

Dear Incoming Fourth & Fifth 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 lucky to meet this author this school year and she told 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,
Ms. Linder and Ms. Rodriguez

Each project will have the following components

1. A file folder answering all of the questions listed below
2. A diagram or 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 poster:
 - a. The name of your company
 - b. The name of your product
 - c. Your company logo
 - d. 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?

Back:

Please show all of your work.

1. How much will it cost to create your product?

- Complete the attached chart to determine the cost of creating your product.

Cost to Create Your Product

<u>Item</u>	<u>Cost Per Item</u>	<u>Quantity</u>	<u>Total Cost</u>

Total Number of Items: _____

Total Cost: _____

*****INCOMING 5TH GRADERS ONLY NEED TO COMPLETE NUMBERS 2 AND 3 OF THE MATH PORTION*****

2. How much will you sell your product for? Why?

How much does it cost to make your product? _____

_____ (cost to make each product) X 1 $\frac{3}{4}$ = _____ (Cost to sell each item)

3. What is your profit per sale?

_____ (cost to sell each item) - _____ (cost to make each product) = _____

Product:

Create a neat and colorful diagram of your item with clear labels on a separate 8X11 poster
or
Create a model of your product to bring in and display with your folder

Layout for your File Folder:

Inside Left

Name of your company:

What inspired you to create your company?

What does your company stand for?

What does your company produce?

Inside Right

What materials are needed to create your product?

How will you market your product (what media are you using)?

Who will you market your product to? Why?

Where will you sell your product? Why? (stores, websites, catalogs)

Back

How much will your product cost to make?

How much will you sell your product for? Why?

What is your profit per sale?

	Below 1	Approaching 2	Meets 3	Exceeds 4
Advertisement (Front of File Folder)	My advertisement is not neat, colorful or legible. I have not written my tag line or drawn my logo. My company and product names are not included in my advertisement.	My advertisement is colorful. I have written my tag line and drawn my logo. My company and product names are included in my advertisement.	My advertisement is neat, colorful and legible. I have written my tag line and drawn my logo. My company and product names are included in my advertisement.	My advertisement is creative, neat, colorful and legible. I have written my tag line and drawn my logo. My company and product names are included in my advertisement.
Company Information (Inside Left of the File Folder)	I did not answer all of the questions listed on the front left of the file folder or all questions lack details or length.	I answered all of the questions listed on the front left of the file folder. More than one question lacks details or length.	I have a full, detailed paragraph answering almost all of the questions (at least 3) listed on the front left of the file folder. Some questions lack detail or length.	I have a full, detailed paragraph (5-7 sentences) answering each of the questions (4) listed on the front left of the file folder.
Product Information (Inside Right of the File Folder)	I did not answer all of the questions listed on the front of the file folder or all questions lack details or length.	I answered all of the questions listed on the front right of the file folder. More than one question lacks details or length.	I have a full, detailed paragraph answering almost all of the questions (at least 3) listed on the front right of the file folder. Some questions lack detail or length.	I have a full, detailed paragraph (5-7 sentences) answering each of the questions (4) listed on the front right of the file folder.
Diagram or Model	My diagram is messy and hard to follow. My diagram is not properly labeled. Or My model lacks neatness and detail.	My diagram is neat and properly labeled Or My model is neat but missing some detail.	My diagram is neat and colorful. My diagram is properly labeled. Or My model is neat and detailed.	My diagram is creative, neat and colorful. My diagram is properly labeled. Or My model is creative, neat and detailed.

Timeliness	My project was handed in three or more days late 1	My project was handed in two days late 2	My project was handed in one days late 3	My project was handed in on or before the due date 4
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Total: _____ out of 20

_____ %