Ideas on Wheels

How a new business changes choices in a town

4.P.2.4.C "Analyze the importance of innovation and entrepreneurship in a market economy."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline the need Lena notices, circle her new way of serving customers, and write 1 and 2 beside two ways her business changes people's choices.

Rolling Repairs

1. In Maple Town, many children ride bikes, but the nearest repair shop is across town. When a tire goes flat, families may have to wait for a ride to the shop. Lena notices this problem. She starts a small business called Rolling Repairs. She buys tools, learns to fix tires, and visits customers at a park on Saturdays. Lena is an entrepreneur because she starts a business and takes a risk.

2. Lena has a new idea: customers can send a message before they come to the park. She packs the parts they need, so she can fix more bikes without carrying every tool and part. Her idea is an innovation, a new way to meet a need. Some families choose her service because it saves them a trip. Others still choose the shop for repairs Lena cannot do.

3. The repair shop notices that some customers like quick tire fixes. Its owner begins offering a short Saturday repair hour near the park, too. Now families can compare prices, hours, and the kinds of repairs each business offers. Lena earns money when customers pay her, but she must pay for parts and tools. If too few people buy her service, she could lose money. New ideas bring choices, but business owners take risks.

2 ANSWER WITH EVIDENCE

Use the passage

1. How does Lena's message idea help her serve customers? Use a detail from the passage.

2. Why might a family choose the repair shop instead of Rolling Repairs?

3. How did Rolling Repairs change what the repair shop offers? Why might that matter to families?

4. Why is Lena's business a risk, even if some families want her service?

3 YOUR TURN

Your own words

Think of a need at your school or in your neighborhood that is different from bike repair. In three or four sentences, describe a business you could start, a new way it would meet the need, and how it might change customers' choices or another business.

ANSWER KEY

Ideas on Wheels

GRADE 4 · 4.P.2.4.C

PART 1 · READ AND MARK

Underline the need Lena notices, circle her new way of serving customers, and write 1 and 2 beside two ways her business changes people's choices. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	How does Lena's message idea help her serve customers? Use a detail from the passage.	**Messages tell Lena which parts to pack, so she can fix more bikes at the park.**
2	Why might a family choose the repair shop instead of Rolling Repairs?	**The shop can do some repairs that Lena cannot do.**
3	How did Rolling Repairs change what the repair shop offers? Why might that matter to families?	**The shop added a Saturday repair hour near the park. Families now have another nearby choice for quick repairs.**
4	Why is Lena's business a risk, even if some families want her service?	**She pays for tools and parts. If too few customers pay her, she could lose money.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

In my neighborhood, some families need help carrying groceries home. I would start a grocery-carrying service with a shared pickup schedule for neighbors on the same street. Families could choose my service instead of carrying heavy bags alone. A delivery business might offer shorter trips to compete.

Accept other passage-based explanations of how Lena's idea affects customers' choices and the repair shop. For the open task, look for a distinct need, a business idea, a new way to meet the need, and a reasonable effect on choices or another business.