

0001Q2315204L900Q829000

ENTREPRENEUR Fair Launch

Please read the following directions and the directions on your Non-Profit Bio page.



NON-PROFIT

Each group has been randomly assigned a non-profit.

PRODUCT BRAINSTORM

You are tasked with brainstorming a product that you can sell to generate money for this organization.



PRODUCT DESIGN

You will need to design a prototype version of this product. Make sure that the product is relevant to the company.

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PRODUCT PITCH

You will need to create an engaging 10- to 15-second sales pitch to your investor (the teacher).



JACKSONVILLE HUMANE SOCIETY



THE JACKSONVILLE HUMANE SOCIETY HELPS ANIMALS IN NEED. THEY RESCUE PETS, PROVIDE SHELTER AND CARE, AND WORK TO FIND THEM LOVING HOMES. THEY ALSO OFFER PROGRAMS THAT TEACH PEOPLE HOW TO CARE FOR ANIMALS AND KEEP PETS SAFE AND HAPPY.

STEP 1: INTRODUCTION

- **READ THE ORGANIZATION'S BIOGRAPHY.**
- **CONSIDER THE FOLLOWING GUIDING QUESTIONS:**
 - **WHAT KIND OF PRODUCT WOULD GENERATE MONEY FOR THIS NON-PROFIT?**
 - **DOES THIS PRODUCT ALIGN WITH THE COMPANY'S MISSION?**
 - **HOW FEASIBLE IS IT TO MAKE THIS PRODUCT?**

STEP 2: VISUALIZE THE PRODUCT

- **DRAW A QUICK SKETCH OF YOUR PRODUCT**
- **ADD LABELS, COLORS, OR SMALL NOTES TO SHOW WHAT IT LOOKS LIKE AND HOW IT WORKS.**

STEP 3: CUSTOMER PERSONA

- **THINK ABOUT WHO WOULD BUY YOUR PRODUCT.**
- **GIVE THEM A NAME, AGE, OR HOBBY.**
- **WRITE WHY THIS PERSON WOULD SUPPORT THE ORGANIZATION.**

STEP 4: MARKETING

- **A COMPANY NAME**
- **LOGO**
- **A 1-2 SENTENCE MISSION STATEMENT**
- **A SLOGAN OR QUICK "HOOK" FOR THEIR PRODUCT**
- **A 10-15 SECOND PITCH**

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DREAMS COME TRUE



DREAMS COME TRUE IS A NONPROFIT ORGANIZATION IN JACKSONVILLE THAT BRINGS HOPE AND HAPPINESS TO CHILDREN WHO ARE FACING LIFE-THREATENING ILLNESSES. THEY HELP MAKE SPECIAL WISHES AND DREAMS COME TRUE, LIKE TRIPS, MEET-AND-GREETES, OR MEANINGFUL EXPERIENCES, SO KIDS AND THEIR FAMILIES CAN HAVE JOYFUL MOMENTS DURING A HARD TIME.

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FAMILY PROMISE OF JACKSONVILLE



FAMILY PROMISE IS A NONPROFIT IN JACKSONVILLE THAT HELPS FAMILIES EXPERIENCING HOMELESSNESS OR WHO ARE AT RISK OF BECOMING HOMELESS. THEY PROVIDE TEMPORARY SHELTER, MEALS, AND SUPPORT WHILE WORKING WITH FAMILIES TO HELP THEM FIND STABLE HOUSING AND ACHIEVE INDEPENDENCE. THE ORGANIZATION OFFERS CASE MANAGEMENT AND CONNECTS FAMILIES WITH RESOURCES SUCH AS JOB ASSISTANCE, SCHOOL SUPPORT, AND COMMUNITY SERVICES, HELPING PARENTS AND KIDS GET BACK ON THEIR FEET.

STEP 1: INTRODUCTION

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MALI VAI WASHINGTON YOUTH FOUNDATION



THE MALIVAI WASHINGTON YOUTH FOUNDATION IS A NONPROFIT IN JACKSONVILLE, STARTED BY FORMER PROFESSIONAL TENNIS PLAYER MALIVAI WASHINGTON. IT HELPS KIDS AND TEENS GROW AND SUCCEED BY OFFERING AFTER-SCHOOL AND SUMMER PROGRAMS THAT COMBINE ACADEMIC SUPPORT, LIFE SKILLS LESSONS, AND TENNIS. STUDENTS GET HELP WITH HOMEWORK, LEARN ESSENTIAL SKILLS LIKE TEAMWORK AND CONFIDENCE, AND HAVE FUN PLAYING AND LEARNING TENNIS. THE FOUNDATION'S GOAL IS TO HELP YOUNG PEOPLE REACH THEIR FULL POTENTIAL IN SCHOOL, ON THE COURT, AND IN THEIR COMMUNITIES.

STEP 1: INTRODUCTION

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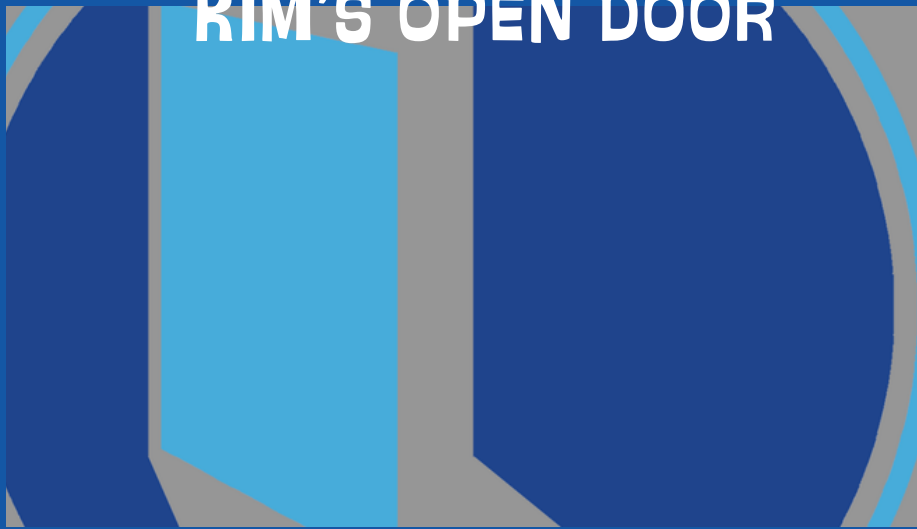
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PRODUCT PITCH

You will need to create an engaging 10- to 15-second sales pitch to your investor (the teacher).



KIM'S OPEN DOOR



KIM'S OPEN DOOR IS A NONPROFIT ORGANIZATION IN JACKSONVILLE THAT HELPS CHILDREN, FAMILIES, REFUGEES, AND OTHER COMMUNITY MEMBERS IN NEED. THEY PROVIDE A SAFE PLACE WHERE KIDS CAN LEARN, GROW, AND HAVE FUN BY OFFERING EDUCATIONAL PROGRAMS, ARTS AND MUSIC, FOOD SUPPORT, AND COMMUNITY EVENTS. THEIR PROGRAMS INCLUDE AFTER-SCHOOL AND SUMMER ACTIVITIES, TUTORING, ART AND SPORTS, AND MONTHLY BLOCK PARTIES THAT BRING PEOPLE TOGETHER. THEY ALSO HELP WITH BASIC NEEDS LIKE FOOD THROUGH A MOBILE PANTRY AND WORK WITH VOLUNTEERS TO SUPPORT KIDS AND FAMILIES SO THEY CAN FEEL CARED FOR AND ENCOURAGED.

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UCOM



UCOM IS A JACKSONVILLE NONPROFIT THAT HELPS PEOPLE FACING HUNGER AND DIFFICULT TIMES. UCOM OFFERS A FOOD PANTRY WHERE FAMILIES CAN GET GROCERIES AND MEALS, AS WELL AS MOBILE PANTRIES THAT DELIVER FOOD TO OTHER COMMUNITY MEMBERS. THEY ALSO HELP SENIORS WITH NUTRITION AND WORK WITH PEOPLE TO FIND LONG-TERM SUPPORT, SO FAMILIES DON'T HAVE TO FACE CRISES ALONE. THEIR MISSION IS TO MAKE SURE NEIGHBORS HAVE FOOD AND SUPPORT WHEN THEY NEED IT MOST.

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SANCTUARY ON 8TH STREET



SANCTUARY ON 8TH STREET IS A NONPROFIT THAT CREATES A SAFE, WELCOMING PLACE FOR CHILDREN AND FAMILIES FACING HARD TIMES. THEY OFFER AFTER-SCHOOL PROGRAMS, SUMMER CAMPS, TUTORING, AND FUN ACTIVITIES TO HELP KIDS LEARN, GROW, AND BUILD CONFIDENCE. SANCTUARY FOCUSES ON HELPING STUDENTS WITH ACADEMICS, SOCIAL SKILLS, AND HEALTHY RELATIONSHIPS, ENSURING EVERYONE FEELS SUPPORTED AND VALUED.

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ORTEGA GARDENS



MEMORY CARE COMMUNITY

ORTEGA GARDENS IS A CARE COMMUNITY IN JACKSONVILLE THAT HELPS OLDER ADULTS, ESPECIALLY THOSE WITH MEMORY CHALLENGES SUCH AS DEMENTIA OR ALZHEIMER'S DISEASE. STAFF WORK EVERY DAY TO KEEP RESIDENTS SAFE, COMFORTABLE, AND HAPPY BY PROVIDING PERSONALIZED CARE, ACTIVITIES, AND A FRIENDLY ENVIRONMENT. THE GOAL IS TO HELP RESIDENTS ENJOY MEANINGFUL MOMENTS, STAY ENGAGED, AND LIVE WITH DIGNITY AND RESPECT.

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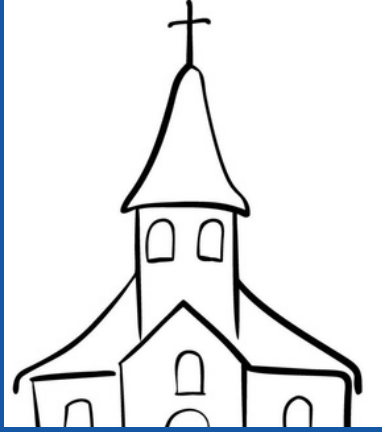
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RIVERSIDE UMC



RIVERSIDE PARK UNITED METHODIST CHURCH IS A COMMUNITY CHURCH IN JACKSONVILLE THAT WELCOMES EVERYONE AND HELPS PEOPLE GROW IN THEIR FAITH. THE CHURCH ALSO CONDUCTS SERVICE PROJECTS AND OUTREACH TO HELP PEOPLE IN NEED, SUCH AS SERVING MEALS, OFFERING DONATED CLOTHING, MAKING PRAYER QUILTS, AND SUPPORTING COMMUNITY EVENTS. THEIR MISSION IS TO SHARE LOVE AND CARE WITH OTHERS AND BE A POSITIVE FORCE IN THE NEIGHBORHOOD.

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