

Lesson Plan: Starting a Small Business

Grade Level: Middle School

Duration: 50 minutes

Class Size: ~10 students

Objectives

- Define what a small business is.
- Identify basic steps to start a business (idea, planning, costs, marketing).
- Work in groups to brainstorm a simple business idea.
- Present their idea in a short “pitch.”

Materials Needed

- Whiteboard or chart paper
- Markers
- “Business Idea Worksheet” (simple handout with prompts)
- Timer/clock

Lesson Breakdown

1. Introduction & Hook (5 minutes)

Ask: “What is a small business you know in your neighborhood?” (examples: food truck, lawn care, online crafts).

Briefly explain that a small business is any business started by a person or small group to provide goods or services.

2. Mini-Lesson: Key Steps (10 minutes)

Teacher explains the 4 basic steps (write on board):

1. Idea – What product/service will you offer?
2. Plan – Who will buy it? How will it work?
3. Costs – What do you need to start? Supplies? Money? Time?
4. Marketing – How will people know about it? (flyers, social media, word-of-mouth)

Give real-life middle school examples (lemonade stand, pet-sitting, handmade bracelets).

3. Group Activity: Brainstorm a Business (15 minutes)

Divide class into small groups (2–3 students).

Hand out Business Idea Worksheet (prompts: What’s your idea? Who would buy it? What do you need to start? How would you spread the word?).

Students work together to fill out their plan. Teacher circulates, offering guidance.

4. Pitch Presentations (15 minutes)

Each group shares their business idea in a quick 2-minute “pitch.”

Encourage classmates to clap after each and ask one question (e.g., “Who would buy your product?”).

5. Wrap-Up & Reflection (5 minutes)

Highlight creativity and teamwork.

Ask students: “What part of starting a business sounds most exciting? What sounds most challenging?”

Teacher summary: Anyone can start small, use creativity, and turn ideas into real opportunities.

Assessment

- Informal observation of group work.
- Business Idea Worksheet completion.
- Participation in class discussion and pitch.