

Project 2: Extreme Entrepreneurship Group Project

This project is designed to illustrate the fourth factor of production: Entrepreneurship.

Individual students will go online and find three online firms or companies that are very strange, bizarre, silly, creative or just amazing, and yet profitable. Groups of these students (6 groups of 4) will then create and present a PowerPoint presentation to the class based on their companies.

Group Assignments

- Each student in the group needs to find at least two websites not used by anyone else, in any of the other groups, from their home. Students may want to find 4 or 5 companies to make sure they are not duplicating other groups' work. We will review the companies in class to avoid duplication.
- At least one member of each group will bring a laptop from home. Frankly, the more laptops, the merrier.
- Students then need to look at every part of the website, especially anything labeled "About Us", to see when the company started, and how much money they make in a given year, if possible.
- We may assume profitability if the company is over two years old.
- Groups will then create their PowerPoints.

For example, a company called Santa Mail sends children letters from Santa. They charge \$9.95 per letter. Since they opened online in 2002, they have sent 290,000 letters – making \$2,800,000.00 (\$2.8 million) in the process. Since they are a seasonal employer, using part-time help, this is very profitable! You can visit this firm at <http://www.santamail.org/aboutus.htm> Please do not use this company in your presentations!

The PowerPoint Presentations

The presentation must include:

- ✳ At least one slide per company
- ✳ Each company's name,
- ✳ The website,
- ✳ Images of the product, and
- ✳ Details of the profitability.

Optional for extra points:

You may add, but do not need:

- ✳ Embedded sounds that relate to the product, and
- ✳ Embedded video that relates to the product

A few hints:

- Use your hobbies and interests to find companies– One student who like extreme sports looked for companies making his gear, and got an A on this project.
- Google search for businesses, using every word you can find for "Unusual" – use an online thesaurus if you need one.
- Ask your parents and teachers – remind them of the pet rock, and see what they suggest.
- Look at the price of items (you may need to e-mail the company), and try to project how much they might make in a year of sales.
- E-mail the company, explain this project, and ask them how they are doing, if you cannot find out on their website. Don't be surprised if they decline to answer.