

COMPANY BRAINSTORMING (TEACHER RESOURCE): COMMUNITY PROBLEM

Companies begin with ideas. Given the information on the sticky note, answer the following prompts to determine if your group wants to move forward with this idea.

Proposed Product or Service:

Think of a product or service that could help solve this community problem.

Automated pooper scooper

**DOG OWNERS NOT PICKING
UP PET WASTE**

Purpose:

How would your product or service help?

Preventing insect infestation, and diseases from spreading to other dogs in the area.

Goals:

The goal of for-profit businesses is to make money. How reasonable is it that your product or service will be used? By many people or by a few?

I think a lot of people would be interested in this product. It would appeal to dog owners who do not want to pick up waste and property owners that accumulate a lot of waste on their property.

Criteria:

How can you ensure the product or service meets its goals and purpose?

The product would have to be automated.

Pros and Cons:

What are the pros and cons of this product or service?

Pro: It would likely be used because it's automated.

Con: It might be expensive to make. Who is going to maintain it?

COMPANY BRAINSTORMING (TEACHER RESOURCE): TOUGH SITUATION

Companies begin with ideas. Given the information on the sticky note, answer the following prompts to determine if your group wants to move forward with this idea.

Proposed Product or Service:

Think of a product or service that could help solve this tough situation.

App that sources “person-sitting” (like babysitting but for any age).

Purpose:

How would your product or service help?

Take away some of the stress of having to care for family members along with all the other responsibilities of life.

Goals:

The goal of for-profit businesses is to make money. How reasonable is it that your product or service will be used? By many people or by a few?

It takes a lot of time to care for a family member and it is also very expensive. There is already a high demand in this area.

Criteria:

How can you ensure the product or service meets its goals and purpose?

Hiring employees that are highly qualified to care for these family members.

Pros and Cons:

What are the pros and cons of this product or service?

Pro: There are probably a lot of people who need this and many who could benefit from it.

Con: What do we do if someone gets hurt?

**TAKING CARE OF FAMILY
MEMBERS**

COMPANY BRAINSTORMING (TEACHER RESOURCE): MONEY MAKER

Companies begin with ideas. Given the information on the sticky note, answer the following prompts to determine if your group wants to move forward with this idea.

Proposed Product or Service:

Think of a product or service that people would be willing to pay for.

Brunch food boxed up to take and eat on the go

**FOOD TRUCK THAT SERVES
BREAKFAST**

Purpose:

Why would they be willing to pay?

Readily available food that can be moved to where people are. Everyone loves brunch!

Goals:

The goal of for-profit businesses is to make money. How reasonable is it that your product or service will be used? By many people or by a few?

The food truck would have a tracker so that everyone knows where it is, and it would post its menu on social media for customers to access anywhere. Food trucks are really popular, mobile, and cost less than an actual restaurant.

Criteria:

How can you ensure the product or service meets its goals and purpose?

Only digital payments would be accepted. The idea is that no cash means no risk of theft.

Pros and Cons:

What are the pros and cons of this product or service?

Pro: It would be easy to advertise, and everyone loves breakfast foods any time of day.

Con: What if someone steals our truck?

COMPANY BRAINSTORMING (TEACHER RESOURCE): DECISION TIME

Two indicators of a successful product or service are that (1) the company does not lose money and (2) any average consumer could reasonably purchase it. These results happen naturally when the product or service solves a problem in the community or makes life easier. Given the three ideas in previous categories—community problem, tough situation, and money maker—choose 1 or combine 2 of the 3 ideas to pick the product or service you want for your business.

Name of Product:

Brunch in a Box

Product Description:

Food truck that will serve brunch food—families can schedule the food truck to visit their area and/or deliver food to their family.

Name of Company:

Brunch Box

Reasoning:

How did you make your decision? Did you combine ideas? If so, which ones and why?

We picked a food truck that serves breakfast food because we love breakfast. We changed it a little because we think we can make a lot of money serving breakfast/brunch all day since it is a new idea.