

# PFL Academy

Teacher Guide: Chapter 15.5 — Entrepreneurship and Side Hustles

## OVERVIEW

| TIME          | MATERIALS                                      | PREREQUISITES                   |
|---------------|--|---------------------------------|
| 45-50 Minutes | Student Activity Packet, Business Plan Builder | Chapter 15.4 (Interview Skills) |

## LESSON FLOW

### 5 min THE CHALLENGE

- Read Jordan's tutoring side hustle story aloud or have students read silently.
- Discussion prompt: "What problems do you see around you that people might pay to have solved?"
- Preview how side hustles can start small and grow based on real customer needs.

### 10 min CORE CONCEPTS

- Review the 5 key terms. Emphasize MVP—test before investing heavily.
- Discuss the difference between entrepreneurship (full business) and side hustle (alongside job).
- Quick check: Ask students to give examples of each business type (service, product, digital, platform).

### 25-30 min APPLY IT

- **Part A (5-8 min):** Review business types grid. Students identify which fits their skills. Discuss trade-offs of each type.
- **Part B (12-15 min):** Opportunity Assessment. Give students time to brainstorm and evaluate an idea. Encourage realistic assessment.
- **Part C (5-8 min):** Value Proposition writing. Walk through the template. Share examples aloud.

### 10 min CHECK YOUR UNDERSTANDING

- Complete in class or assign as homework.
- Review Q3 (problem-solving importance) and Q5 (personal reflection) for deeper understanding.
- Preview Day 2 Learning Lab: Developing complete business plans and financial projections.

## DIFFERENTIATION

### Support

- Provide a list of common side hustle ideas to spark thinking.
- Offer sentence starters for the value proposition.
- Allow students to work in pairs on opportunity assessment.
- Create a simplified version with fewer evaluation criteria.

### Extension

- Research actual startup costs for their business idea.
- Interview someone who runs a side hustle and report findings.
- Create a basic financial projection for their business idea.

## ANSWER KEY

### Part A: Types of Side Hustles

1. Responses will vary. Look for: Logical connection between business type and student's actual skills/resources, awareness of trade-offs mentioned (e.g., service-based = low startup but time-limited income).

### Part B & C: Opportunity Assessment and Value Proposition

*Evaluate for: Clear problem identification (not just "I like this"), specific target customer (not "everyone"), realistic assessment of skills/resources needed, reasonable MVP that could actually test the idea, value proposition that follows the template structure and clearly communicates unique benefit.*

### Check Your Understanding

1. B (It lets you test assumptions and gather feedback before investing heavily)
2. B (It allows you to start without taking on debt or giving up ownership)
3. Identifying a specific problem is more important because: (1) Customers pay for solutions to their problems, not just good ideas, (2) It validates that there's actual demand/market, (3) It helps differentiate you from competitors, (4) It provides clear direction for product development.
4. Balancing strategies include: Dedicated time blocks, morning/evening routines, weekend work, task batching, automation tools, starting with manageable commitment (5-10 hrs/week), setting boundaries, realistic milestone setting.
5. *Responses will vary. Look for: Honest self-assessment, specific examples of strengths demonstrated, awareness of areas needing development, connection to entrepreneurial characteristics discussed (risk-taking, resilience, adaptability, resourcefulness, action orientation, continuous learning).*

## COMMON MISCONCEPTIONS

| Misconception  | Clarification   |
|--|---|
| "I need a completely original idea to start a business." | Most successful businesses improve on existing solutions rather than inventing entirely new categories. Focus on solving problems better for a specific audience.             |
| "I need a lot of money to start a side hustle."          | Many successful side hustles start with minimal investment by leveraging existing skills and bootstrapping. Service-based businesses often require almost no startup capital. |
| "If my idea is good, customers will come automatically." | Even great products need marketing and customer discovery. Testing your idea with real potential customers before fully building it is essential.                             |