ACTIVITY 04 / MY ACTIVITY SHEET

Ernie's Business Idea Worksheet



Explain a business idea and compare money earned with costs.

Ages 6-10 with a grown-up | 15-20 minutes | Print at actual size

Name: _____ Date: _____

My helpful business idea (write or draw):

Who could my idea help? What problem would it solve?

What supplies and grown-up help would I need?

Try Ernie's pretend lemonade stand

Ernie sells 5 cups for $2 each. All his supplies cost $4. There are no other costs in this practice example.

Sales: 5 cups x $2 = $_____

Money left after costs: $_____ - $4 = $_____

Why is the money from sales different from profit?

ACTIVITY 04 / GROWN-UP GUIDE

Ernie's Business Idea Worksheet



Explain a business idea and compare money earned with costs.

Ages 6-10 with a grown-up | 15-20 minutes | Print at actual size

Learning goal

Explain a business idea and compare money earned with costs.

Try it together

1. Think of a problem you could help solve.

2. Sketch an idea and name who it could help.

3. Try the earnings-and-costs example with a grown-up.

Answer key / worked example

Example: 5 cups at $2 each earn $10 in sales. Subtract $4 for supplies to get $6 left after costs. This simplified example has no other costs.

Grown-up notes

- Keep this a pretend project unless a grown-up helps choose a safe, age-appropriate real activity.

- Sales revenue is the price per item multiplied by the number sold. Profit in this simplified example is revenue minus all listed costs.

- Money earned from sales is not all profit. If costs are higher than sales revenue, the example has a loss.

Keep the conversation going

Who would your idea help? What supplies, time, and grown-up support might it need?

Vocabulary reference: Consumer Financial Protection Bureau, youth financial education glossary. Original activities by Penny Hollow.