

Reaping What You Mow–Yellow Hat Landscape |
Worksheet

Financial Sacrifice, Diversification, Hiring Strategy

Venture Vocab

Match the definition in Column A with the term in Column B.

Column A

- _____ Source of income for a business.
- _____ Giving up rewards for future growth.
- _____ Discipline and responsibility toward hard work.
- _____ Expanding services to reduce risk.
- _____ Plan for selecting the right employees.
- _____ Putting profits back into the business.

Column B

- a. Financial Sacrifice
- b. Diversification
- c. Hiring Strategy
- d. Reinvestment
- e. Revenue Stream
- f. Work Ethic

Startup Scenario

Caleb built Yellow Hat Mowers into a million-dollar business by making smart choices with his money and vision. Instead of spending his profits on flashy things, he reinvested in his business.

To practice diversification, brainstorm three new services you could add to a lawn care business in different seasons. Then, rank your ideas on how realistic they are, how much it would help in the off-season, and how easy it would be to start with limited resources. After brainstorming, write a mini-pitch (2–3 sentences) for one service. Explain what the service is, which season it helps cover, and why customers would want it.

Brainstorm:

| Service | Season | Ranking <i>Realistic (1-3)</i> <i>Helps Off-season (1-3)</i> <i>Easy to start (1-3)</i> | | |
|---------|--------|--|--|--|
| #1 | | | | |
| #2 | | | | |
| #3 | | | | |

Which idea scored the highest? _____



Mini-Pitch:**Entrepreneurial Insight**

Examine the growth of Yellow Hat Mowers through Caleb Nguyen's focus on financial sacrifice and long-term planning. In a detailed paragraph, analyze how reinvesting profits, diversifying services, and building a strong hiring strategy contributed to the company's success. Why are discipline and delayed gratification vital to the entrepreneurial mindset? Consider the significance of balancing short-term sacrifice with long-term vision for entrepreneurial success and what this approach teaches aspiring entrepreneurs.

Answer Key

Venture Vocab

Match the definition in Column A with the term in Column B.

Column A

- e. Source of income for a business.
- a. Giving up rewards for future growth.
- f. Discipline and responsibility toward hard work.
- b. Expanding services to reduce risk.
- c. Plan for selecting the right employees.
- d. Putting profits back into the business.

Column B

- a. Financial Sacrifice
- b. Diversification
- c. Hiring Strategy
- d. Reinvestment
- e. Revenue Stream
- f. Work Ethic

Startup Scenario

Student answers will vary. Below are examples you could accept as correct or strong responses.

Brainstorm Example Ideas:

- Leaf removal (Fall)
- Snow plowing (Winter)
- Holiday light installation (Winter)
- Garden prep/planting (Spring)
- Power washing decks/driveways (Summer/Fall)

Ranking Example (for #1–3):

- Snow plowing → Realistic 3, Helps Off-season 3, Easy to Start 2 = 8
- Holiday lights → Realistic 2, Helps Off-season 2, Easy to Start 3 = 7
- Leaf removal → Realistic 3, Helps Off-season 2, Easy to Start 3 = 8

*The highest-scoring idea will depend on how students rank, but **snow plowing** or **leaf removal** might be the strongest.*

Mini-Pitch Example:

Our business will expand into snowplowing during winter. This service helps us stay busy when lawns are dormant, provides customers with a convenient solution for harsh weather, and creates a reliable revenue stream in the off-season.

Entrepreneurial Insight (Sample Answer)

Yellow Hat Mowers grew because Caleb made disciplined choices with his profits. Instead of spending money on himself, he reinvested in trucks and equipment, which allowed his company to take on bigger jobs. By diversifying into snow removal, he kept income steady all year, reducing the risks of a seasonal business. He also built a strong hiring strategy, choosing employees with ambition and work ethic who could grow with the business. Caleb's story shows

how financial sacrifice and long-term thinking help entrepreneurs succeed by balancing short-term costs with long-term rewards.