

THE £10 BUSINESS CHALLENGE

A practical, adult-supported enterprise project for young people

The challenge

- Choose one safe idea
- Spend no more than £10
- Test the smallest useful version
- Ask five suitable potential customers
- Record every cost and sale
- Review what you learned

This pack belongs to

First name or project nickname	Responsible adult

No account is required. Do not write addresses, school names, passwords, payment details or customer contact details anywhere in this pack.

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1. Choose a business worth testing

A good first project is safe, affordable and useful to a real person. It does not need to be original or impressive.

Budget	Examples
£0 to start	Plant watering · Family technology help · Toy-sale organiser
Up to £5	Card making · Football-boot cleaning · Gift wrapping
Up to £10	Car washing · Bracelets · Approved snack stall · Pet-waste garden service

My selection check

- I can explain what I will sell or do in one sentence
- A responsible adult agrees it is safe
- I know who the first suitable customers could be
- I can test it without spending more than £10
- I will not meet strangers or use a private selling account

My chosen idea

What I will sell or do	Who it helps	Why it is useful

My first safe action:

2. Plan every pound

Do not spend the £10 simply because it is available. Use what you already have and test demand before buying more.

Item or cost	Do I already have it?	Amount
	Yes / No	£
	Yes / No	£
	Yes / No	£
	Yes / No	£
TOTAL		£

Pricing check

Selling price - cost per sale = profit per sale

Selling price	Cost per sale	Profit per sale	Sales needed for goal
£	£	£	

Do not forget

- Packaging
- Event or stall fee
- Selling-platform fee
- Postage you pay
- Travel or replacement materials

3. Build the smallest useful version

One sample, one small batch or one supervised trial usually teaches more than buying lots of stock.

Before showing anyone

- The product or service is safe
- The price is clear
- I can show what the customer receives
- I know what is not included
- A responsible adult knows the plan

My 20-second explanation

I offer

It helps

It costs _____ because

My safe customer message

"Hi, I'm testing _____ with help from my parent/carer. It costs _____ and could help you _____. Would you like to hear how it works? No problem if not."

Customer boundary

- Start with relatives, family friends, known neighbours or an approved group
- Never store customer contact information here
- Never enter a stranger's home or meet an unknown buyer
- An adult controls online listings, payments and collections

4. Make five safe attempts

The target is five honest attempts, not five guaranteed sales. "No" and "not now" are useful evidence.

Attempt	Safe description only	Result	What I learned
1			
2			
3			
4			
5			

Results

Interested	Questions	Not now / no	First sales	Repeat customers

Useful questions

- Was the offer clear?
- Did the price feel fair?
- Was it genuinely useful?
- Would they use it again?

5. Keep an honest money book

Revenue is all the money received. Profit is what remains after every real cost.

Date	What happened	Money in	Money out
		£	£
		£	£
		£	£
		£	£
		£	£
		£	£
		£	£
		£	£
		£	£
		£	£
TOTAL		£	£

Revenue	Costs	Real profit
£	£	£

If I make a profit, my current choice is:

Save	Reinvest carefully	Spend or enjoy
£	£	£

Reinvest only when evidence suggests extra spending will help. A loss is information; record it honestly.

6. Review, improve or stop

Score this test from 1 (low) to 5 (high).

Customer interest	Real profit	Enjoyment	Safe and manageable
1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

Choose the sensible next step

- ☐ CONTINUE - evidence is positive
- ☐ ADJUST - change one thing and test again
- ☐ PAUSE - keep the work and return later
- ☐ STOP - preserve the lesson and try something else

The best lesson from this challenge:

The next action I choose:

Adult review

- ☐ We discussed safety and suitable customers
- ☐ We checked costs, prices and any relevant local or event rules
- ☐ We agreed who handles payments, accounts, travel and customer contact

CHALLENGE COMPLETE

This certifies that

planned, tested and reviewed a small business idea using the QuidKids £10 Business Challenge.

Date	Responsible adult	Most important lesson

The result is not only money earned. It is the ability to plan, test, record, decide and improve.

Continue the project and use the free tools at quidkids.com