

# 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.