**Entrepreneurship 110 – Pop Challenge**

**Pop Challenge – Lesson Prior to Assessment**

This student assignment is based on the video viewed in class, “Obsessives – Soda Pop” based on entrepreneur, John Nese. Link for the video is: <https://www.youtube.com/watch?v=gPbh6Ru7VVM>

What made John Nese a good entrepreneur? After the video students noted with the following characteristics: passion for the product, knowledge of the product, being unique, serving a niche market (staying away from Coke/Pepsi), being open to new flavors, etc.

**Students, you will need paper, pencils, pencil crayons/markers to complete this assignment.**

**Pop Challenge Assignment Outline**

On your own, or in a group of two, create a new flavor of pop. Try to be unique and creative! If you have difficulty starting this assignment, make a list of your favorite foods or a list of everything that you have eaten this week. Do any of these food items or combination of food items seem like a good pop flavour?

Once you have determined your unique flavor, create a label to go on the bottle.

**Assessment:** This assignment is worth 10 points. Five points for creativity of the flavor and five points for the answers to the following questions.

**Step 1: Create a label for your pop.** Labels should catch a consumer's eye and should promote your new flavor. No plagiarism!

**Step 2: Answer the following:**

1. Was it easy to come up with a flavour?
2. Do you think it is easier to have a partner in business for to work alone?
3. What happens if no one likes your new flavour of pop?

NOTE: The flavours introduced in class cannot be used for this assignment! Lenape Orange Soda, Meatballs and spaghetti, Jalapeno Pop, or Morris Mountain (Marshmallow and Banana).

**DUE: MONDAY, NOVEMBER 25, 2019**

**If you complete this assignment and have time allotted, work on market day planning (start making a list of items you will need and keep a track of the cost involved). If you have not come with an idea for the market days, time to plan on the item(s) to be sold!**