



# Business Models & Strategy with DJ Moore



*“You can’t fix everything at once. Find one problem, solve it well, and then move to the next.”*

- DJ Moore

Entrepreneur, CEO of Erosion & Construction Solutions, Inc.  
& One of the Innovators behind Siltworm

## EARLY LESSONS & INSPIRATION



*Answer the following questions based on what you learned from the video. Be as specific as possible.*

**1 EARLY LESSONS & INSPIRATION** What first inspired DJ to start his business?

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▶ Hint: Great ideas often come from noticing what’s broken and deciding to fix it.

**2 GROWTH & FOCUS** What systems did DJ create to help his business grow?

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▶ Hint: Successful businesses run on smart systems, not chaos.

**3 BUSINESS STRATEGY & INNOVATION** How did DJ create and improve his product, the Siltworm?

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▶ Hint: Innovation happens through testing, learning, and improving again and again.

**4 LEADERSHIP & VALUES**

What advice does DJ give to young entrepreneurs about finding their purpose?

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► Hint: A clear purpose keeps you grounded and motivated.

**DISCUSSION-BASED QUESTIONS**



*Reflect on your personal thoughts and write your answers below.*

**1 PERSONAL CONNECTION**

What part of DJ’s story stood out to you the most? Why did that moment or idea connect with you personally?

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**2 BIGGEST TAKEAWAY**

What is your biggest takeaway from DJ’s story about strategy, focus, or leadership? How can these ideas help you as you think about your own goals?

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**3 APPLYING LESSONS**

Think about a challenge you see in your school, neighborhood, or community. What’s one problem you could focus on solving — and what first step could you take?

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**4 INSPIRATION**

Who inspires you to stay focused and follow through when things get tough and how can you use their example to grow your own leadership and decision-making skills?

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! Use your creativity to complete the following activity.

1 FIND THE FRICTION

“What part of the process is making your job more difficult?”

— DJ Moore

DJ didn't start with a big idea — he started by noticing **where systems slow people down**. This activity asks you to do the same.

**Step 1: Find the Friction** Think about something you do regularly (school, work, sports, clubs, daily life). What part of the process feels **frustrating, inefficient, or broken**?

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**Step 2: Who Feels This Too?** Who else deals with this same problem?

- Students     Teachers
- Employee     Customers
- Teammates     Other: \_\_\_\_\_

**Step 3: The Strategic Fix** What's one way you could **simplify, organize, or improve** that part of the process?

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2 REFLECT

DJ said, “You can't fix everything at once. Find one problem, solve it well, and then move to the next.” How can this idea of **focus** help you reach your own goals?

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You're one step closer to thinking like an entrepreneur. Keep exploring, learning, and dreaming big!