

Module 2 Week 3: Offer Definition + Value Proposition Handout

Lesson Overview: Turn the business idea into a clear offer and explain why customers should care.

Key Concepts

- One-sentence offer statement
- Detailed offer description
- 3 value proposition options
- Selected strongest value proposition

Guided Worksheet Activity

Write a one-sentence offer statement, a detailed offer description, and 3 value proposition options.

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 turn my business idea into a clear offer. My idea is [business idea]. My target customer is [target customer]. The problem I solve is [problem]. Give me 5 clear offer statements and 3 value proposition options that explain what I provide and why it is useful.

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

- One-sentence offer statement
- Detailed offer description
- 3 value proposition options
- Selected strongest value proposition

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