



# Sample Completed Student Business Portfolio

## Illustrative Example - Not an Actual Student Record

Prepared for Utah charter schools, private schools, teachers, administrators, and families.

**Fictional example:** This portfolio demonstrates the level and type of work a student could produce. All names, facts, interview notes, prices, and projections are illustrative and should not be presented as verified market results.

## Student business concept

| Field              | Completed example                                                                                                                                               |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Business name      | Trail Tidy Kits                                                                                                                                                 |
| Concept            | Reusable organization kits that help families keep small outdoor gear, snacks, and cleanup supplies organized for short hikes and park outings.                 |
| Student-safe scope | Planning project only. Any real sale, customer contact, payment, website publication, or product claim requires parent and school approval.                     |
| Problem            | Families often arrive at parks or trails without simple cleanup, organization, or snack-storage supplies in one place.                                          |
| Solution           | A customizable pouch with labeled reusable bags, a small checklist card, waste bag, and organization guide. No food, medicine, or safety equipment is included. |
| Target customer    | Parents or caregivers taking children on short local outdoor outings.                                                                                           |

## Module 1 - Idea and entrepreneur mindset

Strengths: organizing, visual design, listening to family needs, and following checklists. Growth areas: pricing confidence, public speaking, and testing assumptions. The idea was selected because it is low-cost to prototype, does not require collecting sensitive information, and can remain a classroom planning project until adult approval is provided.

## Module 2 - Customer, offer, and business plan

### Customer interview summary

- Five approved adults were asked open-ended questions.

- Four said they frequently forget at least one small item on short outings.
- Three preferred a reusable pouch over a disposable kit.
- Price interest varied; no conclusion is treated as proven from this small sample.

## Value proposition

Trail Tidy Kits help busy families organize the small items they already bring on short outdoor outings by placing them in one reusable, labeled pouch with a simple checklist.

## Simple business plan

| Element    | Example                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------|
| Customer   | Parents/caregivers of children who take short local outdoor outings.                                  |
| Offer      | Reusable pouch, labeled inner bags, cleanup bag, and checklist card.                                  |
| Difference | Simple organization and customization; avoids claims that the kit guarantees safety or preparedness.  |
| Channels   | School-approved showcase, parent networks, and an adult-managed website only after approval.          |
| Operations | Adult purchases materials; student assembles prototypes under supervision.                            |
| Risks      | Product claims, choking hazards, customer data, payments, and public contact require adult review.    |
| Next test  | Build three prototypes and ask approved adults to rank clarity, usefulness, and preferred components. |

## Module 3 - Brand and website plan

| Brand element     | Example                                                                                                                         |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Brand personality | Helpful, simple, outdoorsy, organized.                                                                                          |
| Colors            | Deep blue, warm gold, and off-white; final accessibility contrast must be tested.                                               |
| Logo direction    | Simple pouch/checklist symbol; original artwork; no imitation of outdoor brands.                                                |
| Homepage headline | Pack the little things. Enjoy the big moments.                                                                                  |
| Call to action    | View the sample kit - no purchase function in the student prototype.                                                            |
| Privacy approach  | Prototype form collects no student data and no customer data. Real contact or order forms require adult ownership and approval. |

## Module 4 - Pricing, marketing, and sales

### Illustrative unit economics

| Item                           | Estimated amount |
|--------------------------------|------------------|
| Reusable pouch                 | \$4.00           |
| Inner reusable bags and labels | \$2.50           |
| Checklist card and printing    | \$0.50           |
| Packaging and miscellaneous    | \$1.00           |
| Estimated material cost        | \$8.00           |

|                                             |         |
|---------------------------------------------|---------|
| Illustrative price                          | \$15.00 |
| Illustrative gross amount before labor/fees | \$7.00  |

**Financial caution:** These figures are classroom estimates, not verified supplier quotes or a promise of profit. Taxes, labor, shipping, payment fees, returns, insurance, licensing, and adult oversight may materially change the result.

## Marketing plan

- Audience: approved parents and caregivers in the school community.
- Message: organization and convenience, without safety guarantees.
- Content: prototype demonstration, before/after organization photo, and checklist tips using no identifiable student/customer information.
- Channel: school-approved demo day and adult-managed communication.
- Ethics: no fake testimonials, scarcity claims, health/safety claims, or copied images.

## Module 5 - Launch readiness and pitch

### Launch authorization checklist

- Parent/guardian approval obtained before any public activity.
- School approval obtained for demo-day display.
- Product contents and labels reviewed by an adult.
- No customer data or payment accepted through the student prototype.
- No copyrighted photos or copied logos used.
- Claims reviewed to avoid guarantees or misleading statements.
- Next step is a supervised prototype test, not an unsupervised launch.

### Sample 8-slide pitch outline

| Slide | Title               | Content                                                         |
|-------|---------------------|-----------------------------------------------------------------|
| 1     | Trail Tidy Kits     | A simple organization kit for family outings.                   |
| 2     | Problem             | Families forget or scatter small outing supplies.               |
| 3     | Customer            | Parents/caregivers on short local outings.                      |
| 4     | Solution            | Reusable labeled pouch plus checklist.                          |
| 5     | Evidence            | Small approved interview sample and prototype feedback.         |
| 6     | Brand and website   | Original visual direction and non-transactional prototype.      |
| 7     | Price and marketing | Illustrative \$15 price; supervised school/community promotion. |
| 8     | Next step           | Build and test three prototypes with adult approval.            |

## Teacher assessment summary

| Area            | Sample rating  | Rationale                                                                    |
|-----------------|----------------|------------------------------------------------------------------------------|
| Customer need   | 3 - Proficient | Clear target customer and plausible need; evidence is appropriately limited. |
| Offer and value | 3 - Proficient | Specific and understandable; additional prototype feedback needed.           |

|                            |                |                                                                          |
|----------------------------|----------------|--------------------------------------------------------------------------|
| Financial thinking         | 2 - Developing | Basic cost and price work; labor, fees, and break-even are not complete. |
| Responsible AI and sources | 3 - Proficient | Claims are cautious; all external facts would need source verification.  |
| Safety and launch judgment | 4 - Advanced   | Clearly separates classroom planning from parent/school-approved launch. |
| Pitch readiness            | 3 - Proficient | Logical story and next step; delivery practice still needed.             |

## Sources and document basis

- **ABM Academy module pages:** <https://abmsolutionsllc.com/ai-powered-entrepreneurship-courses>
- **USBE Entrepreneurship standards:** [https://schools.utah.gov/cte/\\_cte/strands/Entrepreneurship.pdf](https://schools.utah.gov/cte/_cte/strands/Entrepreneurship.pdf)

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