



Version 2.0

Online Resources

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Market Research Questionnaire

The _____ will be selling tickets on _____ and would
company name *date*
like your opinion. Please answer the following questions:

- What kinds of movies do you like to see?
- How do you find out about movies you want to see?
- What do you think is a fair price for a movie ticket?



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Memo: The Elements of a Storyline

What is the storyline (plot) of Cinderella?

Place the elements of this storyline in the correct sequence. Label each sentence 1 through 9.

- _____ Cinderella and the Prince lived happily ever after.
- _____ Cinderella rushes home at midnight from the ball and accidentally leaves her glass slipper behind.
- _____ A fairy godmother grants Cinderella her wish to go to the ball but warns her she must leave by midnight.
- _____ Cinderella’s father dies, and she is left to live with her stepmother and stepsisters.
- _____ Cinderella dances with the prince and falls in love.
- _____ After both stepsisters fail to fit into the glass slipper, Cinderella tries it on, and it fits.
- _____ Cinderella’s life changes once her father is gone. She is forced to do all the chores around the house and is treated unkindly by her stepmother and stepsisters.
- _____ All the ladies of the land are invited to the prince’s ball, but Cinderella is told she cannot attend unless she finishes all her chores.
- _____ The prince sends a messenger to the homes of all his subjects to seek the mystery woman who fits the glass slipper.

Create an image for each of the sentences above, in the order you’ve listed above, to complete the storyboard for this classic tale.

Cinderella Storyboard				

Memo: The Elements of a Storyline KEY

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What is the storyline (plot) of Cinderella?

Place the elements of this storyline in the correct sequence. Label each sentence 1 through 9.

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- 1 Cinderella's father dies, and she is left to live with her stepmother and stepsisters.
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Cinderella Storyboard				



Interview with an Adult: Dream Business

Interview a parent, teacher, or local businessperson about his/her business dreams.

1. If you could start any type of business, what would it be and why?
2. How would you put together the startup funds needed to launch your business? (bank loan, friends, venture capitalist investment, a combination)
3. Who would be the biggest competitors for your business? How would you make your product or service stand out among the competitors?
4. How would you market your business?
5. What technology would be central to your business?

What else do you want to know about his/her dream business? Write your own interview questions below:

1. Question: _____

Answer:

2. Question: _____

Answer:



Memo: Which Business is the Most Successful?

Three new movie production companies were incorporated in town last month. In the first month of business, Wally's Wacky Movies raised \$3,317 in revenue; Abby's Awesome Adventure Movies raised \$1,288 in revenue; and Sara's Big Show raised \$5,612 in revenue.

Wally's Wacky Movies had \$1,727 in total expenses for the month, Abby's Awesome Adventure Movies had \$973 in expenses, and Sara's Big Show had \$3,923 in total expenses last month.

Business	Revenue	Expenses	Profit
Wally's Wacky Movies			
Abby's Awesome Adventure Movies			
Sara's Big Show			

Which company was the most successful in their first month of business?
How do you know?

Memo: Which Business is the Most Successful? KEY

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Business	Revenue	Expenses	Profit
Wally's Wacky Movies	\$3,317	\$1,727	\$1,590
Abby's Awesome Adventure Movies	\$1,288	\$973	\$315
Sara's Big Show	\$5,612	\$3,923	\$1,689

Which company was the most successful in their first month of business?
How do you know?

[Sara's Big Show was the most successful because it had the highest profit.]



Startup Costs

1. Michael is starting a movie production company and needs to rent office space to house his team of computer animators. The first office he looks at costs \$11,995.20 per year to rent. Another office costs \$9,712.80 per year, and a third space costs \$10,244.40 per year. Michael has decided to rent the office space with the lowest yearly cost. How much will he save over the highest priced space?

Answer: _____ (show your work below)

2. Michael received an \$18,500.50 investment from a venture capitalist and also borrowed \$4,480.50 from the bank. How much money will Michael have remaining after he budgets for his annual rent and spends \$3,124.50 on a new computer program for creating 3-D animation?

Answer: _____ (show your work below)

3. When Michael picks up the keys to his new office, he will have to give the landlord a security deposit, which is equal to one month's rent. How much money will Michael have remaining after he pays the security deposit?

Answer: _____ (show your work below)

Startup Costs KEY

Startup Costs

1. Michael is starting a movie production company and needs to rent office space to house his team of computer animators. The first office he looks at costs \$11,995.20 per year to rent. Another office costs \$9,712.80 per year, and a third space costs \$10,244.40 per year. Michael has decided to rent the office space with the lowest yearly cost. How much will he save over the highest priced space?

Answer: \$2,282.40 (show your work below)

$$\$11,995.20 - \$9,712.80 = \$2,282.40$$

2. Michael received an \$18,500.50 investment from a venture capitalist and also borrowed \$4,480.50 from the bank. How much money will Michael have remaining after he budgets for his annual rent and spends \$3,124.50 on a new computer program for creating 3-D animation?

Answer: \$10,143.70 (show your work below)

$$(\$18,500.50 + \$4,480.50) - (\$9,712.80 - \$3,124.50) = \$10,143.70$$

3. When Michael picks up the keys to his new office, he will have to give the landlord a security deposit, which is equal to one month's rent. How much money will Michael have remaining after he pays the security deposit?

Answer: \$9,334.30 (show your work below)

$$\begin{aligned} \$9,712.80 \div 12 \text{ months per year} &= \$809.40 \\ \$10,143.70 - \$809.40 &= \$9,334.30 \end{aligned}$$



Show Me the Money!

You are a venture capitalist and are presented with the following three movie production companies. Based on the following descriptions, which company would be the best investment?

Company 1 - Dynamic Movies:

The executive producer of Dynamic Movies is looking for investors. Dynamic Movies is a new company, and their first movie will not be in theaters for another year. The preview you have seen appears to be a traditional computer-animated movie with innovative designs, using the most amazing special effects. The executive producer is enthusiastic about her growing company.

Company 2 - National Cinema:

The executive producer of National Cinema is looking for investors. The company has been around for five years and currently has a successful film in theaters. They are producing a new film but are behind schedule and over budget. The executive producer does not appear enthusiastic about the new film, and you have not seen a preview.

Company 3 - American Film:

The executive producer of American Film is looking for investors. American Film is a new company and has just started production of a new computer-animated movie. The company's movie is not like any other movie in theaters now and has people talking.

Choose which company you would invest in and explain why.

Dynamic Movies	National Cinema	American Film
<i>pros</i>	<i>pros</i>	<i>pros</i>
<i>cons</i>	<i>cons</i>	<i>cons</i>

I would invest in _____ because _____
