

BIZWORLD[®]

Version 4.0

Online Resources

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The _____ will be selling bracelets on _____ and would like
company name *date*
opinions from potential customers.

Please answer the following questions:

- **Circle your top three color choices for a bracelet:**

Red Orange Yellow Green Blue
Purple Pink Black White

- **We are considering making themed bracelets.** If you have a favorite sports team, book, or movie that you would like to see represented in a bracelet, please list it below.
- **What do you think is a fair price for a bracelet?**

The _____ will be selling bracelets on _____ and would like
company name *date*
opinions from potential customers.

Please answer the following questions:

- **Circle your top three color choices for a bracelet:**

Red Orange Yellow Green Blue
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- **We are considering making themed bracelets.** If you have a favorite sports team, book, or movie that you would like to see represented in a bracelet, please list it below.
- **What do you think is a fair price for a bracelet?**

Memo: The Best Things About Our Company

Name _____ Date _____

Making a pitch to the Venture Capitalist (VC) is your company's first opportunity to raise the money (\$BB) you will need to fund the design process. Your company will need approximately **\$15-20BB** for design expenses.

List 5-10 great things about your company, employees, or product that you think the Venture Capitalist should know before determining whether to invest in your company. If the VC chooses to invest, this information will also help him/her to decide how much money to offer you for your shares of stock. Be sure to describe your product idea and why your company is better than the others.

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.



Memo: The Best Things About Our Company

Name _____ Date _____

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1. <i>Strong leadership</i>	6. <i>(answers will vary)</i>
2. <i>Creative design ideas</i>	7. <i>(answers will vary)</i>
3. <i>Good teamwork</i>	8. <i>(answers will vary)</i>
4. <i>Good ideas for a marketing campaign</i>	9. <i>(answers will vary)</i>
5. <i>An understanding of the market</i>	10. <i>(answers will vary)</i>

Business Plan (advanced)

Company: _____

Complete the business plan with the employees of your company to prepare for your pitch to the Venture Capitalist (VC). The business plan will help your company provide a strong, well-organized pitch and result in receiving more money (per share of stock) from the VC.

Your Company:

1. The purpose of our company is:
2. The benefits of our friendship bracelet business to our customers are:
3. What resources or skills do you and your company employees have that will help make your business successful?
4. Do you have any potential competitors? If so, how many?
5. What differentiates your company from the competition?

Your Product:

6. Describe the product you would like to sell.

Business Plan (advanced, continued)

7. How will your product stand out from other similar items?

8. Your Customers:

9. Our target market (customers we want to reach) is as follows:

Average age:

Gender:

Characteristics/traits:

Your Marketing:

10. How will people learn about your product?

11. Why will people want to buy your product?

12. What innovative or unique ideas do you have to attract customers to your store at the Sales Bazaar?

If you have any more information you think would be beneficial for the Venture Capitalists to know, please add it on a separate sheet of paper.

Show Me the Money!

You are the Venture Capitalist and are presented with the following three companies. Based on the following descriptions, which company would be the best investment?

Company 1:

The President of Dynamic Skateboards, Inc. is looking for investors. Dynamic Skateboards, Inc. is a new company and their products will not be available in stores for another year or so. The prototypes you have seen appear to be traditional skateboards with new age designs, using the season's hottest colors. The President is enthusiastic about his growing company.

Company 2:

The President of National Skateboards, LLC is looking for investors. The company has been around for 5 years and currently has a successful line of skateboards. They are preparing to launch a new line of skateboards within the next few months. However, the President does not appear confident or overly enthusiastic about the new line and you have not seen a prototype.

Company 3:

The President of American Boards, LP is looking for investors. American Boards, LP is a new company and has just started large scale production of a brand new style of skateboard. The company's new design does not look like a traditional skateboard and has people talking.

Explain your answer in the space below.

Memo: Protecting Your Product's Design

Name _____ Date _____

1. Describe your friendship bracelet design. Include specifics such as the combinations of colors and the style of weave you envision.
2. How might the sale of your friendship bracelet be influenced if another company were to copy the design?
3. How can a company or an individual protect or prevent others from copying a unique design?



Memo: Protecting Your Product's Design

Name _____ Date _____

1. Describe your friendship bracelet design. Include specifics such as the combinations of colors and the style of weave you envision.

(answers will vary)

2. How might the sale of your friendship bracelet be influenced if another company were to copy the design?

Depending on the size of the market (consumers of a product or service), competition can reduce sales, therefore decrease revenue and profit.

3. How can a company or an individual protect or prevent others from copying a unique design?

A patent is protection granted by a government that gives the creator of an invention (product, design or process) the sole right to make, use, and sell that invention for a set period of time.

Jean's Super String Store

1. Jean's Super String Store sells five different colors of string - **orange, blue, white, black,** and **red**. Your company wants to make bracelets using combinations of only 3 **DIFFERENT** colors. What is the total number of combinations you can make? Show how you determined the total number of combinations in the space below or on a separate sheet of paper.

Total _____

2. Your company has decided to manufacture solid color bracelets in 3 different styles: 1) double twist, 2) double chain knot and 3) classic braid. You make every style in each of the five colors. What is the total number of unique solid color bracelet choices your company will offer? Show your work.

Total _____

3. After manufacturing the solid color bracelets, described above, in equal proportions, you put them all in a basket at the sales bazaar. If a customer grabs one at random, what is the probability that they will pick out a bracelet that is not blue? Explain your reasoning.

Probability_____

4. What is the probability that they will randomly pick out a bracelet that is either a double twist or classic braid? Explain your reasoning.

Probability_____

Jean's Super String Store Key



Jean's Super String Store

1. Jean's Super String Store sells five different colors of string - **orange, blue, white, black**, and **red**. Your company wants to make bracelets using combinations of only 3 **DIFFERENT** colors. What is the total number of combinations you can make? Show how you determined the total number of combinations in the space below or on a separate sheet of paper.

Combinations: 1· orange, blue, white; 2· orange, blue, black; 3· orange, blue, red; 4· orange, white, black; 5· orange, white, red; 6· orange, black, red; 7· blue, white, black; 8· blue, white, red; 9· blue, black, red; 10· white, black, red; (A chart may be created to illustrate the solution.)

Total 10

2. Your company has decided to manufacture solid color bracelets in 3 different styles: 1) double twist, 2) double chain knot and 3) classic braid. You make every style in each of the five colors. What is the total number of unique solid color bracelet choices your company will offer? Show your work.

3 styles x 5 colors = 15 solid color choices

Total 15

3. After manufacturing the solid color bracelets, described above, in equal proportions, you put them all in a basket at the sales bazaar. If a customer grabs one at random, what is the probability that they will pick out a bracelet that is not blue? Explain your reasoning.

20% or 1/5 of the bracelets are blue therefore the probability of choosing a bracelet that is NOT blue is the remaining 80%.

Probability 4/5 or 80%

4. What is the probability that they will randomly pick out a bracelet that is either a double twist or classic braid? Explain your reasoning.

1/3 or ~33% of the bracelet styles are a double twist and 1/3 or ~33% are a classic braid, therefore the probability of choosing either one of these is 2/3 or ~66%.

Probability 2/3 or ~66%

Design Patent Application

Company Name _____ Date _____

Product Type _____

Note: A patent is only as good as the description and illustration provided.

Provide a detailed description of the product design that includes the following:

COLOR(s): Identify the exact combination and ratio of colors for which you are applying to patent. *[Example: Colors - red, white, blue; Ratio - 2:1:1]*

WEAVE: Identify and describe the specific weave used in your design.
[Example: double twist, chain knot, or classic braid]

ILLUSTRATION: Draw a detailed picture of your design in the space below.

Application fee: **\$5BB** _____

Approved by: _____
(To be signed by the instructor if this application is accepted.)