

Teen CEO



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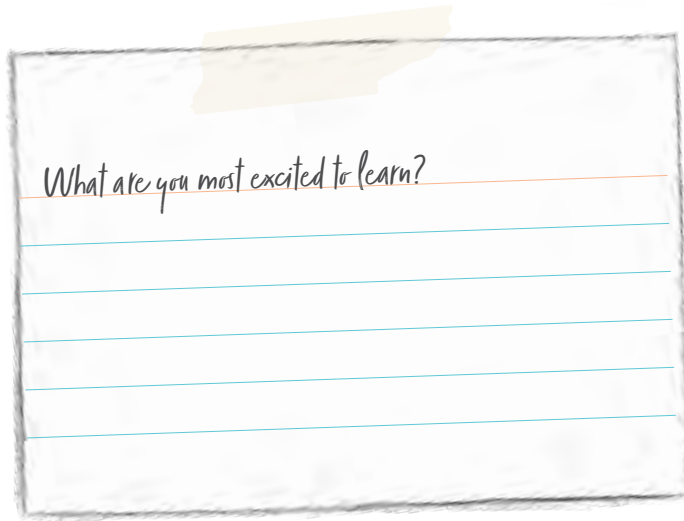
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Welcome to Teen CEO!

You're about to begin something exciting as you learn to think like an entrepreneur and start your own business! Business isn't just for adults; it's a way for you to use your creativity, solve real problems, and grow in wisdom and leadership along the way.

Before you jump in, take just a few minutes to explore your book. Flip through the pages, look at the unit titles, and get a feel for what you'll be learning.



A Bigger Purpose

This course isn't just about making money. It's about using your skills and ideas to serve others and honor God.

As you work your way through the lessons, you'll be encouraged to practice biblical principles like stewardship, diligence, and integrity. Because true success isn't just about profit, it's about pursuing the work that God has given you with faithfulness.

A Note on Entrepreneur Case Studies

Throughout this course, you'll learn about real entrepreneurs and see how they built their businesses! We are not endorsing any of the products from these companies, and we may not choose to purchase their products. We are studying young entrepreneurs because that is how we can learn. Their stories are inspiring, and many of their companies are still in business today. However, you may also notice that some are no longer operating. In some cases, this is because the entrepreneur chose to pursue something new, like college or starting a new business!

We don't know what will happen with any of these businesses in the future. However, it is important to realize that sometimes worldly influences affect businesses negatively. Be aware of that and talk with your family about ways to safeguard your own business.

What's Inside:

- 16 Units
- 106 Lessons
- Real-world entrepreneur case studies
- Hands-on projects
- Practical tools
- Glossary

Pacing Ideas:

There's no one "right" way to complete this course. You might choose to do:

- 3 lessons a week for about 35 weeks
- 4 lessons a week for about 27 weeks
- 5 lessons a week for about 21 weeks

Remember, you can always adjust as needed to fit your schedule.

What You'll Learn:

- To identify problems and turn them into business ideas
- How to create a business plan
- Understanding money, pricing, and profit
- Marketing and selling your products or services
- Growing your business with wisdom and responsibility

Biblical View: Foundations

*Commit your work to the LORD,
and your plans will be established.
Proverbs 16:3*

So you're ready to start your own business. Maybe you have a thousand ideas buzzing around in your head about what types of businesses you could create and what those businesses might look like. Maybe you just know that you want to start something—but you feel pretty clueless about what that start might actually look like. Or maybe you're somewhere in the middle. No matter which situation you find yourself in, it's important to take a step back and start from the very beginning. Before we ever begin brainstorming business ideas, creating products, or fine-tuning services, there's something else we need to do first.

If it's not choosing an idea, what is the first thing you should do when you're building a business? Like most things in life, starting a business should always begin with laying a solid foundation.

Read *Proverbs 16:1–3*. According to verse 1, who makes the plans? » _____

Who gives the answers? » _____

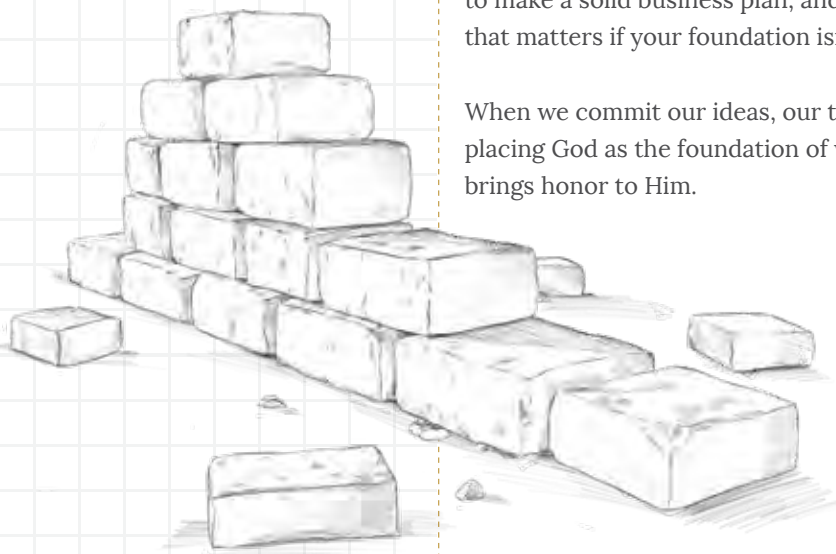
Why do you think it's important to start your business by committing your work to the Lord?

During this course, you'll discover how to choose which business is right for you, learn to make a solid business plan, and grow your business into something real—but none of that matters if your foundation isn't built on the solid rock of Jesus.

When we commit our ideas, our time, our goals, and our future to the Lord, we're placing God as the foundation of what we do and striving to build something that brings honor to Him.

Take time today to pray for the Lord's wisdom as you begin the journey of entrepreneurship. Pray that God would guide and direct you as you seek to honor Him in your life and in your work.

The truth is that no matter how amazing your business idea is or how well you plan and prepare—*true success comes only from the Lord.*



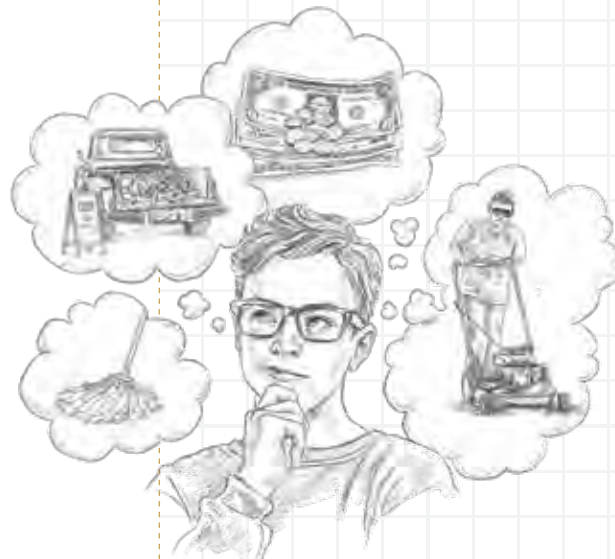
Freedom vs. Security: Should You Be an Entrepreneur?

Now that you've committed your plans to the Lord, it's time to tackle the next big question.



Should you start your own business?

There are some big differences between working for someone else and working for yourself. Let's take a look.



When you work for someone else	When you work for yourself
• You have more job security and stability. • You probably won't be the one hiring or firing people. • If the business has a rough week, you still get paid. • You often receive company benefits. • Your focus is on your niche area, not the whole operation. • You gain experience in your field.	• You're the boss—you make the decisions. • The risk is yours: If there's no profit, there may be no paycheck. • You're ultimately in charge of finding customers, making sales, and solving problems. • You work longer hours (especially at first), but you do get to work on your own schedule. • When your business succeeds, the rewards are yours! • You can build your business with purpose—using your work to help others and shine the light of Christ.

Which would you rather do? Take a few minutes to think about each of these questions. Be honest with yourself; there's no pressure to have the "right" answers.

1. Do I prefer for someone else to tell me what to do, or would I rather make my own decisions? » _____

2. How do I feel about taking risks?
» _____

3. Am I self-motivated? ☐ Yes ☐ No

4. Am I willing to work hard without getting paid right away? ☐ Yes ☐ No

5. Does the idea of turning something I love into a business excite me—or stress me out?
» _____

6. Do I like the idea of using my work to help others and honor God? ☐ Yes ☐ No

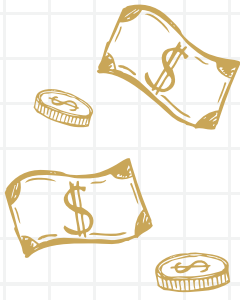
7. Am I prepared to pivot and adapt my plans as I build a business? ☐ Yes ☐ No

Whether you choose entrepreneurship or employment—know that God can use your gifts for His glory.

A Special Note About This Lesson:

If your answers lined up with employment more than entrepreneurship, that's okay too! The Bible tells us in Ecclesiastes 9:10 that we should do our best at the work that is set before us. Work hard and strive to do your best as you work through this study. You may surprise yourself and be an entrepreneur after all! If not, you can feel confident that you gave it your best effort and that you will be a better employee because you've learned something about what it takes to be the boss.

What Does It Really Cost to Start a Business?



As you begin thinking about what type of business you might want to create, you should have a good idea of the real cost of starting a business. While it's true that smaller startups can be very low-cost or even free, it's important to remember that just because you're using ingredients from your mom's kitchen or borrowing your dad's lawnmower and gas doesn't mean there's no cost involved. The cost of starting a business involves more than just money! It involves using your time, emotional energy, and opportunities too.



What does that mean in the real world? Here are some of the practical ways these costs impact entrepreneurs.

Start-up Costs

- Education/courses
- Equipment and supplies
- Licenses, permits, and insurance
- Your product or ingredients
- Packaging and/or shipping materials
- Advertising and marketing

Emotional Costs

- Stress of managing your own business
- Pressure to succeed
- Anxiety during tough times
- Isolation in working alone
- Risk of burnout

Time Costs

- Long hours as you get started
- Prioritizing customer needs over your own
- Slow returns on your investment
- Time spent away from your family and friends

Opportunity Costs

- No regular paychecks
- Missed opportunity to gain experience in another field
- Less time for education
- Missed life opportunities due to prioritizing your business

Another thing to factor in when you're building a business is your reputation.

Read *Proverbs 20:11*. According to this verse, what are we known by? »» _____

Our actions speak loudly to the world around us! They tell the story of who we are and what we believe. In business, your work will be used to judge your character. Sometimes, despite your best efforts, your work or product may not meet your customer's expectations. Bad customer reviews and poor experiences can linger, at the expense of your business reputation. Though you cannot prevent this from ever happening, you can do your very best to handle those situations with **integrity**—building a strong reputation for being upright, trustworthy, and dependable.

Now that we've looked at the true costs of starting a business, let's take a minute to think about how they will affect you.

Which of these costs are you most concerned about?

Understanding what it takes to build a business can help make your work more manageable and **mitigate** the overall cost.

For example, one way you might mitigate the real cost of starting a business is to start small. This will allow you to use fewer resources upfront and test your business ideas with a smaller group of people.

Now it's your turn! What ideas can you think of that could mitigate the true cost of starting your business?

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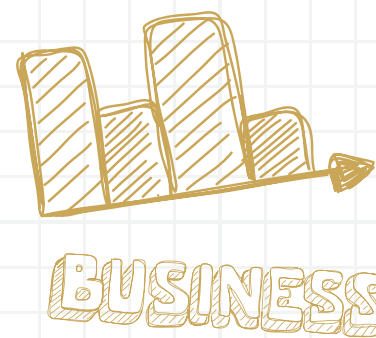
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Integrity: the quality of being honest and having strong moral principles; moral uprightness

Mitigate: to make less severe or painful



Case Study: SuperJam

 **Business Story:** Inspiration struck 14-year-old Scottish entrepreneur Fraser Doherty when he learned to make jam in his grandma's kitchen in Edinburgh. Before long, he was selling jars of jam to his friends, neighbors, and church family. He even set up a booth at the local farmers' market.

While selling jam at the market, Fraser talked to people. He took the time to listen to what they had to say. Over and over again, he heard people express the same concern—jam simply had too much sugar. Ever the problem solver, Fraser considered this feedback for a while and then got to work finding a solution. As he worked, he made the decision to create fruit jams with no sugar at all! Once his recipe was perfected, he settled on a name for his new product line—SuperJam.

Fraser's listening skills and hard work paid off big! Within 3 years, SuperJam had launched in hundreds of stores in the UK—selling 1,500 jars in just one store on the FIRST day! Today, SuperJam has sold over 5 million products and appeared in dozens of news and magazine articles. They even branched out into nut butters and seeds. Fraser also created a cookbook to share his favorite recipes with others!



Impact: As his company became more successful, Fraser launched a new idea—SuperJam Tea Parties. The idea is simple—host tea parties for elderly people to give them the opportunity to get out of the house and do something fun. Alongside the tea, guests enjoy music, entertainment, and of course, SuperJam with scones. What a delicious way to serve others!

"I make jam because
it's what I love to do."
—Fraser Doherty



#EntrepreneurInsights

Growth Point: Start Small!

Throughout this book, you'll read about many young entrepreneurs. Most have done exactly the same thing that Fraser did—they started small. Some of the entrepreneurs have made their company a full-time career as their business became large and very successful. Others still operate on a small scale. No matter which goal you'd like to achieve in the future, don't be afraid to start small! The lessons you learn as you grow your business will be invaluable to your growth and success, no matter where life takes you.

Fraser's willingness to truly listen to others allowed him to shape his business to meet the needs of his customers. When and where can you be intentional and listen to your customers so that you understand their needs?

What are 2 benefits you can think of that come from starting small in business?

What is something you can learn from this case study that applies to your new business?

*Start small.
People think they
need to jump in at the
deep end and expand
immediately. But
SuperJam is proof that
you can start something
on a small scale,
just on weekends.
—Fraser Doherty*

ANSWER KEY

Teen CEO



DAY 57, MIDTERM ASSESSMENT

Section 1:

1. Market Saturation (H)
2. Target Audience (L)
3. Trademark (I)
4. Patent (C)
5. COGS (K)
6. Markup (E)
7. Asset (M)
8. Branding (A)
9. Networking (O)
10. Lead Magnet (N)
11. Copy (F)
12. Metric (D)
13. Analytics (J)
14. Upselling (G)
15. Philanthropist (B)

Section 2

1. Madison Greenspan of Maddie Rae's Slime Glue
2. Michael Dell of Dell Computers
3. Fraser Doherty of SuperJam
4. Mike Kittredge of Yankee Candle
5. Mikaila Ulmer of Me & the Bees Lemonade
6. Rachel Zietz of Gladiator Lacrosse
7. Caroline and Isabel Bercaw of Da Bomb Bath Fizzers

Section 3

- | | |
|------|-------|
| 1. B | 7. A |
| 2. C | 8. C |
| 3. A | 9. C |
| 4. D | 10. B |
| 5. C | 11. D |
| 6. A | 12. B |

Section 4 Answers may be similar to these.

1. Profit is money that is earned in trade or business after paying the costs of producing and selling goods and services. A paycheck is the amount of money a person is paid monthly, weekly, etc., for their work, or on one occasion for doing a single piece of work. As a business owner, you may give yourself a paycheck from the profit that your business makes, but you will also want to set aside money to keep your business operational!

2. **Sole Proprietorship**—A sole proprietorship is a business owned by just one person.

Partnership—A partnership is the relationship between two or more people who work together in a business. Each partner contributes money, property, labor, or skill, and each shares in the business profits and losses.

Corporation—When a business becomes a corporation, the company is divided into pieces called shares. The people who own those shares are called shareholders. Prospective shareholders exchange money, property, or both for the corporation's capital stock.

Limited Liability Corporation—An LLC is a hybrid business structure that allows sole proprietors to have the protections offered to a corporation. If you operate an LLC and you are sued, you could lose the profits and assets that belong to your business, but your personal property and assets are protected.

3. Students should demonstrate their understanding of each item and then explain which they prefer and why they do. Encourage them to give a thorough answer to this question, instead of just stating which one they prefer. A mind map is a visual organizational technique that uses a diagram to structure thoughts and ideas around a central theme. A rating system allows you to consider certain aspects of things and rate them according to their value. A pros and cons list is a chart that lists the positive aspects of something on one side and listing the negative aspects on the other.
4. A business plan clarifies your vision and helps you make decisions.

A business plan highlights your problems.

A business plan builds confidence.

Our goal at Not Consumed Ministries
is to help your family GROW in faith so
you can live #NotConsumed by life.

Thank you for your purchase!
Your support makes it possible for us
to help even more families
get into God's Word.

Because of God's
great love and mercy
we are



by life's struggles.
Lamentations 3:22-23

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Business isn't just for adults—it's a way for teens to grow as leaders while solving real problems, using their creativity, and making an impact in the world around them.

Through hands-on projects, research, and real-world examples, *Teen CEO* walks students through the steps they'll need to take to launch their very own business. Along the way, they'll learn how to identify opportunities, create a business plan, manage money wisely, and serve others through their work.

Following biblical principles like stewardship, diligence, and integrity, this curriculum equips students not just to make a profit but to pursue purpose. Whether they already have an idea or are just getting started, *Teen CEO* provides a clear path forward, helping teens build skills, confidence, and vision for the future.

