

Teen Business Starter Kit

A printable kit for young founders. Five worksheets to help you turn a business idea into your first paying customer — fill in, print, repeat.

Five tools worth trying

1. Business Model Canvas (Teen Edition)

Nine boxes that describe your idea on one page. Answer each in one or two sentences.

Who is your customer? _____

What problem do you solve for them? _____

What is your solution? _____

How will you reach your customer? _____

How will they pay? _____

What do you need to make it happen? _____

Who can help you? _____

What will it cost you each month? _____

What makes your idea different? _____

2. Pricing Worksheet

Pick a price that pays you and feels fair to your customer.

1. Cost of making or buying your product: \$ _____

2. Cost of your time per sale: \$ _____

3. Total cost (cost + time): \$ _____

4. Profit you want per sale: \$ _____

5. Your price = cost + profit: \$ _____

6. Cheapest similar product you can find: \$ _____

7. Most expensive similar product you can find: \$ _____

Did your price fall in the range? Yes / No

If not, raise your price? _____ Or lower your cost? _____

3. First-Customer Outreach Template

A fill-in-the-blank message you can send, post, or say out loud to find your first paying customer.

Hi _____,

I am _____, and I help _____ (your customer) do
_____ (your promise).

Right now I am looking for one person to try _____ (what you are offering) and give me honest feedback.

If this sounds useful, reply and I will send you one _____ (your product) this week.

Thanks for reading!

_____ (your name)

_____ (where they can find you: link, handle, or address)

4. Weekly Founder Habits Tracker

Build the habits that build the business. Check one box per day.

Monday: Spend 15 minutes talking to one potential customer. []

Tuesday: Make or improve my product for one hour. []

Wednesday: Tell three people about my business and write down what I learned. []

Thursday: Practice my pricing pitch out loud three times. []

Friday: Update my numbers — sales, money in, money out, lessons. []

Saturday: Read one story about a young founder or small business. []

Sunday: Pick one thing to try next week and write it here:

5. Simple Profit and Loss Sheet

A one-month scorecard. Track what came in, what went out, and what you learned.

Week 1

Money In (sales): \$ _____

Money Out (supplies, fees): \$ _____

Profit = In - Out: \$ _____

What worked: _____

Week 2

Money In: \$ _____

Money Out: \$ _____

Profit: \$ _____

What worked: _____

Week 3

Money In: \$ _____

Money Out: \$ _____

Profit: \$ _____

What worked: _____

Week 4

Money In: \$ _____

Money Out: \$ _____

Profit: \$ _____

What worked: _____

Month total

Money In: \$ _____

Money Out: \$ _____

Profit: \$ _____

My one biggest lesson this month:

Print these pages, fill them in, and try one thing this week. Small reps build a real business.