



# Real World Problem Scenario

**Scenario:** How to Start a Business

**Business:**

**Business Participant:** Michael Linton - Accurate  
Corrine Colbert - Marketing

**Career Cluster(s):** Business Management and Administration

**Grade Level:** 9-12

**Standards & Skills:** Statistics and Probability  
Understand and evaluate random processes underlying statistical experiments  
Make inferences and justify conclusions from sample surveys, experiments, and observational studies  
College and Career Readiness Anchor Standards for Speaking and Listening— Comprehension and Collaboration

## Problem Description:

What does it take to start a business? What do you need and how do you obtain that?

## Things to be considered or defined for the solution:

- Personal finances/budgeting
- Marketing/Branding
- Audience analysis