UNIT 1 · ENTREPRENEURSHIP

What Is Entrepreneurship?

You will define entrepreneurship, name its traits and work habits, and see how you measure up.

Lesson Slides · 2 class periods · 01.01, 02.03

Three teens. One summer. Only one of them is an entrepreneur.



Turn & talk (2 min): Maya, Jordan, or Priya? Defend your pick.

Who's the entrepreneur?



Maya

Works 25 hours a week stocking shelves at a grocery store.

Steady paycheck. Someone else owns the store.



Jordan

Designs custom phone cases and sells them online.

Bought the supplies. Keeps the profit or eats the loss.



Priya

Invented a clip that keeps earbuds from tangling.

Showed friends. Hasn't made or sold any.

What is entrepreneurship?

Entrepreneurship is organizing resources to start and run a business, and taking on the risk in exchange for the chance at profit.

- An entrepreneur spots a need, builds something to meet it, and sells it.
- The entrepreneur carries the risk. If it fails, they take the loss.
- The entrepreneur keeps the reward. If it works, the profit is theirs.

Entrepreneur vs. employee

EMPLOYEE

Works for someone else's business.

Earns a set wage or salary.

Lower risk: paid even in a slow month.

Boss decides the big moves.

ENTREPRENEUR

Owns and runs the business.

Earns whatever profit is left.

Higher risk: can lose the money invested.

Makes the big decisions.

Types of entrepreneurs



Small business

An owner runs a local business meant to stay a manageable size.

A food truck, a hair salon, a landscaping crew.



Startup founder

Builds something designed to grow fast and big.

An app that wants a million users.



Social entrepreneur

Starts a business to solve a social or environmental problem.

A café that hires and trains former foster youth.



Side hustler

Runs a small business on top of school or another job.

Weekend car detailing, tutoring, reselling.

Why do it? Why not?

Rewards

Be your own boss, keep the profit, and build something that's yours.

You choose the hours, the product, and the people.

Risks

Lose your savings, work long hours, and get no paycheck in slow months.

Many new businesses close within their first few years.

The trade-off

Every entrepreneur weighs the possible reward against what they could lose.

That decision is the heart of entrepreneurship.

Spot the entrepreneur



Look closely at the table. What tells you this is a business?

“Sneaker cleaning — $15 a pair, done while you shop.”

Who bought the brushes, the cleaner, and the table rental?

Who keeps the money if the day goes well, or loses it if no one shows?

Organizing resources + taking the risk = entrepreneurship.

DAY 2 · 02.03

Traits & Work Habits

Are entrepreneurs born, or made?

Myth vs. fact

MYTH

You're either born an entrepreneur or you're not.

You need a brand-new invention.

You need a lot of money to start.

Successful founders never fail.

FACT

Traits and habits can be practiced and built.

Most businesses improve something that already exists.

Many start small with savings and skills.

Most founders fail first and adjust.

Six traits entrepreneurs share



Initiative + creativity

Starts things without being told, and sees new fixes for everyday problems.

Notices the line is too long and builds a pre-order form.



Risk tolerance + confidence

Willing to act on their own judgment when the outcome isn't guaranteed.

Spends $200 on supplies before the first sale.



Persistence + adaptability

Keeps going after a 'no,' and changes the plan when the facts change.

Hears 'too expensive' three times and tests a lower price.

Six work habits that keep a business alive



Time management + self-discipline

Plans the day around what matters and works when no one is checking.

Answers customer messages before scrolling.



Organization + follow-through

Tracks money and orders, and finishes what they promise.

Every sale goes in the spreadsheet the same day.



Customer focus + learning

Listens to what buyers need and keeps building new skills.

Asks every customer one question and acts on the answers.

Build Step 1 — Founder Trait Scan

Open Build Step 1. This is the first page of your business plan.

1. Rate yourself 1–5 on each of the six traits and six work habits.
2. Back up every rating with one real example from your life. Evidence, not opinion.
3. Circle your two strongest and two weakest. Write one action to build each weak one.
4. Start your idea list: three problems you've noticed that someone could get paid to solve.

Exit Ticket — before you leave

Five minutes. Answer all three.

1. Sam gets paid $14 an hour to run the register at a bakery. Is Sam an entrepreneur? Why?

2. Which trait does a founder show when she keeps pitching after ten store owners say no?

3. In 2–3 sentences, name one work habit you'll need to build and how you'll practice it this month.

BEFORE YOU GO

Entrepreneurs aren't born. They're built, one habit at a time.

You defined entrepreneurship and scanned your own traits and habits.