**Mosleytown Marketplace Project**

Phase One: Planning

1. Choose your partners carefully. You will have to work on this together outside of class on occasion, and it will count as a Major Project grade. Exchange several methods of contacting each other now. If you are absent, it is your responsibility to check with your group to see what you may have missed and what you need to do to help contribute your share.

Partner Names:

1. Brainstorm 10 ideas for a mock business you might like to create for the project:

Goods (5) Services (5)

1. Discuss the pros and cons of each idea, and then select your top 3 ideas.

#1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. See me to discuss and make your final choice. Explain your decision below.
2. Now brainstorm all of the inputs that will be required to make your product or provide your service. Consider everything material (equipment, rent, taxes, etc.) or nonmaterial (skills, hours, contacts, etc.) it would take to create, sell, and distribute.