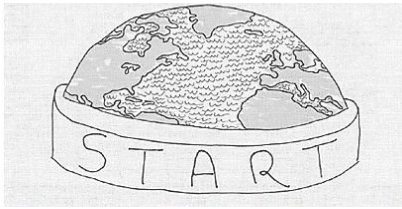


NAME: _____ PERIOD: _____ DATE: _____



Start Something That Matters

Ch. 2: Find Your Story

Answer the following questions in complete sentences. (due Fri., 5/10/2019) [10 points]

<p>1. What is an alpargata, and what does it have to do with TOMS?</p>	
<p>2. How does the TOMS story appeal to customers? Employees? Business partners? The media?</p>	
<p>3. TOMS is unusual in that it's a for-profit company that actively incorporates giving into its business model. Can you think of other examples of giving-based businesses? How are these companies similar to and different than TOMS?</p>	
<p>4. Why might a for-profit business like TOMS be able to succeed in its charitable goals more effectively than a nonprofit? In what ways do for-profit businesses enjoy greater freedoms than non-profits?</p>	
<p>5. What are other global problems that could be addressed by giving-based businesses? What barriers prevent these problems from being addressed by governments and nonprofit organizations?</p>	

<p>6. Could a giving-based business like TOMS have succeeded ten, twenty or fifty years ago? How has consumer culture changed to make the TOMS business model not only viable, but also profitable?</p>	
<p>7. What is the story behind the inception of the company Method?</p>	
<p>8. Describe another company's story, and how they use that to brand, advertise, market, and sell their products.</p>	
<p>9. Identify five societal needs that are not being met, such as homelessness, litter, or problems with public transportation. Now identify five products or services that could be created to address these challenges.</p>	
<p>10. Blake identified the alpargata as a foreign product with commercial potential in the United States. Try to identify some of your own personal possessions that, in the past, would not have been considered commercially viable. What changed to make these products marketable?</p>	