

- Problem/customer statement and target market profile.
- Customer discovery evidence from at least five interviews or structured responses.
- Value proposition and minimum viable product/service description.
- Startup and operating-cost estimate.
- Pricing model with contribution margin and break-even calculation.
- Marketing experiment with message, channel, call to action, and success metric.
- Risk register covering legal/ethical, financial, operational, and reputation risks.
- One-page business model summary.
- 4-minute venture pitch plus 2-minute Q&A.

Project Rules

- Use realistic evidence and clearly state every assumption. Never invent sources, prices, salaries, or survey results.
- Show calculations and label inputs.
- Keep drafts and evidence because you may be asked to defend your reasoning.
- Digital tools may support formatting and calculation, but your final reasoning must be your own.
- Professional quality, source information, and proofreading are part of the grade.

Project Roadmap

Day 1 - Problem, Customer & Idea

Define a narrow customer and a testable problem before proposing the solution.

Day 2 - Customer Discovery

Analyze at least five responses and revise assumptions.

Day 3 - Costs, Price & Break-Even

Estimate startup, fixed, and variable costs and calculate contribution margin and break-even.

Day 4 - Marketing Experiment

Design a low-cost test with target, message, call to action, and success metric.

Day 5 - Risk & Business Model

Build a risk register and one-page business model.

Day 6 - Pitch Day

Deliver a four-minute pitch and respond to two minutes of questions.

Part 1 - Problem & Customer

Prompt	Your Evidence / Decision
Specific customer	
Customer problem	
How often the problem occurs	
Current alternatives	
Why current alternatives are insufficient	

Part 2 - Customer Discovery

Respondent	Key Question	Response / Evidence	What Changed in My Thinking
1			
2			
3			
4			
5			

Part 3 - Value Proposition

Complete: For [specific customer] who struggles with [problem], our [product/service] provides [benefit] because [evidence/difference].

Part 4 - Cost & Pricing Model

Cost Item	Startup / Fixed / Variable	Amount	Source / Assumption

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Calculation	Formula / Work	Result
Selling price		
Variable cost per unit		
Contribution margin		
Monthly fixed costs		
Break-even units		
Expected monthly sales		

Part 5 - Marketing Experiment

Element	Your Plan
Target audience	
Channel	
Core message	
Call to action	
Test budget	
Success metric	
What result would make you change the plan?	

Part 6 - Risk Register

Risk	Likelihood	Impact	Prevention / Response
Financial risk			
Operational risk			
Legal/ethical risk			
Reputation risk			
Customer demand risk			

Part 7 - One-Page Business Model

Business Model Element	Your Answer
Customer	
Problem	
Value proposition	
Solution	
Revenue	
Key costs	
Marketing channel	
Evidence	
Biggest risk	
Next experiment	

Part 8 - Pitch Planner

Pitch Section	Target Time	Your Key Point
Problem	30 sec	
Customer evidence	35 sec	
Solution	35 sec	
Economics	50 sec	
Marketing	35 sec	
Risk	25 sec	
Next step	30 sec	

100-Point Project Rubric

Criteria	Exceeds Expectations	Meets Expectations	Developing	Beginning	Points
Problem/customer definition	Complete, accurate, insightful, and professionally presented.	Complete and accurate with minor gaps.	Partially complete or contains several errors.	Missing, inaccurate, or lacks required evidence.	15
Customer discovery evidence	Complete, accurate, insightful, and professionally presented.	Complete and accurate with minor gaps.	Partially complete or contains several errors.	Missing, inaccurate, or lacks required evidence.	15
Business economics & break-even	Complete, accurate, insightful, and professionally presented.	Complete and accurate with minor gaps.	Partially complete or contains several errors.	Missing, inaccurate, or lacks required evidence.	20
Marketing experiment	Complete, accurate, insightful, and professionally presented.	Complete and accurate with minor gaps.	Partially complete or contains several errors.	Missing, inaccurate, or lacks required evidence.	15
Risk management	Complete, accurate, insightful, and professionally presented.	Complete and accurate with minor gaps.	Partially complete or contains several errors.	Missing, inaccurate, or lacks required evidence.	10
Business model summary	Complete, accurate, insightful, and professionally presented.	Complete and accurate with minor gaps.	Partially complete or contains several errors.	Missing, inaccurate, or lacks required evidence.	10
Pitch & Q&A	Complete, accurate, insightful, and professionally presented.	Complete and accurate with minor gaps.	Partially complete or contains several errors.	Missing, inaccurate, or lacks required evidence.	15

Submission Checklist

- ☐ Problem/customer statement and target market profile.
- ☐ Customer discovery evidence from at least five interviews or structured responses.
- ☐ Value proposition and minimum viable product/service description.
- ☐ Startup and operating-cost estimate.
- ☐ Pricing model with contribution margin and break-even calculation.
- ☐ Marketing experiment with message, channel, call to action, and success metric.
- ☐ Risk register covering legal/ethical, financial, operational, and reputation risks.
- ☐ One-page business model summary.
- ☐ 4-minute venture pitch plus 2-minute Q&A.

Student name / signature / date
