



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?

Answer (0:00-2:00):

DJ began his career in construction, but after the 2008 housing crash, he noticed a major problem in the erosion control industry — the products on the market didn’t work well. That frustration became the spark for his idea.

► 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?

Answer (7:00-9:00):

He built repeatable processes that made his work more efficient — things like inventory systems, tracking performance, and training methods. Systems freed him to focus on innovation and leadership.

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

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

Answer (10:00-13:00):

He started small — testing prototypes, getting feedback, and improving each version. His product uses 99% recycled materials, showing innovation can also be sustainable.

► 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?

Answer (16:00-18:00):

He says success isn't about titles or money — it's about your "why." Knowing why you're doing something gives you the strength to push through hard times.

► 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?

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?

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?

4 MOTIVATION

DJ talked about motivation more than once in his story. What motivates you to keep going when things get hard or feel overwhelming?

! 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**?

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?

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?



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