

# Entrepreneurship & Side Hustles

Essential concepts for starting and running your own venture

## KEY DEFINITIONS

### **Entrepreneurship**

The process of starting and running a business, taking on financial risk in hopes of profit

### **Side Hustle**

A project or business pursued outside your primary job to generate additional income

### **Minimum Viable Product (MVP)**

The simplest version of your product that delivers core value and can be tested with customers

### **Value Proposition**

The unique value your product or service provides that solves a customer problem

## ENTREPRENEURIAL MINDSET

### **Key Characteristics:**

- Opportunity recognition
- Calculated risk-taking
- Resilience and persistence
- Adaptability
- Resourcefulness
- Action orientation
- Continuous learning

### **Self-Assessment Questions:**

- Do I notice problems that need solutions?
- Am I comfortable with uncertainty?
- Can I persist through challenges?
- Am I self-motivated?
- Do I enjoy creating new things?

## TYPES OF SIDE HUSTLES

### Service-Based

- Freelance writing/design
- Tutoring/coaching
- Photography
- Consulting

✓ Low startup costs

✗ Income limited by time

### Product-Based

- Handmade crafts
- Reselling
- Food products
- Manufactured goods

✓ Scalable

✗ Inventory costs

### Digital Products

- Online courses
- E-books
- Apps
- Stock media

✓ Create once, sell many times

✗ Technical requirements

### Platform-Based

- Rideshare driving
- Etsy/eBay selling
- Content creation
- Task platforms

✓ Built-in customers

✗ Platform fees/rules

## OPPORTUNITY ASSESSMENT FRAMEWORK

Evaluate business ideas against these criteria:

1. **Problem Validation** - Is there a real problem being solved?
2. **Market Size** - How many people have this problem?
3. **Competition** - Who else is solving this? What's your edge?
4. **Feasibility** - Do you have the skills and resources?
5. **Profitability** - Can you deliver at a price that makes profit?
6. **Passion** - Are you interested enough to sustain motivation?
7. **Scalability** - Can it grow beyond your personal capacity?

## BUSINESS PLAN ESSENTIALS

### Core Components:

Value Proposition → Target Market → Revenue Model → Marketing Strategy → Financial Projections

### Answer These Questions:

- What problem do you solve?
- Who is your ideal customer?
- How will you make money?
- How will you reach customers?
- What are your costs?

### Financial Projections:

- Startup costs
- Monthly operating expenses
- Revenue forecast
- Break-even point
- Profit margins

## FROM IDEA TO LAUNCH

### 1. Conduct Market Research

Interview potential customers, survey target market, research competitors

### 2. Develop MVP

Create simplest version that delivers value; test assumptions

### 3. Create Basic Business Plan

Outline strategy, finances, and operations

### 4. Start Small and Learn

Serve few customers, gather feedback, refine approach

### 5. Establish Foundations

Business structure, bank account, record-keeping, permits

## Business Structures

### Sole Proprietorship

Simplest; you and business are same legal entity

### LLC (Limited Liability Company)

Personal liability protection; flexible taxation

### Corporation

Separate legal entity; most protection but complex

## Time Management

- Dedicate specific time blocks
- Use mornings/evenings
- Batch similar tasks
- Automate repetitive work
- Start with 5-10 hours/week
- Set realistic milestones
- Schedule breaks

## COMMON MISTAKES TO AVOID

- **Skipping market research** - Assuming people will buy without validation
- **Perfectionism** - Waiting too long to launch; MVP is better than perfect
- **Underpricing** - Not accounting for all costs; competing on price alone
- **Ignoring finances** - Not separating personal/business money
- **Trying to do everything** - Not delegating or outsourcing
- **Neglecting legal basics** - Permits, contracts, insurance

## CALCULATING BASIC FINANCIALS

**Break-Even Point = Fixed Costs ÷ (Price - Variable Cost per Unit)**

**Example:** You sell candles for \$20 each.

Fixed costs (supplies, marketing): \$500/month

Variable cost per candle: \$8

Break-even =  $\$500 \div (\$20 - \$8) = 42$  candles/month

*You need to sell 42 candles monthly to cover costs.*

**Key Takeaway:** Start small, validate your idea with real customers, and grow strategically. Entrepreneurship is about solving problems —focus on delivering value, and revenue will follow. Every successful business started with a first customer.