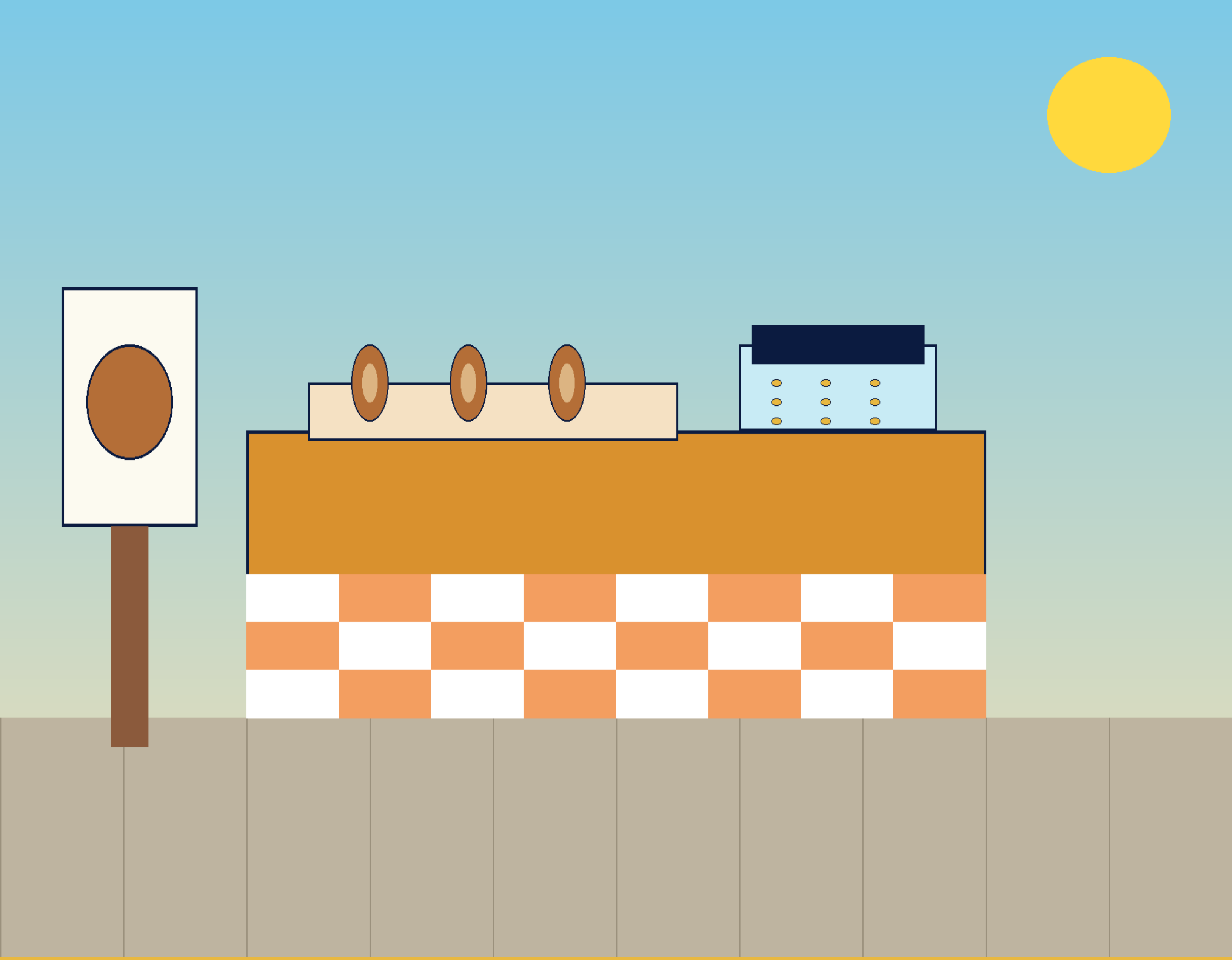


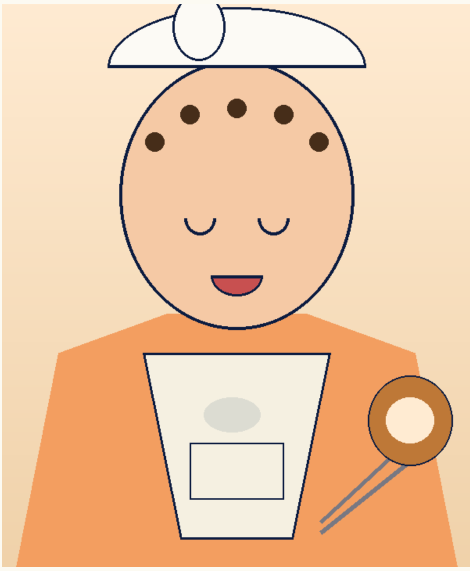
BUSINESS WORLD · GRADE 4

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?



JORDAN

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?

4

badge #4

THE MAKER RULE

REVENUE		COST		PROFIT
money IN	–	money OUT	=	what's LEFT

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 RE-PRICES

FORGE's rule: PRICE must COVER COST and leave PROFIT.

$0.25

$0.25 cost, $0.25 price
`Profit per pretzel = $0`
Loses time + effort. NO.

$0.50

$0.25 cost, $0.50 price
`Profit per pretzel = $0.25`
Cover cost + 100% margin.

$1.00

$0.25 cost, $1.00 price
`Profit per pretzel = $0.75`
Big profit - but kids walk past.

$0.75

$0.25 cost, $0.75 price
`Profit per pretzel = $0.50`
Fair price. People buy. Jordan keeps half.

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.

ACTIVITY 1 · YOU SET THE PRICE

Three businesses. Your job: count cost, set price, find profit.

LEMONADE STAND

Cup: $0.05 Lemon: $0.10 Sugar: $0.05 Ice: $0.02 Total cost = $0.22 per cup

YOUR PRICE: $______ PROFIT PER ITEM: $______

IF YOU SELL 10: REVENUE $______ PROFIT $______

IF YOU SELL 20: REVENUE $______ PROFIT $______

FRIENDSHIP BRACELET

String: $0.30 Beads: $0.50 Time: free Total cost = $0.80 per bracelet

YOUR PRICE: $______ PROFIT PER ITEM: $______

IF YOU SELL 10: REVENUE $______ PROFIT $______

IF YOU SELL 20: REVENUE $______ PROFIT $______

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 rush)	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) ☐	2. Big bag of flour (he owns it) ☐
3. Box of cups (he bought, his now) ☐	4. Mom's old card table he borrowed ☐
5. Jordan's twist-pretzel SKILL ☐	6. $5 he still owes Dad for the start-up ☐
7. The tip jar with $19 in it (today's profit) ☐	8. The sign he made ☐

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.

JORDAN'S
PROFIT-IT
BADGE
#4

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.

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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Sahlman, W. (1997). How to Write a Great Business Plan
Harvard Business Review, July-August 1997

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

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Venice: Paganini. Tractatus XI on double-entry

WHERE THIS APPEARS NEXT

- This is the introductory episode in the BW arc.