

JA Company Program (High School Program –9<sup>th</sup>-12<sup>th</sup> Grade)  
PA Academic Standards Career Education and Work

Instructional Activity	Student Evidence/ Supporting Documents	Where it is found in the JA program	CEW Academic Standard
<p>Activity: Identifying Available Resources for a Business Venture– students fill out a business research form which prompts them to think about the demand for their product, the resources needed to create the product, barriers to entry and current market competitors.</p>	<p>Session 3; Business Research Form Document, Pages 1-2</p>	<p style="text-align: center;">Session 3</p> <p>**Due to curriculum changes, Session and Activity numbers are subject to change**</p>	<p style="text-align: center;">13.4.11 C Entrepreneuership</p>



CEW – Student Evidence

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JA Company Program  
Identifying Available Resources for a Business Venture

High School 9<sup>th</sup>-12<sup>th</sup> Grade

CEW Academic Standard: 13.4.11 C

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Various research tasks must be completed prior to starting a new business venture. The outcome of these research tasks will determine if a plan to start a business should move forward. Answer the following questions listed on the attached document to determine: if your product idea is safe and legal; if it fulfills a current need in the market; which resources you currently have and still need to acquire; what are some barriers to entry; and who are your competitors.

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# MEETING THREE: VET THE VENTURE

## BUSINESS RESEARCH FORM

### Instructions

1. Each of the following research tasks need to be investigated prior to committing company resources to this business venture.
2. Keep in mind, this is not the *Business Plan*, so the results can be approximated. But they must be accurate enough to help the Company make a final decision about moving forward.

List the name of your product or service and describe the need it would fill for your customer

Product or Service: \_\_\_\_\_

Need: \_\_\_\_\_

### 1. IS IT LEGAL

- Is it safe?
- Are there any city, state, or U.S. laws that limit or prohibit the sale of this item?
- Would it infringe on a patent? <http://www.uspto.gov/patents/process/search/>
- Is the product name or business name already trademarked (if names have been decided)?  
<http://www.uspto.gov/trademarks/index.jsp>
- Be sure to complete and submit the Product Approval Application.
- Are there any legal considerations?

### 2. ARE WE SURE

- We have customers who want or need our product or service?
- We have customers who can afford and will pay for our product at a price high enough to make a reasonable profit?
- We have done the right research? (Survey potential customers or, if possible, place a prototype on the market and see if it sells.)

### 3. WHAT RESOURCES DO WE HAVE AND WHAT RESOURCES DO WE NEED

(Remember these are approximate at this point)

RESOURCES	HAVE NOW	NEED TO GET FOR SUCCESS
Startup capital		



<b>Human resources</b>		
<b>Production and distribution resources</b>		
<b>Time</b>		

#### 4. COMPETITORS

Who are our competitors? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What makes us different? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Why would a customer choose us over our competitors? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### 5. OTHER CONSIDERATIONS

Do the people in our Company like or care about the product enough to commit to it throughout the program? \_\_\_\_\_

Are there any barriers to entering this industry that might prevent a successful launch?  
 \_\_\_\_\_

Are there any other advantages or positive considerations that could help the Company succeed?  
 \_\_\_\_\_

Are there any other disadvantages or challenges that could negatively affect the startup?  
 \_\_\_\_\_