Dear Incoming Third Graders and Parents/Guardians,

This year instead of summer packets, Dobson is adopting the “One-Book Approach”. This approach requires students to read a supplied book and complete a multi-disciplinary project. This year, Dobson chose to use the book “From an Idea to Nike” by Lowey Bundy Sichol. We were fortunate enough to meet this author this school year and she taught us all about entrepreneurship.

This summer you will be asked to think up an idea for a company and create a product the company could produce. Attached are detailed instructions to help complete your project and bring your idea to life.

Thank you,

Mrs. Heyward and Ms. Franz

Each project will have the following components

1. A file folder answering all of the questions listed below
2. A model of your product

**File Folder:**

**All questions should be answered in detailed paragraph form (5-7 sentences)**

Front cover of File folder:

1. Create an advertisement for your company and product
2. The following should be present in your advertisement:
   1. The name of your company
   2. The name of your product
   3. Your company logo
   4. Your company tag line
3. Make sure the advertisement is colorful, legible and neat!

**Inside Left**

1. **Name of your company:** What is your company called? How did you come up with the name?
2. **What inspired you to create your company?** What is the need for your company? For example, **Phil Knight knew that there was a market for running shoes so Nike was created.**
3. **What does your company stand for?** Are you an environmental company? Do you care about people saving money on their clothing?
4. **What does your company produce?** Compared to different companies how is your product better, different or newer?

**Inside Right:**

1. **What materials are needed to create your production?** Do you use metals? Rubbers? Recycled goods?
2. **How will you market your product (what media are you using)?** Are you using television? Social media? Radio? Newspapers? Billboards?
3. **Who will you market your product to? Why?** Are you marketing to the Adults? Children? Animals?
4. **Where will you sell your product? Why?** Will you sell it in the grocery store? In the mall? Online? Retail store?

**Product:**

Create a model of your product to bring in and display with your folder.