Grades 9 to 10
Benchmark D: Recognize that scientific literacy is part of being a knowledgeable citizen.

Grade Level Indicator: Investigate how the knowledge, skills and interests learned in science classes apply to careers students plan to pursue.

Grades 11 to 12
Benchmark C: Explain how societal issues and considerations affect the progress of science and technology.

Grade Level Indicator: Research the role of science and technology in careers that students plan to pursue.

Teacher Information:

Daniel Wilson is the Chief Executive Officer of Capstone Innovations. He designed and patented an adaptable interlocking pallet system enabling shippers to create any size pallet they need. The team of Dan Wilson and business partner Rick Sayman was one of five teams selected in October 2011 from a field of 162 applicants that entered 1492, a business startup competition. They were awarded startup money and participation in an 11-week business acceleration program organized jointly by TechColumbus, the Columbus College of Art and Design and Columbus State Community College. Dan developed the idea for the interlocking pallets in computer-assisted design classes at Columbus State. He completed a degree in Mechanical Engineering Technology at the college in 2012.

Materials needed for each group or student:
Task Card 1
Task Card 1

Name: ________________________________

With a degree in computer science and five-year experience in the field, you plan to build a small company providing computer support services to small business enterprises. Briefly describe your potential market. List at least three essential types of information you need to develop a solid business plan.
# Task Card 1
## Teacher Rubric

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<tr>
<td><strong>2 pts.</strong></td>
<td>Student response shows recognition of a potential market and identifies its essential characteristics.</td>
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<tr>
<td><strong>1 pt.</strong></td>
<td>Student response includes a generalized description of the potential market but does not include sufficient details.</td>
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<tr>
<td><strong>0 pts.</strong></td>
<td>Student response does not reveal an understanding of market analysis.</td>
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Note to teacher: Acceptable responses include (1) demographics of the target audience (2) segments or groups within the target market; (2) size of the market—number of people or organizations; (3) market trends; (4) likely competitors.