

# What is Business?

## 3.1 Why is Business?

In this final class we explored the purpose of business — moving beyond the idea that business exists only to make money. We learned that business is a toolkit for solving problems, and that when combined with human creativity, the possibilities are infinite.

### Practice Exercise

Look around your world — your school, your neighborhood, your daily life. What's a problem that bugs you? Something that's broken, missing, or could be better? Pick a business that already solves a problem you care about, OR design a hypothetical one that solves a problem no one's tackled yet.

### The Problem

What's the problem and who does it affect? Be specific — what does it look like in everyday life?

### The Business and Solution

How does or would the business solve this problem? What does it actually do? What makes the solution work?

### Why it Matters

In addition to making money, why is this business important? What would the world look like without it — or what would it look like if your hypothetical business existed?

### What's In the Toolkit?

Think back to what you've learned in this course. What building blocks does this business use or need to work? Think about its customers, how it creates value, and how it makes a profit.