

Module 1 • Week 4: Business Idea Brainstorming and Selection

This handout helps you turn your problem hunt, strengths, and interests into business ideas, compare your best options, and choose one safe idea to build in future modules.

Student Name:		Date:	
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Key Concepts

- Generate many possible ideas before choosing one. Your first idea does not have to be your final idea.
- A strong student business idea should be safe, age-appropriate, realistic, low-cost, and connected to a real customer need.
- Use clear criteria to compare ideas: safety, cost, ease of starting, customer need, student interest, parent/teacher approval, and website potential.
- Avoid ideas involving dangerous products, medical claims, financial advice, weapons, adult products, personal data collection, unapproved food sales, transportation of people, high-liability services, or licensing issues without adult supervision.

Activity 1: Brainstorm 15-20 Business Ideas

Use problems you noticed, skills you have, products you can make, services you can provide, digital tools, creative work, community needs, or social impact ideas.

#	Business idea	Problem it solves / customer it helps
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		

#	Business idea	Problem it solves / customer it helps
14		
15		
16		
17		
18		
19		
20		

Activity 2: Compare Your Top 3 Ideas

Criteria	Idea 1	Idea 2	Idea 3
Safe and age-appropriate			
Low startup cost			
Easy to explain			
Solves a real problem			
Student interest			
Parent/teacher approval			
Website potential			
Total score			

Student Business Safety Checklist

- ☐ My idea is safe and age-appropriate.
- ☐ My idea does not require private personal data.
- ☐ My idea does not make medical, financial, or risky promises.
- ☐ My idea does not involve dangerous or adult products.
- ☐ My idea can be reviewed by a parent/guardian or teacher.
- ☐ My idea can become an informational website in later modules.

Final Business Idea Statement

My business idea is:

1.	
2.	

The customer I want to help is:

1.	
2.	

The problem my idea solves is:

1.	
2.	

Reflection Questions

1.	
2.	
3.	

Deliverable Checklist

- ☐ I brainstormed 15-20 possible business ideas.
- ☐ I compared my top 3 ideas.
- ☐ I completed the student business safety checklist.
- ☐ I selected one final business idea to continue building in later modules.

Student Safety / Responsible AI Reminder

Final idea approval should include a teacher and parent/guardian before any public launch, customer communication, payment collection, or public marketing.