

My Online Business Idea

This worksheet will help you think like a young entrepreneur and design your very own online business idea.

1. My Business Idea

What is your online business going to be about?
(For example: teaching, selling products, creating games, helping people, etc.)

 My idea: _____

2. What Problem Does It Solve?

What problem does your business solve, or what does it help people do?

 It helps people to: _____

3. What Type of Online Business Is It?

Tick one (or more):

- Online shop (selling physical items)
- Digital product (games, videos, courses, worksheets)
- Online service (teaching, coaching, helping, designing)

4. Who Is Your Customer?

Who would use or buy your product or service?

- Kids
- Parents
- Families
- Teachers
- Gamers
- Other: _____

5. Where Will Your Business Live Online?

How will people find your business online?

- Website
- App
- Online platform (like a learning site or marketplace)
- Social media

6. How Will You Let People Know About It?

I will advertise by using the following (tick all that apply):

- Videos
- Social media posts
- Emails
- Word of mouth (telling people)
- Online ads

7. First Test Idea

Before starting, smart business owners test their ideas. How could you test your idea first?

- Ask friends or family
- Show a small sample
- Offer it for free

Bonus Question

If your business becomes successful, how could you make it even better in the future?

 Well done! You've just taken your first steps toward thinking like a real online business owner.