Rise & Grind–Cozy Coffee | Lesson Plan

How do entrepreneurs use time, space, and creativity to maximize business success?

Through the real-life story of Tessa Hennis, Students will learn how successful entrepreneurs use time, physical space, and creative talents effectively to grow their business.

Learning Objectives:

- Define the key terms: minimum guarantee, point of sale, creative branding, selling proposition, and add-on.
- Analyze the importance of time management, creativity, and physical location in business development and success.
- Evaluate the importance of time management and time in terms of money.
- Explore possible methods of creative branding as business problem-solving.

Key Vocabulary:

- **Minimum Guarantee:** A fixed fee for bringing your product or service to an event with customers.
- **Point of Sale:** The place (physical or online) where a retail transaction occurs.
- **Creative Branding:** Using authentic, memorable touches to make your business stand out and position your products in a unique way to resonate with customers.
- **Trademark:** A recognizable logo, design, or creative touch that sets a product or a service apart from others.
- **Add-on:** An extra or bonus feature that can accompany a product.

Educational Standards: CCRA Anchor Standards: CCRA.R.7; CCRA.W.2, CCRA.W.4, CCRA.W.7

Academic Subjects: Entrepreneurship, American Values, Small Business

What You'll Need

- Video: The Hustle: *Rise & Grind—Cozy Coffee* (Watch Here)
- Worksheet: *Rise & Grind—Cozy Coffee* (Click Here)

Lesson Plan (45 mins.)

Warm-Up: (15 mins.)

1. Set the stage for this lesson by introducing the following: Imagine two entrepreneurs selling coffee:
    - The first runs a traditional coffee shop. She opens before dawn, closes late, and spends most of her day managing the grind—literally and figuratively. Her focus is

Scan to watch episode:

on *activity*: serving more customers, making more drinks, working more hours. Yet at the end of the month, she's exhausted and barely breaking even. Her business runs on a clock—her time defines her output.
    - The second runs a mobile coffee trailer. She doesn't try to outwork the day; she tries to outthink it. She accepts fewer gigs but makes each one count. She designs her setup to maximize profit per event, tracks every sale, and turns her creativity into her brand's signature. Her business runs on a compass—her choices are guided by strategy and direction, not hours worked.
2. Explain: This story mirrors the journey of Tessa Hennis, the young entrepreneur behind *Cozy Coffee.* Like the first shop owner, she started by grinding long hours with little reward. But Tessa made two big shifts that changed everything.
3. Go over vocabulary with students by writing each term on the board and providing an example:
    - **Minimum Guarantee:** a fixed fee for bringing your product or service to an event with customers.
    - *Example: A photographer agrees to shoot an event but charges a $300 booking fee to cover time and travel, even if no one buys extra prints.*
    - **Point of Sale:** The place (physical or online) where a retail transaction occurs.
    - *Example: A small bookstore uses a checkout app to scan each purchase, track inventory, and see which genres sell best.*
    - **Creative Branding:** using authentic, memorable touches to make your business stand out and position your products in a unique way to resonate with customers.
    - *Example: A landscaping company uses bright yellow trucks and cheerful slogans so people instantly recognize their work in the neighborhood.*
    - **Trademark:** A recognizable logo, design, or creative touch that sets a product or a service apart from others.
    - *Example: A local bakery registers its cupcake logo so no other bakery can use it on their packaging or website.*
    - **Add-on:** An extra or bonus feature that can accompany a product.
    - *Example: A car wash offers customers an interior cleaning for $10 extra while they're already there for an exterior wash.*
4. Invite students to share additional examples of each term from real businesses or their own experiences.
5. Explain that students will now analyze how Tessa applied these same business strategies in her company, *Cozy Coffee*.
6. Introduce the video and ask students to pay attention to when vocabulary terms come up, and how they are used in this scenario.

<u>Work-Out</u>: (20 mins.)

1. Watch The Hustle: Cozy Coffee as a class (10-12 minutes)
2. After the video, ask follow-up questions that help students identify the key factors that contributed to the success of the Sweet Bee Sisters. Guide students to consider how

discovery and improvement in the business help it grow and thrive. Prompt students to cite specific examples from the video.
3. Give the students time to complete *The Hustle: Rise & Grind—Cozy Coffee 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 the reasoning behind them.
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.

Cash Course Companions for these concepts:

Scarcity and Choice
Making Economic Decisions
What Is an Economy
America’s Economic Secret Sauce

Suggested Use:
- Add 1-2 videos as optional homework or blended learning assignments.

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.