Founder's Academy
Entrepreneurship | G6-8
G6-8_ENTREPRENEURSHIP_UNIT01_LESSON01_STUDENT

Market, Margin, and Customer Problems

Key terms

- market
- margin
- cost
- customer

Lesson

A strong idea solves a real customer problem. Margin helps you test whether a business can sustain itself after costs.

Reflection

Compare two ideas and choose one based on customer value and margin potential.