

Under Pressure - Dirt & Grime Co. | Lesson Plan



How do entrepreneurs use strategic risk-taking and investment to grow their businesses?

Students will learn that successful entrepreneurs leverage strategic risk-taking and investment to help their business ventures grow to the next level.

Learning Objectives:

- Define the key terms: bootstrapping, risk-taking, scalability, personnel, and resources.
- Analyze how starting a business with personal funds (bootstrapping) impacts its growth and challenges.
- Evaluate the role of calculated risk-taking in business expansion and success.
- Examine the strategies for successfully scaling a business, including workforce expansion and equipment investment.
- Understand the essentials of effective team management in a growing business environment.
- Explore the effective utilization of resources to enhance business profitability and operational efficiency.

Key Vocabulary:

- **Bootstrapping:** Self-funding a business startup.
- **Risk-taking:** Strategically embracing uncertainty.
- **Scalability:** Ability to grow without losing efficiency.
- **Personnel:** Employees contributing to business success.
- **Resources:** Assets and inputs used in business operations.

Educational Standards: CCSS Math Practice Standards: MP2, MP4;
CCRA Anchor Standards: CCRA.R.3; CCRA.W.1, CCRA.W.2, CCRA.W.7

Academic Subjects: Entrepreneurship, Economics, Entrepreneur

What You'll Need

- Video: *The Hustle: Under Pressure: Dirt & Grime Co.* (Watch [Here](#))
- Worksheet: *The Hustle: Under Pressure - Dirt & Grime Co. Worksheet* (Click [Here](#))

Lesson Plan (45 mins.)

Warm-Up: (15 mins.)

1. Begin by displaying key terms to the students and asking them how each term might be relevant in starting a business. Encourage brief discussions or pair shares.



2. Continue the discussion by exploring the idea of growing a business start-up. Guide students to think about the steps required for scaling a business from the ground up. List steps and potential risks on the board, encouraging the use of key vocabulary throughout the discussion.
3. Distribute *The Hustle: Under Pressure - Dirt & Grime Co. Worksheet*, and review the instructions as a class. Instruct the students to complete the “Venture Vocab” section as they watch the video.
4. Watch the video.

Work-Out: (20 mins.)

1. After the video, ask follow-up questions that help students identify the key factors that contributed to the success of Max and Dirt & Grime. Guide students to consider how strategic risk-taking and investment in the business help it to grow. Prompt students to cite specific examples from the video.
2. Give the students time to complete *The Hustle: Under Pressure - Dirt & Grime Co. Worksheet* either individually or in collaboration. Offer support and insights where necessary.

Wrap-Up: (10 mins.)

1. Review the answer to the “Startup Scenario” with the class. Encourage students to share their calculations and reasoning.
2. Ask students (or groups) to share their answers to the “Entrepreneurial Insight.” Guide discussion on the importance of risk management and scalability in the success of a business venture.
3. Consider collecting the completed worksheet as a formative assessment to gauge understanding and engagement with the lesson’s content.

Don’t have time for the full lesson? Quick Activity (15 mins.)

Watch the video and distribute the worksheet for homework or as a project. Alternatively, have students watch the video, complete the worksheet at home, and discuss it in class the next day.