

THE YOUNG ENTREPRENEUR'S SERIES

13+
AGES

FROM IDEA TO SUCCESS:

The Young Entrepreneur's Playbook

6 Levels · 40+ Quests · Real Business Results

L1 · Find Your Big Idea

L2 · Validate It

L3 · Make Money

L4 · Market It

L5 · Launch

L6 · Scale Up

Meet Max — a teen just like you who turned a simple idea into a real business. Follow his journey through every level, learn from his wins and mistakes, and build your own business alongside him.

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PRO TIP

This workbook is meant to be written in. Grab a pen, answer every question honestly, and complete every quest. The more you put in, the more you get out.

6

LEVELS

40+

QUESTS

500

MAX XP

\$0

STARTUP CAPITAL
NEEDED



START HERE

Your Mission Briefing — Read This First

+0 XP

< MAX'S FIRST DAY

Max was 15 when he got the idea that changed everything. He wasn't a tech genius or a rich kid — he was just someone who noticed a problem and decided to do something about it. That's all entrepreneurship is: noticing problems and building solutions. By the time you finish this workbook, you'll have done the same thing.

Welcome to **From Idea to Success** — the only business workbook designed for people exactly like you: smart, ambitious teens who want to build something real. Not a lemonade stand. Not a school project. A real business that makes real money.

This workbook is a game. You'll progress through 6 Levels, complete Quests, earn XP, and face a Boss Challenge at the end. But unlike video games, what you build here is real — and it stays with you.

HOW TO USE THIS WORKBOOK

	LEVELS	Each Level = one major skill. Complete all quests in a Level to unlock the next.
	QUESTS	These are your missions. Each has a short task you actually DO — not just read about.
	BOSS CHALLENGE	At the end, you'll pitch your real business. This is your final exam — and your launch.
	MAX'S STORY	Follow Max, a teenager building his business. His story shows you exactly how it works.
	NOTES PAGES	Blank pages at the back for extra brainstorming, doodles, and ideas.

THE 6 LEVELS YOU'LL COMPLETE

LVL	NAME	WHAT YOU LEARN
1	Find Your Big Idea	Discover business ideas that fit YOU — your skills, interests, and your market.
2		Test whether people will actually pay for your idea BEFORE you build it.

LVL	NAME	WHAT YOU LEARN
	Validate Before You Build	
3	Make Money	Understand pricing, costs, and profit so your business makes real money.
4	Market Like a Pro	Learn how to get customers using social media, content, and word of mouth.
5	Launch Day!	Plan and execute your first real launch with a checklist and go-live plan.
6	Scale Up & Level Up	Grow beyond your first customer and build a real system that runs itself.

YOUR XP TRACKER

EXPERIENCE POINTS — FILL THIS IN AS YOU GO

Level 1: Find Your Big Idea	+80 XP
Level 2: Validate Before You Build	+80 XP
Level 3: Make Money	+80 XP
Level 4: Market Like a Pro	+80 XP
Level 5: Launch Day!	+100 XP
Level 6: Scale Up & Level Up	+80 XP

TOTAL XP

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