

Module 3 Week 1: Business Name + Domain Research Handout

Lesson Overview: Brainstorm names, research name availability, and learn how domains and free Netlify URLs work.

Key Concepts

- Business name brainstorm
- Top 3 name comparison
- Basic name availability checklist
- 3 domain options

Guided Worksheet Activity

Create 10-15 business name ideas, narrow to the top 3, choose one final name, and research 3 possible domain 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 brainstorm 20 business name ideas for a student business that offers [product/service] to [target customer]. The names should be easy to spell, easy to remember, appropriate for school and family audiences, and not sound too similar to major brands.

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

- Business name brainstorm
- Top 3 name comparison
- Basic name availability checklist
- 3 domain options

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