

Lesson 6 — The Founders Climb

Entrepreneurship · teens–adult · 30 minutes · one screen, the free game, this page

At a Glance

- Game: The Founders Climb (free, no login, plays in the browser) — read.globalsovereignuniversity.org/founders-climb.html. Also on the Homeschool hub: globalsovereignuniversity.org/homeschool.
- Ages & time: Entrepreneurship · teens–adult · 30 minutes · one screen, the free game, this page
- Prep (2 min): read the Teaching Creed once, open the game, keep this page beside you. That's the whole setup.

Why this lesson

Every purchase is a vote, and a founder is simply someone who learned what wins votes. This lesson hands the room the two ideas that decide whether a first business lives: the difference between revenue and profit, and the difference between a product and a customer. Most first businesses do not die of a bad idea — they die of bad math. The game shows the math; you slow the room down enough to feel it.

What the learner will be able to do

- Tell revenue from profit — and say why a busy shop can still go broke.
- Spot a real problem worth solving.
- Explain why most businesses fail, and that it is usually the math.
- Price out month one of a real idea.

The 30-Minute Climb

How to read this: the gold box in each step is your lesson, word for word — run it exactly. The notes beneath are optional support. "The room/the group" = your family; "host" = you.

1 · The Hook (3 min)

"Name a business you gave money to today. Why them and not someone else?" (Every purchase is a vote — today we learn what wins votes.)

Say it like this: get a concrete business and a concrete reason. 'Why them' is the seed of every marketing lesson there is.

Watch for / if it stalls: push past 'it was close' to the real reason — trust, price, habit, feeling. That reason is exactly what a founder has to sell.

2 · Play Together (12 min)

Climb until the group hits a revenue-vs-profit question and a customer question; pause on both — most first businesses die of confusing those two. Play together: the group votes before anyone clicks, and every explanation is read aloud — the explanation is the lesson.

Two rituals make it work: (1) everyone votes before anyone clicks, so no one just follows the screen; (2) the explanation is read aloud — the reason, not the right answer, is where the learning is.

Watch for / if it stalls: when revenue-vs-profit appears, stop and make someone explain how a busy shop can still go broke. That confusion is the graveyard.

3 · The Talk (8 min)

1. What problem do YOU complain about that nobody is solving? (Ideas list on paper.) 2. Why do most businesses fail — bad product, or bad math? 3. Is “find a need and fill it” still the whole game in the age of apps?

You're not fishing for a right answer — you're listening for depth:

- Q1 — complaints are free market research. Write every one down — one of them is a business waiting for a founder.
- Q2 — usually the math: priced too low, costs too high, ran out of cash while 'doing great.' Make them name which.
- Q3 — the need is still the whole game; the apps only changed the delivery. Separate the timeless part from the trendy part.

4 · Solo Climb (5 min)

Five questions; entrepreneurs compare scores like quarterly earnings.

Why solo: a founder owns the number alone. Comparing scores 'like earnings' makes a private result public, the way a real ledger is.

5 · The Takeaway (2 min)

“Revenue is applause; profit is rent paid.” · Homework: Price out the group's favorite idea from question 1 — what would month one actually cost?

The badge moment: finishing all five steps earns the Bronze ring of this lesson's badge, The Founder. Mark it on the Passport now; the homework is how Silver and Gold are earned during the week.

The Teaching Creed

You are not the expert; the game is. Your job is to vote last, read aloud well, and ask "why?" one more time than feels natural. Celebrate wrong answers loudly — in here, wrong is where the lesson lives.

GENO — the GSU tutor you can actually TALK to, free, 24/7, understands 70+ languages (32 fully optimized) — can explain any answer a second way.

Adapt It & Measure It

Differentiation

- Younger / preteen: use a lemonade stand or a chore service as the example business; keep the math to costs and leftover.
- One child: the parent plays 'first customer' and asks the hard question — would I actually pay for this?
- Large co-op: teams pitch one idea each; the room votes with 'fake dollars,' then everyone asks where the profit is.

- Reluctant teen: start from a complaint they already have — anger is the cheapest market research there is.

Evidence of learning (no exam)

Look for three things — Tried (priced out month one of an idea), Noticed (can explain revenue versus profit), Changed (tested an idea on a real person, or made a first sale). Those three words are the whole rubric, and they map onto the badge tiers below.

Gamify It — The Campus Climb

Every GSU lesson is one badge on a 17-badge Climber's Passport, each earned at four depths — the GSU standard Bronze → Silver → Gold → Platinum. All 17 completes the campus.

LESSON 6 BADGE — The Founder · Bronze — The Climb: finished the 30-minute lesson, all five steps. · Silver — The Try: priced out month one of the group's favorite idea — every cost named. · Gold — The Proof: tested the idea on one real potential customer and reported the verdict. · Platinum — The Teacher: ran this lesson as host for someone else. The harvest of a teacher is teachers.

"Every person on Earth is born with an American spirit: an untamed yearning for a better tomorrow." — Dr. Gene A. Constant

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