



~~Sal Contes, Jr., Assistant Principal~~

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11th Grade Summer Assignment:

Students must create a business they would wish to start. The business can either sell a product (a tangible item) or a service. Your product can even be an app! If you are having trouble deciding what business you want to create or having trouble even thinking about ideas for a product or service, here are some things you can think about:

- Is there anything that could make some part of my life easier:
 - Getting up in the morning
 - Preparing breakfast
 - Helping with schoolwork/chores
 - Helping get better at a sport
 - Etc.
- Is there anything that we need in my neighborhood:
 - Food
 - Clothing
 - Entertainment
 - Sports/Training
 - Parking
 - Etc.
- Do I have a problem that a product or business can solve:
 - Not being able to speak another language
 - Always being late everywhere
 - Not having a ride to hang out with friends
 - Etc.

When you have decided what business you wish to create, you must create an elevator pitch.

An elevator pitch is a brief speech that outlines an idea for a product, service or project. It is called an elevator pitch because it should be short enough to say in the time frame of an elevator ride: 1 minute.

Your elevator pitch must answer the following:

1. What is the name of your business?
2. What is your business slogan? (A catchy phrase your customers will remember. Ex: McDonalds – I'm lovin it!)
3. If you have a product or app – what is the name for the product or app?
4. How much will your product or service cost?
5. How will you advertise this business?
6. Why did you create this business?
7. How can this product or service help your customers?
8. Why should someone buy your product/business?

When you return to school, you will present your 1 minute elevator pitch to the class. So be prepared!

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