



TEEN STARTUP SPRINT (FREE)

A 7-Day Identity-First Challenge to Build Your First Real Idea + Pitch

Welcome!

This sprint helps you go from “I don’t know what to do” to a clear idea, a simple offer, and a confident pitch. No fancy tools needed. Just your phone notes or a notebook.

What you’ll achieve in 7 days

- ✓ Discover your value clues (who you are + what you naturally deliver)
- ✓ Choose a real problem you care about
- ✓ Create a simple offer (product/service)
- ✓ Price it with basic profit logic
- ✓ Test it with real people
- ✓ Pitch it clearly and confidently

Your Rules (keep it simple)

1. **Write everything down** (notes app is perfect).
 2. **Don’t aim for perfect**, aim for *real and testable*.
 3. **Small is smart**. Your first offer should be easy to deliver this week.
 4. **You are the product first**: your strengths and style are part of the value.
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Day 1: Identity + Value Clues (15–20 minutes)

Goal

Find 1–3 directions where you can naturally deliver value.

Do this

Answer these in your notes:

1. **I'm the kind of person who...**
Write 3 traits you believe are true (examples: calm, creative, competitive, caring, organised, funny, brave).
2. **People ask me for help with...**
List 3 things people often ask you about (schoolwork, tech, sports, art, advice, organising, etc.)
3. **I enjoy doing...**
List 5 activities that make time disappear (even if they seem “not useful”).
4. **Problems that annoy me** (at school/home/community) are:
List 3 real annoyances.
5. **My unfair advantage might be...**
What do you have that helps? (access, skill, personality, speed, network, experience)

Outcome (must be written)

Write 3 “value directions” like this:

- “I might help people by _____”
 - “I might create value by _____”
 - “I might solve _____ because I’m naturally good at _____”
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Day 2: Pick a Problem You Care About (15 minutes)

Goal

Choose ONE problem worth solving this week.

Do this

Choose one from your Day 1 list and fill this:

Problem statement:

“People struggle with _____ because _____.”

Who has this problem?

(choose one audience)

- Students at my school
- Parents in my area
- Small local businesses
- Sports teams / clubs
- Teachers / tutors
- My neighbours/community

Why do I care?

One honest sentence.

Quick validation (5 minutes)

Ask 3 people (in person/WhatsApp):

- “Do you also struggle with _____?”
- “What’s the hardest part?”
- “If someone solved it, what would it be worth to you?”

Write their answers.

Day 3: Create a Simple Offer (20 minutes)

Goal

Turn your idea into something people can say YES to.

Choose ONE offer type:

Option A: Service Offer (fastest)

Examples:

- Homework helper (30 min session)
- Phone/PC cleanup + setup
- Poster/flyer design
- Sports drill coaching
- Study notes summaries
- Babysitting help plan (with parent consent)

Your service offer:

- I help: _____
- To achieve: _____
- In this time: _____
- Using: _____

Option B: Product Offer (simple)

Examples:

- Printable study planner
- “Cheat sheet” notes pack
- Custom stickers/labels
- Homemade snack pack (if allowed)
- Simple handmade items

Your product offer:

- My product is: _____
- It helps by: _____
- It’s different because: _____

Outcome

Write your offer in one sentence:

“I help ____ (who) to ____ (result) by ____ (method).”

Day 4: Price It (Simple Profit Logic) (15 minutes)

Goal

Pick a price that makes sense and is easy to explain.

If it's a service:

Pick ONE:

- Starter price: **R50–R150**
- Standard price: **R150–R300**
(Depends on time + value + effort)

If it's a product:

Calculate:

- Cost to make (materials) = R_____
 - Your effort fee = R_____
 - Profit margin = R_____
- Price = cost + effort + profit**

Confidence test

Ask: "If I deliver this well, would someone be happy they paid this?"

If yes, keep it.

Day 5: Prototype (Build a tiny version) (30–60 minutes)

Goal

Create something people can see or experience.

Service prototype ideas:

- a 1-page "session plan"
- a sample before/after result
- a checklist you'll use with clients

Product prototype ideas:

- 1 sample item
- 1 page preview of your printable
- a photo mockup

Outcome

You must have:

- ✓ 1 photo OR 1 page OR 1 demo version
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Day 6: Test With 3 People (20 minutes)

Goal

Get feedback and improve.

Send your prototype to 3 people and ask:

1. "What do you like?"
2. "What's confusing?"
3. "Would you pay for this? If not, why?"
4. "What would make it a clear YES?"

Outcome

Make ONE improvement:

- clearer headline
 - simpler steps
 - better price
 - better offer wording
 - better look/format
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Day 7: Pitch Day (10 minutes)

Goal

Pitch clearly in under 60 seconds.

Use this structure:

1) Who I am (identity):

“My name is ____ and I’m the kind of person who ____.”

2) The problem:

“I noticed that ____ struggle with ____.”

3) The solution (your offer):

“So I created ____ to help them ____.”

4) Price + how it works:

“It costs R____ and you get ____.”

5) Call to action:

“If you want this, message me ____ / sign up ____.”

Optional: 10-second slogan

Create a short line people remember:

- “Small steps. Real value.”
- “From stuck to started.”
- “Your idea, made real.”

Bonus Page: 30 Quick Idea Starters (pick one)

1. Homework help for younger grades
2. Study timetable builder
3. WhatsApp “study reminder buddy” service
4. Phone storage cleanup service
5. Poster/flyer design for local small businesses
6. Birthday card design pack
7. Sports training mini sessions
8. Resume/CV help for older students
9. Tutoring notes summaries
10. Organise cupboards/rooms (with parental permission)
11. Pet walking or pet sitting (local)
12. School market-day snack packs (if allowed)
13. Printable revision planner

14. Habit tracker printable
 15. "Exam survival kit" printable
 16. School event photographer helper
 17. Simple logo creation for kids clubs
 18. Basic Canva tutorial for classmates
 19. Second-hand book exchange organiser
 20. Stationery bundle reseller (if permitted)
 21. Gift wrapping service
 22. Birthday party helper plan
 23. Basic computer lessons for adults
 24. Music practice planner
 25. Create "how-to" cheat sheets
 26. Make a school club promo pack
 27. Create motivational quote posters
 28. School locker organisation pack
 29. "Study space setup" guide
 30. Local community help board (connect needs to helpers)
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Next Step: Want the Full Journey?

If you enjoyed this sprint, your next step is the **Starter Map + Quests** where we unlock:

- deeper self-discovery profiling
- value mapping and real market testing
- brand identity + personal website
- product build + pitch event pathway

Start here: (your button link on the download page)
