

Crunching the Numbers—Granola'd | Worksheet

Research & Development, Product Testing, Public Relations



Venture Vocab

Match the definition in Column A with the term in Column B.

Column A

- _____ Building a favorable public image.
- _____ Investigating to create a new product.
- _____ Making a product distinct from competitors.
- _____ Testing a new product with customers.
- _____ Unmet needs that competitors haven't filled.

Column B

- a. Research & Development
- b. Product Testing
- c. Public Relations
- d. Market Differentiation
- e. Market Gap

Startup Scenario

You just invented a new snack or drink and want to sell it locally at school events, farmers' markets, or online. Before you launch, you'll need a round of **R&D**, **product testing**, as well as a **public relations** strategy.

Using the steps below, complete each task—or come up with your own ideas.

1) R&D	Pick a product type and describe the prototype from the list, or choose one of your own.	<input type="checkbox"/> A soft-baked snack (granola, protein bites, cookies, bars) <input type="checkbox"/> A signature drink (lemonade, smoothie, iced tea, etc.) <input type="checkbox"/> A food booth item (tacos, loaded fries, sandwiches) <input type="checkbox"/> A healthy twist on a classic food (gluten-free, dairy-free, high-protein) Description:
2) Testing	Your item scores 3/5 after customer feedback. Make two improvements (ingredients, packaging, pricing, etc.) For each change, write <i>why</i> it improves the product.	Change #1: Because: Change #2: Because:



3) Public Relations	Pick 2 actions to promote your item (or choose your own), and describe what you will do to increase your PR.	<input type="checkbox"/> Pitch a local store/café to carry it <input type="checkbox"/> Partner with a club or team <input type="checkbox"/> Social teaser + countdown <input type="checkbox"/> Host a giveaway/contest <input type="checkbox"/> Booth sign + slogan + samples Description:
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Product name: _____ Target Customers _____

Slogan (5-8 words) _____

Entrepreneurial Insight

In a detailed paragraph, analyze how Anna Belle and Lila Mae used **research and development (R&D), product testing, and public relations** to turn a simple recipe into a business. Explain how their market research helped them find a gap in the snack market, and how customer feedback from testing helped them refine flavors and improve the final product. Then evaluate why a strong PR strategy matters even when the product is excellent—how did sharing their product and the story behind it help them grow? Finally, connect these ideas to the entrepreneurial mindset: why do successful entrepreneurs treat feedback and product improvement as part of the job, not as a reason to feel insulted?

Answer Key

Venture Vocab

Match the definition in Column A with the term in Column B.

Column A

- c. Building a favorable public image.
- a. Investigating to create a new product.
- d. Making a product distinct from competitors.
- b. Testing a new product with customers.
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Column B

- a. Research & Development
- b. Product Testing
- c. Public Relations
- d. Market Differentiation
- e. Market Gap

Startup Scenario

Responses will vary. Check for completeness and reasonable connections to the episode's key ideas (R&D → testing → PR).

- **R&D:** Students may select one product type listed or create their own. Their prototype description should clearly explain what the product is and what makes it appealing or different.
- **Testing:** Students should treat the 3/5 feedback as a signal to improve. Their two changes should clearly connect to realistic improvement areas such as taste, texture, sweetness, portion/serving size, packaging, price, ingredients (including allergy/diet needs), or convenience.
- **Public Relations:** Students should select two promotional actions that fit their product and target customer. Answers should show basic reasoning (why those actions would help people discover the product).
- **Product Name / Slogan / Target Customer:** Creative responses are encouraged. Check that the slogan is 5–8 words and that the target customer is specific (who would buy it and why).

Entrepreneurial Insight

Responses will vary. Grade for a complete paragraph that accurately explains how the sisters used R&D, product testing, and PR to grow their business, and that shows clear critical thinking. Look for these elements (check for each):

- **R&D + market research:** Student explains that they researched existing products, identified a gap, and used experimentation to develop a better option.
- **Product testing + feedback:** Student describes how customer feedback guided improvements (ex: flavors, taste, texture), and explains why testing matters.
- **Public relations:** Student explains how branding/storytelling/reputation helped people discover and trust the product (even without traditional advertising).
- **Entrepreneurial mindset:** Student connects feedback to traits like humility, resilience, learning, and continuous improvement—treating criticism as useful data, not a personal attack.