

Rise & Grind—Cozy Coffee | Worksheet

Time, Resources, and Creativity



Venture Vocab

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

Column A

- _____ Extra feature offered with a main product.
- _____ Set event fee to ensure payment for time.
- _____ Logo or design identifying a specific product.
- _____ Unique touches that make business special.
- _____ Where business transactions are recorded.

Column B

- a. Minimum Guarantee
- b. Point of Sale
- c. Creative Branding
- d. Trademark
- e. Add-on

Startup Scenario

Tessa Hennis built *Cozy Coffee* by valuing her time, using creativity to stand out, and tracking her results carefully. Her story shows that success often comes from working *smart*, not just hard.

Imagine you're starting your own small mobile business — a food trailer, pop-up shop, or art stand. You need to make sure your time and space are used wisely.

Write a short plan for your venture:

- What product or service will you sell?
- How could you use a **Minimum Guarantee** to make sure your effort pays off?
- What kind of **Creative Branding** would make customers remember you?
- How could a **Point of Sale system** help you track what's working?

Identify a realistic location or event where your business could operate successfully.

Entrepreneurial Insight

Tessa Hennis turned *Cozy Coffee* into a successful business by combining strategy with creativity. In a detailed paragraph, explain how she used her **Minimum Guarantee**, **Creative Branding**, and **Point of Sale system** to make her business profitable. How did these choices help her value her time, stand out from competitors, and make smart decisions about her products? Reflect on what this shows about the importance of balancing creativity and business strategy for entrepreneurs.

Scan to watch episode:



Answer Key

Venture Vocab

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

Column A

- e. Extra feature offered with a main product.
- a. Set event fee to ensure payment for time.
- d. Logo or design identifying a specific product.
- c. Unique touches that make business special.
- b. Where business transactions are recorded.

Column B

- a. Minimum Guarantee
- b. Point of Sale
- c. Creative Branding
- d. Trademark
- e. Add-on

Startup Scenario

Responses may vary, but should include some or all of these ideas.

- A clear business idea or product/service. It should be realistic and able to operate in a limited space.
- Application of Minimum Guarantee by explaining how they will charge a set fee to ensure time and expenses are covered, even if sales are low.
- Use of creative branding by identifying a creative element that makes the business memorable. This could be a distinct visual, theme, packaging, slogan, or product presentation.
- Use of a Point of Sale system that mentions using a sales app or register to track which products sell best, record payments, and manage inventory.
- A realistic location or event, such as a local farmers' market, festival, fair, sports event, or community gathering.

Entrepreneurial Insight

Sample Response:

Tessa Hennis made *Cozy Coffee* successful by using her time and creativity wisely. She set a Minimum Guarantee for events so she would always earn enough money to make her time worthwhile. Her Creative Branding, like her hand-drawn cup art and fun drink names, made her coffee stand out and helped customers remember her business. She also used a Point of Sale system to track which drinks sold best and where she made the most profit. These strategies helped her work smarter instead of harder, showing that good entrepreneurs combine creativity with business planning to grow their success.

Teacher Guidance for Grading:

- **Full credit** : Student clearly explains all three strategies, connects them to her success, and reflects thoughtfully on the balance between creativity and business strategy.
- **Partial credit**: Student explains some but not all strategies or gives only surface-level reflection.
- **Limited credit**: Response is incomplete, unclear, or lacks vocabulary and conceptual accuracy.