

Name: _____

High Pressure, High Potential

Part 1

Directions:

Answer the questions below as you watch the video available at <https://vimeo.com/1108190780>

1. Describe James's SAE in two or three sentences.
2. What state is James from?
3. What types of equipment does James pressure wash?
4. How did James get started with his SAE?
5. What are James's daily tasks?
6. What safety precautions are needed for this SAE?
7. What has James learned most from his SAE?
8. What are James's favorite parts of his SAE?

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Part 2

Directions:

Congratulations! You have been given \$5,000 to launch your own business. Complete the planning document below as you work.

The first step in launching an ownership/entrepreneurship SAE is identifying a product or service that meets a need for your community and aligns with your career interests.

On the left side of this chart, make a list of all the things you are good at and love to do. Add to the list your talents, skills and abilities. On the right side of the chart, make a list of things that would make your life and the lives of those in your community better. List as many as you can, but write at least five in each chart. Match your interests and talents to needs to find business opportunities by highlighting/underlining strong business ideas from your list.

What are you good at? What do you love to do? What are your talents, skills and abilities?

What product or service would make your life better? What product or service would make the lives of those in your community better?

Name: _____

Choose one idea from the list you brainstormed above and fill out the document below.

Business Idea: What product or service will your business offer? Why did you choose this idea?

Business Name and Slogan: Give your business a creative name and a catchy slogan or tagline.

Name:

Slogan:

Target Customers: Who will buy your product or service? Describe your ideal customer (age, location, interests, needs).

Budget: How will you spend your \$5,000?

Start-up Item	Cost

What Makes You Unique? What sets your business apart from others?

Promotion Plan: How will you advertise or promote your business to customers?

Where Will You Operate? Where will your business be based? (At school, home, online, mobile unit, etc.)

Goals

List two or three goals you have for your business

Reflection

What skills do you already have that will help you succeed? What do you still need to learn?

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Part 3

Directions:

Now is your chance to share your business with the world! Create a video advertisement for your new business using the rubric below to guide you.

VIDEO RUBRIC

Area	4 Points	3 Points	2 Points	1 Point
Content	All content is accurate. There are no factual errors.	Most of the content is accurate, but there is one piece of information that seems inaccurate.	The content is generally accurate, but one piece of information is clearly inaccurate.	Content is confusing or contains more than one factual error.
Clarity and Creativity	The video is easy to understand, and all elements are clearly written or spoken. Creativity was used.	The video is easy to understand, and most elements are clearly written or spoken. Some creativity was used.	The video is hard to understand with very quiet speaking or very hard to read writing. Little creativity was used.	The video is hard to understand, and one cannot follow the thought process. No creativity was used.
Narration and Preparedness	The video is clearly rehearsed and presented with no mistakes. Student spoke slowly and clearly.	One mistake is heard in the video.	Two mistakes are heard in the video.	Three or more mistakes are heard in the video. Student spoke very fast and was unclear.
Time	Student stayed in the one- to two-minute time frame.			Student was either under or over the allotted time frame.

Total: _____

Comments: