

Module 2 Week 1: Target Customer + Problem Statement Handout

Lesson Overview: Define the customer group, customer need, and problem the business solves.

Key Concepts

- Target customer profile
- Customer problem statement
- Why the problem matters
- Customer reach and motivation notes

Guided Worksheet Activity

Create a target customer profile and write a clear customer problem statement for your student business.

Step	Student Response
What is the main idea or task for this lesson?	
What information did you discover or decide?	
What feedback, safety rule, or approval do you need?	
What will you add to your student business binder?	

AI Prompt of the Week

Help me identify the best target customer for my student business. My business idea is [business idea]. My product or service is [offer]. Give me 3 possible customer groups, explain what problem each group has, and recommend the best fit for a K-12 student business.

Reflection Questions

- What did I learn this week that makes my business idea stronger?
- What decision did I make myself after using AI or feedback?
- What is one question I still need to answer?
- What is my next step before the next lesson?

Student Safety Reminder

Do not share home addresses, personal phone numbers, full birthdates, school ID numbers, medical information, payment information, or private family information. Ask a parent/guardian or teacher before public-facing business work.

Deliverable Checklist

- Target customer profile
- Customer problem statement
- Why the problem matters
- Customer reach and motivation notes

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