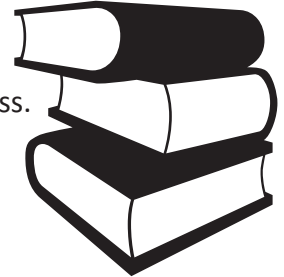




“The Bridge of the Golden Wood” by Karl Beckstrand

This book tells a short story of a boy who uses his creative skills to identify an unmet need (building a bridge over a stream), and his subsequent maintenance of the bridge, which generates a source of income. This exercise provides the opportunity to:

1. Teach the concepts of goods and services, and entrepreneurship;
2. Demonstrate how people invest their time, effort, and money into a business; and
3. Encourage students to consider how they can make money by starting their own business.



Time Limit: 40 minutes

Supplies Needed:

- *The Bridge of the Golden Wood* by Karl Beckstrand
- Crayons or colored pencils
- Worksheet copies for all students

Creative Ideas Can Lead to Success

(1) (5 minutes) Can you name a business? Have you ever wondered how people come up with business ideas? **Take quick answers, there is time later in the plan for more discussion.** There are many businesses in the world. Generally speaking, we can break down the ways businesses make money into two categories: selling goods or selling services. A good is something that a person makes or gathers that others are willing to buy. A service is a task or chore that others are willing to pay for you to complete.

(2) (5 minutes) Today we’re going to read a short story about a boy who uses his creativity to provide a service that generates money. **Read the story.**

(3) (5 minutes) Go to page 14. By clearing the sticks from the stream and tying them together to form a sturdy bridge, the boy addressed a need in his community. What did he create?

Answer: He made a bridge to cross the stream

(4) Go to page 10. The boy had the skills and knowledge to build the bridge. He also made an investment by using something he owned to tie the sticks together. What did he use to fasten the bridge together?

Answer: He tied the branches together using his rope.

(5) Go to page 18. Once he built the bridge, how did he make money from the service he was providing?

Answer: He collected a fee from people who wanted to utilize the service of crossing the bridge.

(6) Go to page 22 and 23 (the summary pages following the story). Do you know what we call a person



who organizes and manages a business? We call them an entrepreneur. Can we say the boy who built the bridge was an entrepreneur?

(6) (5 minutes) *Point out the list of “Earning Ideas” on page 22.* Here are some ideas of how you can turn your ideas into action. ***Discuss the list with students.***

(4) (5 minutes) *Pass out copies of the Bridge Building Supplies Worksheet.* Being a successful entrepreneur isn’t always easy. Part of the reason the boy was successful is that he used his skills and creativity to build a bridge with existing resources. Starting his business would have been much harder if he had to pay to purchase tools or building materials.

Let’s imagine for a moment that the boy had to purchase tools to construct the bridge. To a business owner, these supplies are called expenses. Expenses are the amount of money spent to buy or do something. Can you figure out how much money the boy would need if he had to buy tools to put the bridge together?

(5) (10 minutes) *After reviewing the worksheet and confirming that the tools would cost \$286.99 total, move down the page to the bonus question.* The dollars spent to start or run a business are typically called business expenses. A business expense is the amount of money spent by a business in order to buy something it needs to provide its good or service. In this example, the tape measurer is an expense.

In a business, expenses need to be offset by sales -- in the case of a bridge, the boy made sales by collecting tolls from people who wanted to cross the stream. Let’s say the boy collected \$10.00 in bridge tolls a day. How long would it take for him to earn enough money to pay off the expense of the tape measurer, hammer, saw, drill, screws, and paint?

Answer: It would take 29 days, or \$290.00. If there were additional expenses along the way, the boy would have to pay for those as well. These are the types of decisions business owners need to think of as they invest their time and energy to maintain and grow their customer base.

For Younger Students *you can have a class discussion about the Earning Ideas presented on page 22 of the book. Then, have students use their creativity to color the bridge on the Bridge of the Golden Wood Coloring Worksheet, or have them flip it over to draw out their ideas of what type of business they would like to start.*

For Older Students *consider passing out copies of the What’s the Cost to Cross? Worksheet. Explain how one of the first decision an entrepreneur needs to make is to determine how much money the business needs to charge for the good or service it provides to customers. Have students complete the worksheet to learn how much money you can make charging different amounts for different services. Use real world examples for a discussion.*