



The Future Anything Challenge | Side Hustle Unit Overview

“Design and run a profitable side hustle from your own skills and strengths.”



FUTURE ANYTHING

Lesson	Learning Goals	Success Criteria	Capabilities	Key Activities
Lesson 1 The Hustle Challenge	We are learning to be curious and creative through an Agility Quest We are learning to understand the Capabilities that underpin The Future Anything Challenge through exploration of the ‘mission’.	Use what you know to complete a hustle challenge.	Agility	<ul style="list-style-type: none"> <input type="checkbox"/> Guide students through The Hustle Challenge activity. The Hustle Challenge Resource Kit has materials for 10-15 stations as well as alternative versions to fit your context. <input type="checkbox"/> Do a Think/Pair/Share debrief of the mission, skills and capabilities used during the Side Hustle experience.
Lesson 2 Skills & Strengths	We are learning to build a profile to help us understand who we are; our strengths and weaknesses; likes and dislikes.	Use what you know to build a learner profile. Use what you know to share insights about yourself with others.	Curiosity	<ul style="list-style-type: none"> <input type="checkbox"/> Have students log into their Zing profile, then complete the learner profile activities (or a non-Zing alternative) <input type="checkbox"/> Students explore where their skills and interests overlap to discover their personal “hustle zone” using the Hustle Zone matrix. Understand the types of hustles that best align with their strengths and passions.
Lesson 3 Exploring our Ideas	We are learning to understand the conditions that make creativity and divergent thinking possible We are learning to evaluate our options to make effective choices.	Use what you know to ideate 40 possible side hustle businesses and align to your own skills, talents and interests. Use what you know to choose 5 side hustle ideas that are linked to your lived experience and prototype a sketch of each one.	Critical Thinking	<ul style="list-style-type: none"> <input type="checkbox"/> Using the Side Hustle Buckets Sheet and Side Hustle Ideation PowerPoint, students rotate through themed “bucket” stations to sort example side hustles, brainstorm their own ideas, and record potential ventures on the Side Hustle Ideation handout to identify promising concepts for development. <input type="checkbox"/> Using the Ideation PowerPoint, Connection to Idea Matrix, and Pretotype - Side Hustle Sketch resources, students refine their 40 brainstormed ideas down to a top 3, create quick post-it note prototypes, and gather peer feedback to identify and strengthen their most promising side hustle concept.
Lesson 4 Find My People	We are learning to understand how we could align our side hustle ideas with the skills, talents and interests of others. We are learning to understand the expectations and requirements of the task.	Use what you know to find your people and/ or align your business goals with others. Use what you know to develop a Project Management Plan	Communication	<ul style="list-style-type: none"> <input type="checkbox"/> Using the Zing Profile website or the Collaborative Archetype Quiz, students identify their collaborative archetype to explore how they work best in teams, reflect on their strengths, and discuss how this insight can enhance group collaboration. <input type="checkbox"/> Using the 5 Whys Test and, if needed, the Side Hustle Decision Matrix, students dig deeper into their top three ideas by asking five “why” questions to uncover their true motivation and feasibility, then select the strongest and most meaningful side hustle to pursue. <input type="checkbox"/> Using the Side Hustle Skills Match sheet, Project Management PowerPoint, and Project Management Plan worksheet, students map their strengths and skill gaps, network with peers to find support or collaborators, and plan tasks and responsibilities to turn their side hustle idea into actionable steps.
Lesson 5 Hustle on a Page	We are learning to clarify and organise our side ideas visually so we can communicate it clearly.	Use what you know to express your ideas and the key elements that make it unique. Use what you know to show your thinking in a clear and structured way.	Action	<p>Learning Peak: Hustle on a Page</p> <ul style="list-style-type: none"> <input type="checkbox"/> Option 1 - Base Level: Using the Hustle on a Page Placemat, students visually map their side hustle idea—including their skills, support network, problem, solution, and users. <input type="checkbox"/> Option 2 - Level Up: For extended learning, students complete the Hustle on a Page Placement as well as creating a rough prototype to explore how their idea could work in the real world. <input type="checkbox"/> Using the Ideas Station Posters, students rotate through stations to quickly capture feedback, insights, or reflections on their side hustle idea—via notes, sketches, or short videos—and then review and record key takeaways to inform future planning.



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Lesson 6 Customer Persona	We are learning to recognise the key elements of a customer profile, including demographics, interests, and needs.	Use what you know to research and understand the needs of your potential customers	Critical Thinking	<ul style="list-style-type: none"> <input type="checkbox"/> Using the Guess the Customer PowerPoint, students analyse side hustle examples to make and challenge assumptions about potential customers, reflecting on how understanding real customer needs is essential for designing products and services people actually want. <input type="checkbox"/> Using the Mini Profile Stations and Customer Interviews Worksheet (with optional AI Prompts), students rotate through stations to gather insights, create customer profiles in various formats, and plan or conduct interviews to deepen their understanding of potential customers.
Lesson 7 + 8 Points of Difference	<p>We are learning to understand our competition.</p> <p>We are learning to understand the importance of businesses having a clear point of difference.</p>	Use what you know to extend your ideas to increase point of difference.	Critical Thinking	<ul style="list-style-type: none"> <input type="checkbox"/> Using the Competitor Analysis Map (and optionally a SWOT template), students compare rival brands, identify their top three competitors, spot missed opportunities, and analyse strengths, weaknesses, opportunities, and threats to inform their own side hustle strategy. <input type="checkbox"/> Using the Points of Difference PowerPoint and Points of Difference Worksheet (with optional Catapult Cards X-Factor Deck or generative AI), students explore ways to make their side hustle unique and then craft a clear value proposition that highlights why their idea stands out to customers. <input type="checkbox"/> Using the Product & Service Plan worksheet, students detail their side hustle offerings, describing each product or service, highlighting what makes them unique, and optionally adding pricing or features, while reflecting on how well their offerings communicate their points of difference.
Lesson 9 + 10 Branding & Marketing	We are learning to market and brand our business.	Use what you know to develop marketing and branding of your side hustle.	Communication	<ul style="list-style-type: none"> <input type="checkbox"/> Using the Branding and Marketing Summary and Branding and Marketing PPT, students explore how recognizable brands connect with customers, analyse key branding elements, and develop their own side hustle’s personality, including name, logo, and tagline. <input type="checkbox"/> Using the Branding Scaffold, students design creative marketing materials for their side hustle—including name, logo, posters, packaging, and optional digital content—while applying design principles to reflect their brand identity and connect with their audience. <input type="checkbox"/> Students use their branding and marketing materials to draft, rehearse, and deliver a 30-second elevator pitch that clearly explains their side hustle, highlights its uniqueness, and engages the audience, while receiving peer feedback to refine their presentation.
Lesson 11 + 12 Financials	We are learning to understand the business planning principles of creating and running a side hustle.	Use what you know to set your prices and determine your profit.	Action	<ul style="list-style-type: none"> <input type="checkbox"/> Using the Price Is (Almost) Right PowerPoint and sticky notes, students guess the recommended retail price of items, reflect on the factors influencing their estimates, and optionally practice with peer activities to explore how branding, materials, and audience affect pricing decisions. <input type="checkbox"/> Using the Financially Fit booklet (or simplified version) and their worksheets, students calculate production costs, set recommended retail prices, and plan profit allocation to understand how money flows in their side hustle and how it can be used to create impact.
Lesson 13 + 14 Prepare to Launch	<p>We are learning to take initiative and follow through on the key tasks needed to prepare for a product launch.</p> <p>We are learning to use tools, strategies, and feedback to improve our product and make it real.</p>	<p>Use what you know to take initiative and follow through on the key tasks needed to prepare for a hustle launch.</p> <p>Use what you know to apply tools, strategies, and feedback to improve your product and make it real.</p>	Action	<ul style="list-style-type: none"> <input type="checkbox"/> Students use the launch planning activity and Gift Box Organic case study to identify, prioritise, and sequence the five most urgent tasks for their side hustle launch, reflecting on real-world examples to move from idea to action. <input type="checkbox"/> Using the Launch Day PowerPoint and Side Hustle Roadmap, students prepare their side hustle for launch by finalising products, organising materials, and planning promotions, focusing on progress, priorities, and tangible steps to bring their ideas to life. <input type="checkbox"/> Using the Side Hustle Launch Action Plan, student teams create a clear, realistic roadmap of high-priority tasks, assigning roles and steps to ensure momentum and readiness for their side hustle launch.

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Lesson 15 - 18 Trading Period	<p>We are learning to reflect on our side hustle launch to understand what worked, what didn't and what we will do next.</p> <p>We are learning to actively run and manage our side hustle during the trading period.</p>	<p>Use what you know to reflect on insights and make improvements for your next trading round.</p> <p>Use what you know to run your business, collect feedback, and track progress.</p>	Action	<p>Learning Peak: Trading Period</p> <ul style="list-style-type: none"> <input type="checkbox"/> During the public launch event, students showcase their side hustle, gather feedback and customer insights, and then use the Launch Day Reflection and Iteration section of their Trading Period Booklet to evaluate successes and identify improvements for the next phase. <input type="checkbox"/> Students gain hands-on experience running their side hustle using pop-up stalls or trading spaces and their Trading Period Booklet, updating their MVP, setting goals, collecting feedback, and iterating on their product or service while tracking sales and engagement. <input type="checkbox"/> Using the Trading Period Booklet, students reflect on their trading experience, sharing successes, challenges, and lessons learned, and identify specific improvements or next steps for future iterations.
Lesson 19 + 20 The Denouement	<p>We are learning to reflect on our journey to recognise and celebrate how our skills, capabilities and mindset have grown.</p>	<p>Use what you know to explain what went well, what didn't go well and what you would do differently to improve.</p> <p>Use what you know to explain key moments when you pivoted your idea or approach.</p>	Agility	<ul style="list-style-type: none"> <input type="checkbox"/> Students use the Zing Post-Program Capabilities Check-Out survey to reflect on their growth, assess how their entrepreneurial skills and confidence have developed, and share key insights with a partner or the group to celebrate their progress. <input type="checkbox"/> Using a Yarning Circle and their Trading Period Booklet, students share and discuss reflections on their trading experience, highlighting successes, challenges, and lessons learned while exploring strategies for improvement. <input type="checkbox"/> Using The Denouement worksheet (or optionally the PechaKucha Template PowerPoint), students reflect on their entrepreneurial journey, identify key pivots and adaptations, and plan how to apply their learning beyond the program, either through written, visual, or timeline formats.