



HELLO, FRIENDS!

Welcome to “Jay Starts a Business!” I’m so happy you are going to be joining me on this adventure. In this journey, you will partner with me as we start a business. We will choose a product we want to sell and create a name for our business. Then, Oscar Ostrich will introduce us to new friends who will help us make some very important business decisions. Olivia Owl will help us with budgeting and getting the money we need to start our business. Penny Pigeon will help us decide on a rental location. Charlie Chickadee will help us purchase our capital resources, while Rhoda Roadrunner will help us finalize our product price. To wrap up, Percy Peacock will help us design an advertising campaign to promote our product before we celebrate our grand opening.

Before you begin our adventure, your teacher may do some introductory activities and give you further instructions. When you are ready to begin, simply load the adventure into your browser JayStartsaBiz.kcfed.org and follow your teacher’s instructions. Be sure to have this journal handy so you can keep track of our adventure!

BY THE END OF OUR ADVENTURE, YOU WILL KNOW THAT:

1. People who own a business can earn a profit.
2. Entrepreneurs are people who start new businesses, which is risky because they don’t know if their business will be successful.
3. Informed decision-making requires comparing costs and benefits of spending alternatives.
4. People’s spending choices are influenced by prices as well as many other factors, including advertising, the spending choices of others, and peer pressure.
5. Planning for spending can help people make informed decisions. A budget is a plan for spending, saving, and managing income.
6. When people use credit, they receive something of value now and agree to repay the lender over time, or at some date in the future with interest.
7. Risk is the chance of loss or harm.
8. Individuals can either choose to accept risk or take steps to protect themselves by avoiding or reducing risk.

I hope you are as excited to begin this adventure as I am!

Student name




Date:

CHAPTER 1

Directions: In this chapter, you will meet Jay, and learn what it means to be an entrepreneur. You will also better understand how to make more thorough decisions through a PACED decision-making grid.

1. Pull up the website and click the “Play” arrow to begin chapter 1. Watch the video and answer the questions below when instructed to do so.
2. Entrepreneurship Quiz: Record your score here _____. What does that score tell you about your natural inclinations to being an entrepreneur? (Read the score box at the end of the quiz.) _____
3. Return to “Jay” and click “continue” to resume chapter 1.
4. Here is a copy of the PACED Grid showing Jay’s food choices.

What Should Jay Eat FOR DINNER?

CRITERIA → ALTERNATIVES ↓	ARE THERE MANY TO EAT?	IS IT EASY TO CATCH?	WILL IT TASTE GOOD?	WILL IT FILL ME UP?	TOTAL
 FISH	4	4	4	3	15
 MOUSE	3	2	3	4	12
 SNAKE	2	3	1	2	8
 TURTLE	1	1	2	1	5

Rank choices from 1-4. 4=best choice; 1=poorest choice.

Which do you think he picked and why?

*Note: The cost of passing up the next best choice is called "opportunity cost." Jay's opportunity cost in this instance is mouse.

5. Return to "Jay" to see what he picked. Click "continue."
6. Here is a blank copy of the PACED Grid. Use this grid to help you make a decision about something you are facing today.

What is a decision you need to make today? _____

What is a Decision YOU NEED TO MAKE TODAY?

CRITERIA → ALTERNATIVES ↓					TOTAL

Rank choices from 1-4. 4=best choice; 1=poorest choice.

What did you decide to do and why? _____

What is your opportunity cost in this instance? _____

7. Exit Slip Questions:

What does it take to be an entrepreneur? _____

What characteristics do you have that would make you a good entrepreneur? _____

How do you know those characteristics would make you a good entrepreneur? _____



Your teacher will let you know if you should continue or stop here.

CHAPTER 2

Directions: In the last chapter, you met Jay, and learned what it means to be an entrepreneur. You also practiced making better decisions using a PACED decision-making grid. In this chapter, you will help Jay start a business by creating a business plan. Then, you will meet Olivia Owl who will help you get a loan to get your business off the ground.

1. Begin the adventure's second chapter.
2. Complete the PACED Grid to help Jay start a business. Then, record your totals here.

What Business Should Jay Choose?

1
2
3
4

CRITERIA → ALTERNATIVES ↓	Which business uses my talents the best?	Which is the most exciting business?	Which is the most creative business?	Which business has the best chance for success?	TOTAL
DESIGN SWINGS					
BUILD TREEHOUSES					
CREATE BIRDBATHS					
INVENT EYEGLOSS FRAMES					

Rank choices from 1-4. 4=best choice; 1=poorest choice.

Which business did you choose for Jay, and why? _____

What is your opportunity cost in this instance? _____

3. Return to “Jay” and click “continue.”

4. What should we call our business? _____

5. Return to “Jay” and click “continue.”

OLIVIA SECTION



6. How much can you afford for rent each month? Circle the value.

\$750

\$1,000

7. Return to “Jay” and click “continue.”

8. What capital resources, or supplies will you need to produce your good or service? List them here:

Capital Resources

A large blue-bordered box containing ten horizontal lines for writing.

9. Return to "Jay" and click "continue."

10. What types of marketing or advertising will you do? Circle your advertising media choices. If you think of another idea, write it

next to "other." **OTHER:** _____



\$100



\$75



\$50



\$25



11. Return to "Jay" and click "continue."

12. Record your business budget totals in the form below.

Business Budget

\$75

\$500

\$100

\$750

\$200

\$1,000

\$300

RENT OF YOUR LOCATION <i>(monthly)</i> (\$750 or \$1,000)	
CAPITAL RESOURCES <i>(supplies)</i> (\$75 - \$1,000)	
MARKETING/ADVERTISING COSTS (\$75 - \$1,000)	
TOTAL COSTS	

What is the total loan amount you need? _____

13. Return to "Jay" and click "continue."

14. Olivia Owl helped you think about your capital resources and start-up costs. Use that information to answer the following questions:

• How did you decide what resources you needed? _____

• Find a classmate who chose to produce the same business product as you. Compare your capital resource list, and explain to each other why you chose that. You may want to add some of their ideas to your list.

• Look at your business budget. How did you decide how much to budget for each piece?

- Rent: _____

- Capital Resources: _____

- Marketing/Advertising: _____

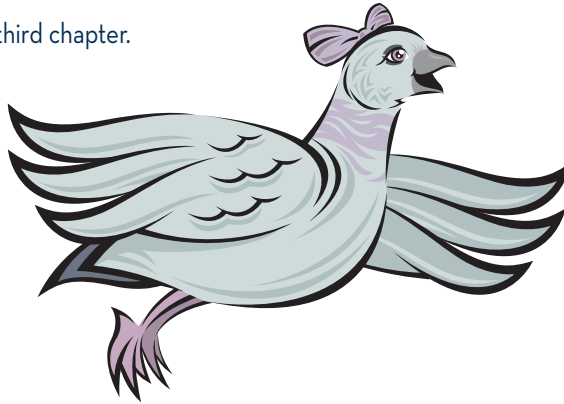


Your teacher will let you know if you should continue or stop here.

CHAPTER 3

Directions: In the last chapter, you and Jay began creating your business plan. You named your business, considered rent costs, capital resources, and advertising choices. Then, Olivia Owl gave you a loan to start your business. In this chapter, you will choose your location for your business, and purchase your capital resources.

1. Begin the adventure's third chapter.



PENNY SECTION

2. How much can you afford in rent? (See Chapter 2, Question 12) \$ _____

Which location will you choose? Circle one below.

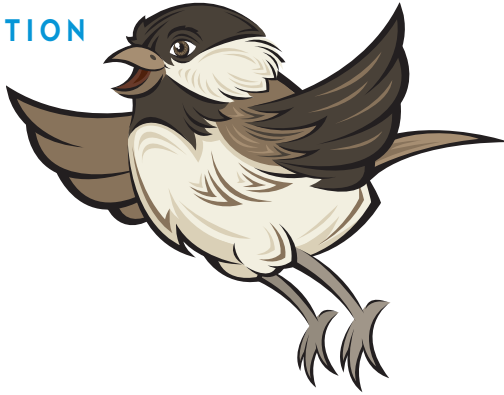
RAPTOR VALLEY \$750

CLOUD'S CLIFF \$1,000

3. Draw a picture of your store here. Be sure to include a sign so people know what your store is.

4. Return to "Jay" and click "continue."

CHARLIE SECTION



5. How much can you afford in capital resources? (See *Chapter 2, Question 12*) \$ _____


How much did you end up spending at Charlie's Busy Bird Store? \$ _____

Which supplies did you buy? List them in this chart and describe why you chose each one (you may or may not use all boxes).

SUPPLY	WHY YOU CHOSE	HOW MUCH?
1.		
2.		
3.		
4.		

6. Return to "Jay" and click "finished shopping."

7. Draw a picture of your product. Be sure to design it in such a way that it stands out from the competition.



8. Exit Slip Questions:

Next, you will set the price for your product. Based on what you have learned so far, how much do you think you should charge? \$ _____

How did you come up with that number? _____



Your teacher will let you know if you should continue or stop here.

CHAPTER 4

Directions: In the last chapter, you and Jay continued executing your business plan. You found a place to locate your business, and purchased your capital resources at Charlie's store. In this chapter, you will set your price point. But before we do, let's do a quick review.

1. What product will your business provide? _____
2. How much did you spend on rent? \$ _____
3. How much did your capital resources cost you at Charlie's store? \$ _____
4. Begin the adventure's fourth chapter.

RHODA SECTION



5. Our final selling price is: \$ _____

How did you decide on your final price? _____

6. Return to "Jay" and click "continue."

7. Exit slip question

Ask two classmates what they think about your final selling price.

Student 1 thought: _____

Because: _____

Student 2 thought: _____

Because: _____

What was the role of competition in your price setting? _____

What is your final price? How did you decide that price? _____



Your teacher will let you know if you should continue or stop here.

CHAPTER 5

Directions: In the last chapter, Rhoda helped you and Jay decide on a final price for your product. In this chapter, you will decide on how you will market your product.

1. Begin the adventure's fifth chapter.

PERCY SECTION



2. Who is your audience? _____

3. Return to "Jay" and click "continue."

4. Review your business plan.

Name of your business: _____

Product: _____ Product Price: \$ _____

Business location (see Chapter 2): _____

Marketing/Advertising Budget: \$ _____

Operating hours:

Sunday: _____ Monday: _____ Tuesday: _____

Wednesday: _____ Thursday: _____ Friday: _____

Saturday: _____

5. Return to "Jay" and click "continue."

AD CAMPAIGN RUBRIC

Directions: You will create an ad campaign to convince people to buy your product. You may choose any method of advertising that you would like. It could be a radio commercial, TV commercial, Facebook ad, newspaper ad, Twitter ad, or some other kind of your choosing. You will design/record your ad campaign in the box on the next page. This should include text and/or pictures depending on your ad type. No matter what method you choose, your ad must have the following items:

	3	2	1
NEED FOR PRODUCT	Clearly and thoroughly explains the audience's need for the product.	Somewhat explains the audience's need for the product.	Begins to explain the audience's need for the product.
DETAILS OF THE PRODUCT	Clearly and thoroughly describes all details of the product including price, and other important details including: business name, location and hours.	Somewhat describes all details of the product including price, location, and other important details.	Begins to describe all details of the product including price, location, and other important details.
PERSUASIVENESS	The message strongly convinces buyers to get the product by describing why they need it. The message targets a specific audience and the message is clearly tailored to that audience.	The message somewhat convinces buyers to get the product. The message targets an audience, although it's somewhat unclear as to who that audience is.	The message begins to convince buyers to get the product. The intended audience is unclear.
JINGLE/SLOGAN	Slogan or jingle is catchy/easy to remember and clearly explains the product in few words.	Slogan or jingle is catchy/easy to remember and somewhat explains the product in few words.	Slogan or jingle is catchy/easy to remember and begins to explain the product in few words.
ORGANIZATION	Message of the ad is clear, well-organized and flows well. The ad stays on topic throughout. All details are appropriate and add to the overall message.	Message of the ad is somewhat clear and organized. The ad largely stays on topic. Most details are appropriate and add to the overall message.	Message of the ad is still being developed. Could benefit from more organization. The ad largely stays on topic. Some details are appropriate and add to the overall message.



Your teacher will let you know if you should continue or stop here.

6. Create your ad. See the rubric on the previous page.

A large, empty rectangular box with a thin orange border, intended for students to create their advertisement. The box occupies most of the page's vertical space.

CHAPTER 6

Directions: In the last chapter, Percy helped you decide on your advertising campaign. Today, we will celebrate the Grand Opening of your business.

1. Begin the adventure's sixth chapter.

GRAND OPENING

2. Now wait for your teacher to give you instructions on what to do next.

Exit Slip Questions

3. What was the hardest part about opening your business? _____
 4. What would you do differently next time? _____
 5. What was the most important lesson you learned about starting a business? _____
-



JAY'S GLOSSARY OF ECONOMIC AND PERSONAL FINANCE WORDS

Budget: a plan showing how income is to be spent.

Business plan: a detailed plan that lists information about a business and the costs involved. Details may include the business location, resources needed, and advertising necessary.

Capital resources: goods made and used to produce other goods and services.

Consumer: someone who buys and/or uses goods and services to satisfy wants.

Entrepreneur: someone who takes the risk of producing a good/service or starting a new business.

Marketing/Advertising: to announce and communicate information about a good or service so people will want to buy or use it.

Opportunity cost: the next best choice that you give up.

PACED decision-making grid: a model that helps solve problems by evaluating choices to decide on a solution.

The steps in the PACED grid include:

- stating the PROBLEM;
- listing ALTERNATIVES (choices to solve the problem);
- listing CRITERIA (ideas used to judge alternatives);
- EVALUATING alternatives (ranking choices from best to poorest);
- making the final DECISION (the best choice to solve the problem).

Profit: the income a business makes after it pays its production costs.

Target Audience: the intended group of people toward which advertising is aimed.