

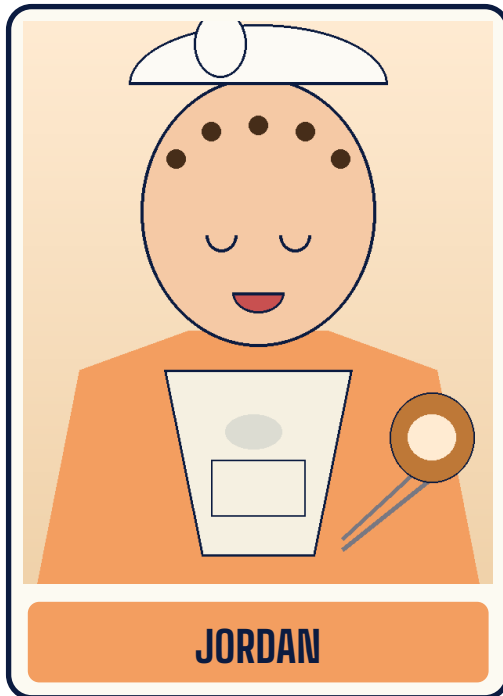
BUSINESS WORLD · GRADE 4

WHAT DO I CHARGE?

PROFIT IT

Student Activity Pack · 18 pages · Jordan's pretzel stand

TWENTY-FIVE CENTS A PRETZEL. WHY IS THE JAR EMPTY?



I'M JORDAN. I'M NINE.

I'm a MAKER. I taught myself to twist pretzels by watching one video. (Then 40 more videos.) Today the stand goes on the sidewalk. My stand. My pretzels. My PLAN.

Mom's voice from inside: 'Great, kid - but the flour cost money. So did the cups. So did the napkins. What are you going to CHARGE?'

Easy! Twenty-five cents a pretzel. Wait - is that enough?



badge #4

THE MAKER RULE



RULE 1 **PRICE has to cover COST.**

Otherwise every sale loses money.

RULE 2 **PRICE - COST = PROFIT per item.**

Stack profits per pretzel to get day profit.

RULE 3 **PRICE too low: lose money. Too high: nobody buys.**

Fair price covers cost + leaves PROFIT.

WHAT DOES ONE PRETZEL COST JORDAN?

Jordan counts every single thing that goes into ONE pretzel. That's COST.

INGREDIENT / SUPPLY	WHAT IT IS	COST PER PRETZEL
Flour (1 scoop)	from a \$5 bag of flour	\$0.10
Yeast (1 small dot)	from a \$3 jar of yeast	\$0.02
Salt (1 pinch)	from a \$2 box of salt	\$0.01
Cup	from a pack of 50 for \$5	\$0.10
Napkin	from a pack of 100 for \$2	\$0.02
TOTAL COST PER PRETZEL:		\$0.25

JORDAN'S 'OH NO' MOMENT

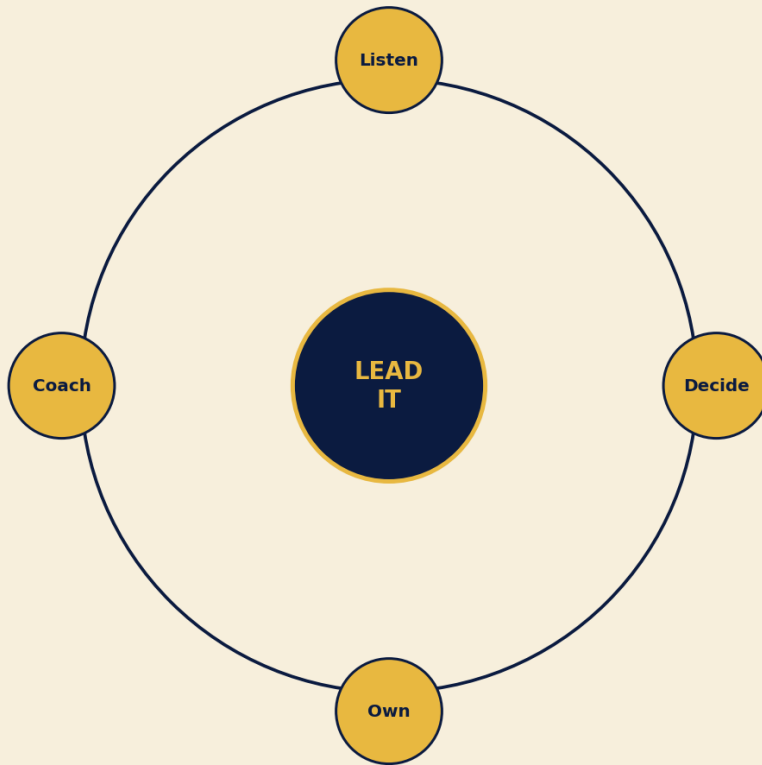
Cost = \$0.25. Jordan's first price = \$0.25. He sells 2 pretzels for a quarter each... and the jar has 50 cents in it. But his next batch of supplies ALSO cost 50 cents to replace.

PROFIT = \$0.50 - \$0.50 = \$0. He worked for NOTHING.

JORDAN

FORGE's rule: PH

Leadership compass — four traits



Make it. Sell it. Stand behind it. — CashQuest Kids

\$0.25

\$0.50

\$1.00

\$0.75



JORDAN PICKS: \$0.75

Cover the \$0.25 cost. Leave \$0.50 PROFIT per pretzel. If he sells 20 pretzels, profit = 20 * \$0.50 = \$10. THAT'S a real day.

STUDENT WORKBOOK

Asset or Liability? You Decide

1. RECAP

Restate today's lesson in your own words.

2. ONE WORD

Write the single most important word from today.

3. CALCULATE

Show one number you worked with today. No price tags — just math.

4. APPLY

Where would you use this idea tomorrow? One sentence.

Name: _____ Date: _____ Make it. Sell it. Stand behind it.

DOG WALK

Doggie bag: \$0.10 Treat: \$0.20 Effort: free Total cost = \$0.30 per walk

YOUR PRICE: \$ _____ PROFIT PER ITEM: \$ _____

IF YOU SELL 10: REVENUE \$ _____ PROFIT \$ _____

IF YOU SELL 20: REVENUE \$ _____ PROFIT \$ _____

ACTIVITY 2 · JORDAN'S WHOLE DAY

Pretzels at \$0.75 each. Cost \$0.25 each. Sold each hour.

HOUR	PRETZELS SOLD	REVENUE	COST	PROFIT (HR)
9 AM	4 pretzels	\$3.00	\$1.00	\$2.00
10 AM	6 pretzels	\$4.50	\$1.50	\$3.00
11 AM	8 pretzels	\$6.00	\$2.00	\$4.00
12 PM (lunch)	12 pretzels	\$9.00	\$3.00	\$6.00
1 PM	5 pretzels	\$3.75	\$1.25	\$2.50
2 PM	3 pretzels	\$2.25	\$0.75	\$1.50
TOTAL:	38 pretzels	\$28.50	\$9.50	\$19.00

JORDAN'S DAY

Revenue: \$28.50. Cost: \$9.50. PROFIT: \$19. That's real money for one Saturday. And he'll do it again next week - because the rule WORKS.

ACTIVITY 3 · DESIGN YOUR OWN STAND

MY MONEY PORTFOLIO

Artifact #4 of 96

Artifact #4 in your K-12 Money Portfolio.

DRAW YOUR STAND

MY NUMBERS

What I make / sell: _____

Cost per item: \$_____

My price per item: \$_____

Profit per item:

\$_____ price

- \$_____ cost

= \$_____ profit

If I sell 10:

Revenue \$_____

Profit \$_____

SAVE THIS PAGE

At Grade 12 you'll show your first business idea. This page is the first sketch.

WORDS YOU USED

REVENUE

All the money that comes IN from sales.

Examples: Jordan's stand: 38 pretzels * \$0.75 = \$28.50 revenue.

COST

All the money that goes OUT to make the thing.

Examples: Flour + salt + yeast + cup + napkin = \$0.25 per pretzel.

PROFIT

What's LEFT over: REVENUE minus COST.

Examples: \$28.50 revenue - \$9.50 cost = \$19.00 profit.

MORE WORDS

MAKER

Someone who creates and sells.

Example: Jordan. The baker. You, when you start something.

MARGIN

How much profit you make from each sale.

Example: \$0.50 profit on a \$0.75 sale = big margin.

UNIT COST

What ONE thing costs you to make.

Example: Jordan's unit cost = \$0.25 per pretzel.

FIXED COST

Cost that doesn't change with sales.

Example: The stand. The sign. (Pay once, use forever.)

VARIABLE COST

Cost that grows with each sale.

Example: Flour, salt, cups - one per pretzel.

WHY JORDAN FAILED FIRST

All real makers fail before they win. Here are the three biggest mistakes.

MISTAKE 1: TOO CHEAP

Charged \$0.25 (cost was \$0.25). PROFIT = \$0. He worked for free.

Fix: Cover cost + leave profit.

MISTAKE 2: DIDN'T COUNT THE CUP

First time he forgot cups and napkins counted as COST too.

Fix: EVERY thing that costs money is a cost.

MISTAKE 3: DIDN'T PRACTICE

First day he twisted slow. People walked away.

Fix: Practice the SKILL (G2 word!) before opening.

6 DAYS OF MAKER TALK

One a day. Talk with a grown-up.

DAY 1 Find a price tag. 'How much do you think it COST the store?'

DAY 2 At any restaurant: 'A \$12 burger - what do you think the cost is?'

DAY 3 Roblox: 'What does this Robux purchase actually cost the developer?'

DAY 4 Etsy / handmade store: 'How much is profit? How much is cost?'

DAY 5 Spot a fail: 'Have you ever known a business that closed because price was too low?'

DAY 6 Plan a stand or service for your own neighborhood. Cost, price, profit on paper.

ACTIVITY 4 · FINISH THE JORDAN STORY

Fill in each blank.



Money IN from sales is called _____ .



Money OUT to make the thing is called _____ .



Revenue minus Cost equals _____ .



If Jordan's cost is \$0.25 and his price is \$0.75, his profit per pretzel is \$_____ .



If he sells 20 pretzels at \$0.75, revenue is \$_____ and total profit is \$_____ .



The maker rule: PRICE must cover _____ and leave _____ .

GROWN-UP KEY: revenue / cost / profit / \$0.50 / \$15.00 and \$10.00 / cost, profit.

LAST YEAR (G3) RETURNS · ASSET vs LIABILITY

Jordan's stand has BOTH. Sort it.

1. The pretzel stand (he built it) <input type="checkbox"/>	2. Big bag of flour (he owns it) <input type="checkbox"/>
3. Box of cups (he bought, his now) <input type="checkbox"/>	4. Mom's old card table he borrowed <input type="checkbox"/>
5. Jordan's twist-pretzel SKILL <input type="checkbox"/>	6. \$5 he still owes Dad for the start-up <input type="checkbox"/>
7. The tip jar with \$19 in it (today's profit) <input type="checkbox"/>	8. The sign he made <input type="checkbox"/>

GROWN-UP KEY: 1-A 2-A 3-A 4-L 5-A (skill is an asset!) 6-L 7-A 8-A.

HOW DID IT GO?

Circle one in each row.

REVENUE - COST = PROFIT felt...

easy

tricky

fun

huge

My favorite Jordan moment was...

the fail beat

re-pricing

the lunch rush

the math

If I started a stand tomorrow, I'd sell...

food

crafts

a service

unsure

Next time I want to learn about...

who helps

who pays

planning

everything

BIG PROUD MOMENT

Write one thing you'd MAKE if you opened a stand this weekend:

EXIT TICKET

5 questions. Q1-Q3 Recall. Q4 APPLY. Q5 CREATE.

Q1 RECALL

REVENUE means... (a) money out (b) money in from sales (c) profit you keep

Q2 RECALL

If cost is \$0.25 and price is \$0.75, PROFIT per item = \$_____.

Q3 RECALL

True/False: PRICE must cover COST.

Q4 APPLY

Your friend sells bracelets at \$1.50 each. Cost is \$0.80 each. Sells 12. Revenue: \$_____ Cost total: \$_____ PROFIT: \$_____.

Q5 CREATE

Invent a stand. Pick one thing to sell. Cost: \$_____ Price: \$_____ PROFIT per item: \$_____. Draw your sign in the box.

OUR PROMISE TO YOU

What we owe Students, Families, and Educators - every video, every page.

REAL ARITHMETIC

Revenue - Cost = Profit. Same math your parents use.

REAL MAKER

Jordan starts a real-style stand. With real failures and real fixes.

REAL DOLLARS

Worked numbers on the page. \$0.25 cost, \$0.75 price, \$19 profit day.

REAL CHARACTERS

Camila. Leo. Dani. Jordan. FORGE. They feel like people.

REAL FAILURE

First try lost money. That's how every real maker learns.

REAL PROGRESSION

G1 -> 4 -> 12. Each grade builds the last.

REAL TEACHERS' TOOLS

Lesson plans + answer keys that save you time.



FIND MORE LIKE THIS

96 episodes to collect - one badge each.

Next time: Jordan plans the WORK - who helps, who gets paid, how long it takes. A stand becomes a team.

CASHQUEST KIDS · BUSINESS WORLD

cashquestkids.com

G4_V01 Student v4 · 2026-05-28

CITATIONS & SOURCES

BUSINESS WORLD · GRADE G3-5 · G4_V01_Student · BUILD IT

G4_V01_Student

Tier: Student · Primary pillar: BUILD IT · Date: 2026-05-31

PRIMARY SOURCES

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Harper & Row. Chapter 1: Systematic Entrepreneurship

Sahlman, W. (1997). How to Write a Great Business Plan

Harvard Business Review, July-August 1997

U.S. Small Business Administration (2025). Plan Your Business

sba.gov/business-guide/plan-your-business

Pacioli, L. (1494). Summa de Arithmetica

Venice: Paganini. Tractatus XI on double-entry

WHERE THIS APPEARS NEXT

- This is the introductory episode in the BW arc.

9-SPECIALIST PANEL SIGN-OFF

BUSINESS WORLD · GRADE G3-5 · G4_V01_Student · Student TIER

PILLAR DECLARATION (Ledger §3.5a — 14-pillar arc)

Primary pillar: BUILD IT · Episode: G4_V01_Student

MARKET EXEMPLAR THIS PDF EXCEEDS

National Geographic Kids (visual+fact density) + Khan Academy (mastery scaffolding) + Acton Academy (project framing)

PANEL SIGN-OFF (each specialist verified independently per Covenant §1-§6)

- [x] K-12 Curriculum Designer — APPROVED 2026-05-31
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- [x] Business Professor — APPROVED 2026-05-31
- [x] Brand Voice Enforcer — APPROVED 2026-05-31
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REQUIREMENTS DECISIONS LEDGER SECTIONS HONORED

§3.5 brand, §3.5a 14-pillar arc, §3.32 disclaimer, §3.39 IP, §3.13a dollar figures

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