

YOUNG ENTREPRENEURS CAMP

CAMP WORKBOOK

Launch a real business in one week

THIS WORKBOOK BELONGS TO

A founder in the making

START HERE

Your Founder Journal

This is your home base for the whole week. Fill it in, sketch in it, make it yours.

MY NAME

MY TEAM / COMPANY NAME

MY BIG IDEA IN ONE SENTENCE

How To Use This Workbook

- Bring it every day - it's your founder's journal for the whole week.
- Each day has a LEARN page and a CREATE page. Fill them as you go.
- Use the sketch space for drawings, logos, and product ideas.
- Use the lined space for notes, names, numbers, and big thoughts.
- Don't worry about mistakes - that's exactly how founders learn.

SET YOUR SIGHTS

My Founder Goals

Great founders know what they're aiming for. Set your goals before camp begins, then come back on Friday and see how far you've come.

By Friday, I want to...

BUILD

LEARN

OVERCOME (A FEAR OR CHALLENGE)

Rate yourself now (circle one), then again on Friday

Coming up with ideas

(1) (2) (3) (4) (5)

Speaking in front of people

(1) (2) (3) (4) (5)

Working in a team

(1) (2) (3) (4) (5)

Solving problems

(1) (2) (3) (4) (5)

1 = just starting • 5 = founder pro

MY FOUNDER MOTTO

Write a short phrase to pump yourself up all week:

YOUNG ENTREPRENEURS CAMP

Founder's Pledge

Read this on day one. Keep these promises all week as you build.

- ☐ I will bring my curiosity and my best ideas.
- ☐ I will be brave enough to share, even when it's scary.
- ☐ I will treat my teammates the way great founders do.
- ☐ I will learn from my mistakes instead of fearing them.
- ☐ I will work hard, have fun, and finish what I start.

SIGNED

DATE

Welcome to the founder's club. Now go build something amazing.

Startup Dictionary

Talk like a real founder. Here are the words you'll use all week - keep this page handy.

Entrepreneur

A person who starts and runs their own business.

Brand

The name, look, and feeling people connect with your business.

Pitch

A short, exciting talk that explains your business and why it matters.

Revenue

All the money your business brings in from sales.

Iterate

To test, learn, and make a new and better version.

Break even

Selling just enough so your money in equals your money out.

Prototype

The first rough version of a product you can test and improve.

Customer

The person who buys (or would buy) what you sell.

Profit

The money left over after you subtract your costs from your sales.

Marketing

Everything you do to help customers discover your business.

Unit economics

What it costs to make ONE item versus what you sell it for.

MVP

Minimum Viable Product - the simplest version worth launching.



WARM-UP BUILD

Fun Jewelry Lab

Let's start camp by making something real with our hands. Turn shells, beads, and puka into jewelry you can wear, gift, or sell. This warm-up teaches you two founder superpowers - design and unit economics - before you apply them to your own big idea.

Seashell Necklace

1. Pick 3-5 shells with natural holes (or ask a mentor)
2. Thread waxed cord through each shell
3. Space them out and knot to hold in place
4. Tie a sliding knot so it fits anyone

Beaded Bracelet

1. Choose a color story (ocean blues? sunset oranges?)
2. Pattern your beads on stretch cord
3. Leave a little slack, then double-knot
4. Add a charm or letter bead to finish

Puka Shell Anklet

1. Measure cord around the ankle + 2 inches
2. Slide on puka shells in a repeating pattern
3. Knot every few shells so they stay put
4. Finish with an adjustable clasp knot

YOUR FIRST NUMBERS

Design & Price Your Jewelry

Now think like a founder. Sketch your design, then work out what it costs to make and what you'll charge. This is unit economics - the same math you'll use for your real business.

DESIGN IT

Sketch your jewelry design here • Useful AI tools: Canva, Grok Imagine, Nano Banana

Price It Like a Founder

What materials cost me (per piece) \$ _____

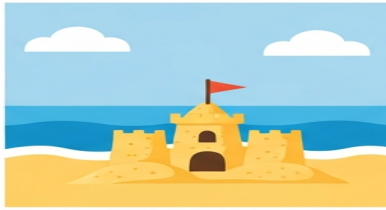
The price I'll charge \$ _____

My profit per piece (price minus cost) \$ _____

How long it takes to make (minutes): _____

Founder Tip

Real founders make sure the price is bigger than the cost - that difference is your profit. If it costs more to make than you can sell it for, change the design or the price!



NEED A SPARK?

Beach Business Ideas

Stuck for an idea? Here are beachy businesses other young founders have launched. Circle the ones you love - or let them spark something brand new.

☐ **Seashell Jewelry Co.**
Necklaces & bracelets from beach finds

☐ **Cool-Down Pops**
Frozen treats for hot beach days

☐ **Custom Beach Towels**
Print your design on real towels

☐ **Surf Wax & Sunscreen**
Eco-friendly beach essentials

☐ **Sandcastle Kits**
Molds + tools for epic builds

☐ **Tide-Tracker App**
Tells surfers the best time to ride

☐ **Pup Beach Gear**
Sun hats & cooling mats for dogs

☐ **Boardwalk Snack Cart**
Healthy grab-and-go snacks

My own beachy idea:

BRAINSTORM

Idea Storm - 20 Ideas in 20 Minutes

No bad ideas allowed. Fill every line, then star your top 3 by drawing a circle around the number.

1		11	
2		12	
3		13	
4		14	
5		15	
6		16	
7		17	
8		18	
9		19	
10		20	

Talk To Your Customers

The best founders don't guess - they ask. Interview 3 people who might buy your product and write down exactly what they say.

Questions to ask

1. What's the most annoying part of [the problem]? 2. How do you deal with it today? 3. Would you use something that fixed it? Why or why not?

Interview #1

Name: _____

WHAT I LEARNED

Interview #2

Name: _____

WHAT I LEARNED

Interview #3

Name: _____

WHAT I LEARNED

BRAND DECISIONS

Decide Your Own

Lock in the big little decisions that make this business YOURS. Choose on purpose - every great brand started right here.

BUSINESS NAME

TAGLINE (A SHORT, CATCHY LINE)

ELEVATOR PITCH (YOUR BUSINESS IN 1-2 SENTENCES)

DIFFERENTIATOR (WHAT MAKES YOU DIFFERENT OR BETTER)

CORPORATE COLORS

Fill in your 2-3 brand colors

LOGO IDEA - SKETCH IT

Useful AI tools: Canva, Grok Imagine, Nano Banana

MAKE IT RECOGNIZABLE

Design Your Brand Board

Your brand is how the world recognizes you. Pull it all together on one page.

DRAW YOUR LOGO

Useful AI tools: Canva, Grok Imagine, Nano Banana

MY BRAND COLORS



My font style (bubbly? bold? elegant?)

Three words that describe my brand's vibe

Who my brand is for

Founder Tip

Pick colors on purpose: blue feels trustworthy, orange feels fun and energetic, green feels fresh and natural.

Position & Sell

Three founder tools that make customers choose you. Nail these early and the rest of marketing gets easy.

1. Positioning Statement

Who you are and what you do, in one line.

Template: "We are _____ and we help _____ do _____."

2. Customer Value Proposition

Why a customer should buy YOURS instead of someone else's.

3. Features & Benefits

A feature is what your product HAS. A benefit is why that's GREAT for the customer.

FEATURE (what it has)

BENEFIT (why it's great)

THE WHOLE PLAN

The Napkin Plan

Real founders can explain their whole business on a napkin. Fill in each box for yours.

What I sell

My product or service

Who buys it

My ideal customer

The problem

What pain I solve

Why mine

What makes me different

How I reach them

Where I find customers

How I make money

My price and profit



DAY 1 Idea & Brand Lab

FIND YOUR BIG IDEA

"Every founder starts with one big idea."

Today the spark catches fire. You'll hunt for real problems worth solving, brainstorm with AI, and shape a business you genuinely believe in - complete with a name, logo, and brand you design yourself.

What You'll Learn Today

- What makes someone an entrepreneur
- How to spot everyday problems that are secretly business ideas
- How to brainstorm with AI and pick your strongest idea
- How to name your brand and design a logo that pops

TODAY'S CHALLENGE

Brainstorm 20 ideas in 20 minutes with your team. No bad ideas allowed! Then star your top 3.

DAY 1

Create & Capture

SKETCH ZONE

Draw your idea, product, or logo here • Useful AI tools: Canva, Grok Imagine, Nano Banana

My Notes & Ideas

Three things that annoy me or my friends every day:

A problem I'd love to solve and who has it:

My team's business name + tagline:



DAY 2 Make It Real

BUILD YOUR PROTOTYPE

"Turn your idea into something you can hold."

There's nothing like holding the first version of your product. Today you'll design on screen, then bring your product to life on our multi-color 3D printers and t-shirt press.

What You'll Learn Today

- What a prototype is and why first versions are meant to be rough
- How to design your product digitally with AI helpers
- How to use 3D printers and a t-shirt press safely
- Why great makers test, tweak, and improve

TODAY'S CHALLENGE

Sketch your product from two different angles. Label the parts and the materials you'd use.

DAY 2

Create & Capture

SKETCH ZONE

Draw your idea, product, or logo here • Useful AI tools: Canva, Grok Imagine, Nano Banana

My Notes & Ideas

What my product looks like and does:

Materials, colors, and size:

One thing I'd improve in version two:

Day 3



DAY 3 Build Your Store

OPEN FOR BUSINESS

"Open for business - for real."

Launch day! Using no-code AI website builders, you'll build a real online store, add your products and photos, and connect a safe checkout. By the end of the day your shop is live.

What You'll Learn Today

- What makes an online store trustworthy and easy to buy from
- How to build a real store with no-code AI website builders
- How to pick a great web address (domain) for your store
- How a safe online checkout works

TODAY'S CHALLENGE

Write a headline for your store that makes someone want to buy in 5 words or less.

Create & Capture

SKETCH ZONE

Draw your idea, product, or logo here • Useful AI tools: Canva, Grok Imagine, Nano Banana

Picking your web address (domain)

Search to see if it's available and not already taken. Shorter is better - easy to say, spell, and remember. Use a keyword so people know what you do. A .com still feels the most trustworthy. Avoid hyphens and tricky spellings.

My Notes & Ideas

My store name and web address idea:

My three best product photos show:

A product description for my hero product:



DAY 4 Get Customers

MARKET ON A DIME

"A great product nobody knows about doesn't sell."

Time to get noticed. You'll learn scrappy, modern marketing - define your customer, create scroll-stopping content, and reach real people for little or no money. Then you'll shoot and edit your own ad.

What You'll Learn Today

- Who your customer is and where they hang out
- How to make scroll-stopping content with AI
- How to shoot and edit a short ad
- How to launch a mini marketing campaign for free

TODAY'S CHALLENGE

Storyboard a 15-second ad in 4 frames. What happens in each one?

DAY 4

Create & Capture

SKETCH ZONE

Draw your idea, product, or logo here • Useful AI tools: Canva, Grok Imagine, Nano Banana

My Notes & Ideas

My ideal customer is (age, interests, where they scroll):

My ad's hook - the first 3 seconds:

Three places I'll share my store:



DAY 5 Money & The Big Pitch

PITCH LIKE A FOUNDER

"Pitch like a founder. Leave with confidence."

The grand finale. You'll learn the basics of money - budgeting, pricing, and profit - then build a confident pitch deck. The week ends with Demo Day: a real two-minute pitch to families and mentors.

What You'll Learn Today

- The basics of pricing, costs, and profit
- How to read your unit economics and supply chain
- How to build a clear, exciting pitch deck
- How to pitch with confidence in two minutes

TODAY'S CHALLENGE

Write your 2-minute pitch opening - the first line that grabs everyone in the room.

DAY 5

Create & Capture

SKETCH ZONE

Draw your idea, product, or logo here • Useful AI tools: Canva, Grok Imagine, Nano Banana

My Notes & Ideas

My price, my cost, and my profit per sale:

The one sentence that sums up my business:

What I'm most proud of this week:

Know Your Numbers

Before you set a price, smart founders figure out what it really costs to make and deliver ONE product. Do a quick web search to estimate, then fill in the blanks.

Unit Economics & Supply Chain

How much do my supplies cost (per item)? \$ _____

How much is shipping or delivery (per item)? \$ _____

How long does it take to make one (minutes)? _____

Do I need equipment or technology to start? Cost? \$ _____

The Breakeven Formula (plug & play)

1. Cost to make ONE item = supplies + shipping \$ _____

2. Price I'll charge for ONE item \$ _____

3. Profit per item = Price - Cost \$ _____

4. My one-time startup cost (equipment / tech) \$ _____

5. Items I must sell to break even = Startup cost / Profit per item \$ _____

Founder Tip

Once you sell MORE than your breakeven number, every extra sale is pure profit. That is the moment a business really takes off!

FOLLOW THE MONEY

My Money Tracker

Every founder follows the money. Log your sales and costs, then add up your profit.

What I sold	Sold for (\$)	Cost (\$)	Profit (\$)

MY TOTAL PROFIT THIS WEEK

\$ _____

Storyboard Your Ad

Plan a short video ad for your product. Sketch what happens in each frame, then write what's said.

Frame 1 - The Hook



What's said / shown:

Frame 2 - The Problem



What's said / shown:

Frame 3 - Your Product



What's said / shown:

Frame 4 - The Call to Action



What's said / shown:

Plan Your Pitch

On Demo Day you'll pitch your business in 2 minutes. Plan each slide here so you're ready to shine.

1

The Hook

An exciting opening line that grabs attention

2

The Problem

What's broken or annoying that you fix

3

The Solution

Your product and how it works

4

Features & Benefits

What it does, and why that's great for the customer

5

The Customer

Who needs this and why they'll buy

6

Why Mine

What makes you different from everyone else

7

The Money

Your price, your cost, your profit

8

The Ask

What you want from the audience

Speak Like a Pro

Public speaking is a founder superpower - and a skill you can practice. Here's how to own the room on Demo Day and beyond.

Before you speak

- ☐ Practice your pitch out loud at least 3 times
- ☐ Know your very first line by heart
- ☐ Time it - aim for two minutes, not more
- ☐ Picture it going great before you start

Voice & body

- Stand tall like a superhero - shoulders back
- Make eye contact and smile
- Speak slowly; pauses are powerful
- Use your hands to show energy, not to fidget

Beat the nerves: the 10-second reset

Right before you go on, breathe in for 4 counts and out for 4. A little nervous means you care. Remember - the audience is rooting for you.

The 3 parts of any great talk

1) Tell them what you'll say (your hook). 2) Say it (your story). 3) Tell them what to do (your ask).

One line I can say to grab attention:

Demo Day Ready

The big moment! You'll pitch to families and mentors. A little nervous is normal - even the best founders feel it. Use this final checklist to walk in like a pro.

Confidence Checklist

- ☐ I practiced my pitch out loud at least 3 times
- ☐ I know my first line by heart
- ☐ I can explain my product in one sentence
- ☐ I'll stand tall, smile, and make eye contact
- ☐ I'll speak slowly - pauses are powerful
- ☐ I'll remember: they're rooting for me

Pro move: the 10-second reset

Right before you go on, take a slow breath in for 4 counts and out for 4. Stand like a superhero. You've got this.

The one thing I most want the audience to remember:

YOUNG ENTREPRENEURS CAMP

Certificate

of Achievement

Proudly awarded to

(write your name)

for launching a real business in one unforgettable week - from a blank page to a live store and a Demo Day pitch.

You are officially a founder.

Camp Director

Date

LOOK BACK

My Week in Review

Take a minute to celebrate how far you've come this week.

The best thing I made this week:

The hardest part - and how I got through it:

Something new I learned about myself:

My favorite moment at camp:

What I want to build next:

FOUNDER FRIENDS

Founder Autographs

Get your teammates, mentors, and new friends to sign here.



**Launch a real business
in one unforgettable week.**

YOUNG ENTREPRENEURS CAMP

Newport Beach • First week of August 2026

Register at www.TheTicket500.com