

Module 1 • Week 2: Problem Hunt

Strong business ideas often begin with real problems, needs, frustrations, or opportunities. This week you will search for problems that could become student business ideas.

Student Name:		Date:	
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Key Concepts

- Problems can show up at school, home, hobbies, sports, pets, family routines, technology, events, clubs, social causes, and local businesses.
- Look for things people complain about, tasks people avoid, needs that are not being met, or things that could be easier, safer, faster, cleaner, more fun, or more affordable.
- A good student business idea should solve a real need and be safe, realistic, and age-appropriate.

Activity 1: Find 20 Problems or Opportunities

List problems you notice. They do not have to be perfect business ideas yet.

#	Problem, need, frustration, or opportunity	Who has this problem?
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		

#	Problem, need, frustration, or opportunity	Who has this problem?
18		
19		
20		

Activity 2: Choose Your Top 5 Problems

Choose the five problems that seem most interesting, realistic, and useful.

Top 1.	
Top 2.	
Top 3.	
Top 4.	
Top 5.	

Reflection Questions

1.	
2.	
3.	

Deliverable Checklist

- ☐ I listed 20 problems, needs, frustrations, or opportunities.
- ☐ I identified who has the problem.
- ☐ I chose my top 5 problems for possible business ideas.

Student Safety / Responsible AI Reminder

Do not collect private information from classmates, friends, or family. You are looking for everyday problems, not personal secrets.