WESTCHESTER
COUNTRY DAY SCHOOL

AP Business with Personal FInance
Summer Assignment: Build Your Own Business Idea
Mrs. Singer

Welcome to AP Business with Personal Finance! I am excited that you have decided to join this class and have chosen to challenge yourself with the fascinating world of business. I am certain that you will find this course worthwhile and personally relevant. Although it is the summer, there is work to be done. **Please note, AP Business with PF is a college-level course with higher student expectations than most courses taken by high school students. Please do not consider it an elective.**

Assignment #1 -

"Allow Me To Introduce Myself": This assignment is designed for me to get to know you prior to the school year beginning. In this email, you are to use well written, complete sentences, do not abbreviate words (i.e. language you would use on Snapchat, text messages, the hallway, etc.), and lastly, use spell check. This is a professional communication similar to what you would use with a college professor or employer. (** If you are also taking AP Psychology, you only have to answer the questions that pertain to AP Business rather than AP Psychology.)

* Send the letter/email **to:** heather.singer@westchestercds.org
* Subject of email: Introduction to [Your Name], AP Business with Personal Finance Student"
    * In the **body** of the email, answer the following...
* Introduce yourself.
* What are your hobbies? What do you like to do for fun?
* What extracurricular activities are you involved or planning to be involved in? Any sports? Fine arts?
* Do you have a job? What is it? Do you like it? Is this something you would like to continue as a career? * What are your goals/plans post-high school?
* Why are you taking AP Business? What are you looking forward to in this class? What areas of business interest you? How do you learn best?
* Are you enrolled in other AP courses? If so, which ones? Have you taken other AP courses throughout your high school career or is this your first? What have you learned that

you believe will help you in AP Business this year?

* How will you manage your time throughout this upcoming school year?

*What type of job would be your dream job?

* What else should I know about you so that I have insight into you as a person before the next school year begins.

Assignment #2-

Part 1: Case Study Analysis

Read and analyze the following three real-world products/services. Answer the questions for each. Complete this task by using a Google Doc.

- **Case Study 1: Uber**
  - **Overview:**
    Uber is a ride-sharing service that connects passengers with drivers through a mobile app.
  - **Key Idea:** Convenience + technology + flexible work
  - **Questions:**
    1. What problem does Uber solve?
    2. Who is Uber's target customer?
    3. What makes Uber different from traditional taxis?
    4. How does Uber make money?
    5. What is one weakness or challenge Uber faces?

- **Case Study 2: Stanley Quencher Tumbler**
  - **Overview:**
    The Stanley Quencher is a reusable insulated tumbler that became extremely popular through social media.
  - **Key Idea:** Everyday product + branding + lifestyle appeal
  - **Questions:**
    1. What basic need does this product fulfill?
    2. Why did it become so popular recently?
    3. Who is the target market?
    4. What role does social media play in its success?
    5. How could a competitor improve on this product?

- **Case Study 3: Airbnb**
  - **Overview:**
    Airbnb allows people to rent out their homes or rooms to travelers.
  - **Key Idea:** Sharing economy + unique experiences
  - **Questions:**
    1. What problem does Airbnb solve for travelers?
    2. What problem does it solve for property owners?

3. How does Airbnb build trust between strangers?
4. What are some risks of using Airbnb?
5. Why do people choose Airbnb over hotels?

Part 2: Create Your Own Product or Service

Now it's your turn. Complete this task by using either a Google Slides presentation or as a Canva presentation.

- **Step 1: Identify a Problem**

  Think about your daily life:
  - School
  - Work
  - Sports
  - Social life
  - Technology use

  Write 2–3 problems you personally experience for each of the bullets above.

- **Step 2: Choose One Problem**

  Pick ONE problem and describe it clearly:
  - Who has this problem?
  - When does it happen?
  - Why does it matter?

- **Step 3: Your Solution**

  Create a product or service that solves the problem.
  Answer the following:
  - What is your product/service called?
  - What does it do?
  - How does it solve the problem?
  - Is it a product, service, or both?

- **Step 4: Target Market**

  Describe your ideal customer:
  - Age group
  - Interests
  - Lifestyle
  - Why they would buy your idea

- **Step 5: Competitive Advantage**

  Explain:
  - What makes your idea unique?
  - Why would someone choose your product over others?

Part 3: Mini Business Plan

You will now use your idea to outline a simple business plan. You will first answer these questions in a Google Doc format and then take that information and create a Google Slides presentation or a Canva presentation.

1. Value Proposition

In 1–2 sentences:

- Why does your product matter?
- What value does it provide?

2. Revenue Model

How will you make money?

- One-time purchase?
- Subscription?
- Ads?
- Other?

3. Marketing Strategy

How will people hear about your product?

- Social media?
- Influencers?
- Word of mouth?
- Ads?

4. Startup Needs

What would you need to get started?

- Materials
- Technology
- People
- Money (estimate if possible)

5. Challenges

List at least 2 potential challenges:

- Competition
- Cost
- Getting customers
- Legal issues

Part 4: Reflection

Answer in 1–2 paragraphs:

1. Which case study influenced your idea the most and why?
2. What was the hardest part of creating your business idea?
3. Do you think your idea could realistically succeed? Why or why not?

Due dates are non-negotiable. If you do not complete your summer assignment on time, you may be asked to move to another class. I can be reached at heather.singer@westchestercds.org if you have any questions and/or concerns over the summer. I look forward to working with you this year!
-Mrs. Singer