

Module 2 Week 4: Student Business Plan + Logo Design Brief Handout

Lesson Overview: Organize the business plan and create a responsible AI-powered logo design brief.

Key Concepts

- Student business plan model
- Competitor or alternative comparison
- Logo design brief
- Responsible AI use reflection

Guided Worksheet Activity

Complete a simple student business plan model and logo design brief that can guide future brand work.

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 organize my student business into a simple business plan. Include business name, target customer, problem, solution, offer, value proposition, competitors, pricing idea, startup needs, marketing channels, operations, next steps, and a short logo design brief.

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

- Student business plan model
- Competitor or alternative comparison
- Logo design brief
- Responsible AI use reflection

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