

TEST NAME: The Lean Canvas Model for Entrepreneurship (COPY)
TEST ID: 4117685
GRADE: 10 - Tenth Grade - 12 - Twelfth Grade
SUBJECT: Vocational Home Economics
TEST CATEGORY: My Classroom

Student: _____

Class: _____

Date: _____

1. Family and consumer sciences cooperative extension agent is an example of a job in which career pathway?
 - A. Restaurants and Food/Beverage Services
 - B. Family and Community Services
 - C. Food Products and Processing Systems
 - D. Diagnostic Services

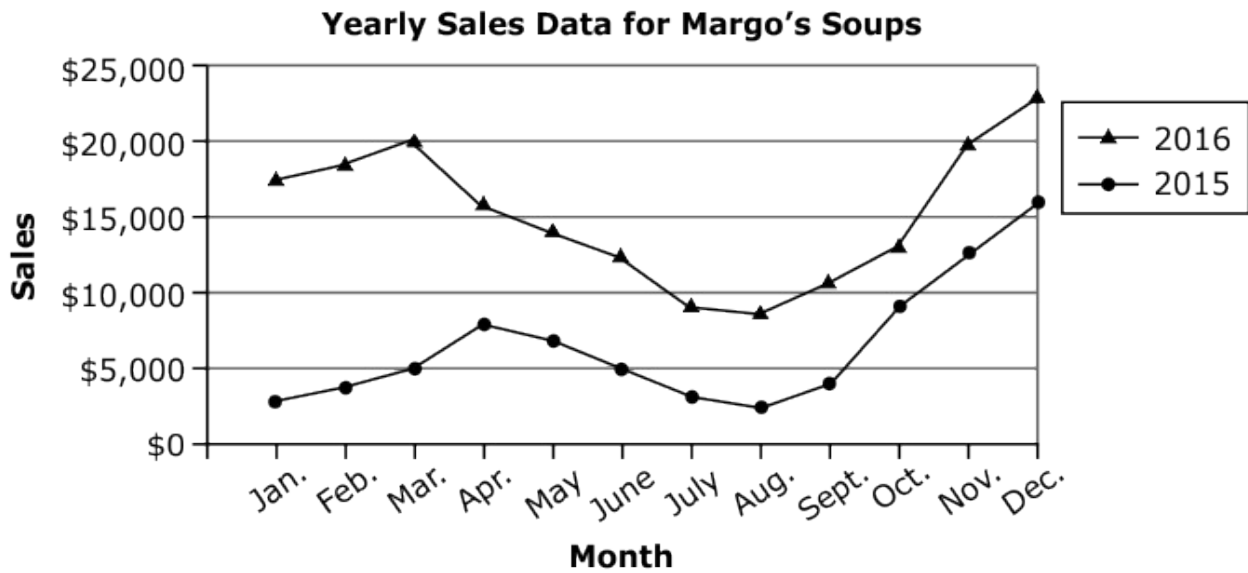
2. The avenues a business uses to reach customers, like a website, store, or advertising, defines which section of the Lean Canvas Business Model?
 - A. channels
 - B. product
 - C. key metrics
 - D. revenue

3. What is a work-based learning opportunity where one volunteers time and energy to help others, while also improving workplace skills?
 - A. service learning
 - B. internship
 - C. apprenticeship
 - D. job shadowing

4. Which step of the Lean Canvas Business Model includes indicators for evaluating factors that are crucial to the success of a business?
 - A. target customers
 - B. channels
 - C. start-up costs
 - D. key metrics

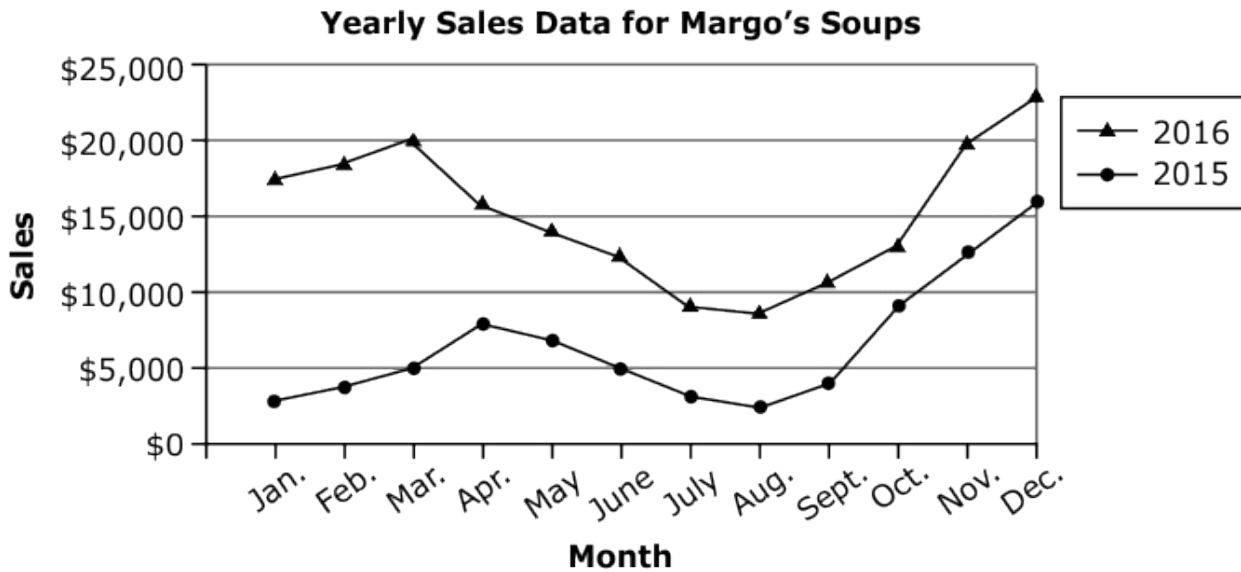
5. Someone who prescribes eating and wellness plans for an individual who is trying to lose weight or manage a disease like diabetes would **most likely** have which certification?
- A. Certified Executive Chef (CEC)
 - B. Certified Food Scientist (CFS)
 - C. Registered Dietitian Nutritionist (RDN)
 - D. Certified in Family and Consumer Sciences (CFCS)
6. Which step of the Lean Canvas Business Model includes the vision statement?
- A. unique value proposition
 - B. channels
 - C. solution
 - D. key metrics
7. A fluid, simple diagram that captures a business model is a:
- A. Product Model.
 - B. Competitive Advantage Model.
 - C. Lean Canvas Business Model.
 - D. Target Market Model.
8. In which paid or unpaid work-based learning opportunity does a student participate in the daily operations of a work site under the direct supervision of a business mentor?
- A. service learning
 - B. job shadowing
 - C. apprenticeship
 - D. internship

9. Which food and nutrition career pathway includes professionals creating new food products in research and development labs?
- A. restaurants and food/beverage services
 - B. food products and processing systems
 - C. family and community services
 - D. therapeutic services
10. Based on the first two years of sales, what can Margo's Soups assume for year three?



- A. There should be an increase in revenue for year three.
- B. Revenue will go down for year three.
- C. There is insufficient data to complete a projection for year three.
- D. Revenue should be unchanged from year two to year three.

11. Based on the data, what can Margo's Soups do to increase sales?



- A. change the menu to hot dogs in hopes of increasing sales
 - B. leave everything as is and hope the next year will be better
 - C. stop selling soups
 - D. try selling cold soups as a menu option during the warm months of the year
12. Kim's passion for gardening has led her to sell her vegetables and flowers at the local farmers market. She already recognizes she has a competitive advantage over the other vendors, but she is stuck trying to figure out how to use that advantage in starting her own business. Applying the Lean Canvas Business Model, where is Kim in her plan presently?
- A. solution
 - B. cost structure
 - C. channels
 - D. key metrics

13. Planning to start a Vietnamese food truck, Jim is in the cost structure step of the Lean Canvas Business Model. He can make Vietnamese donuts for \$1.50 per dozen. He plans to sell them for \$9.00 per dozen. How much profit will he make in one day if he sells 60 dozen donuts?
- A. \$90
 - B. \$450
 - C. \$540
 - D. \$810
14. Luis has an idea for a food truck. He has studied the needs of his community and the types of people that can become potential customers, and he has even developed a business slogan. Applying the Lean Canvas Business Model, what is Luis's **next** step?
- A. revenue streams
 - B. channels
 - C. key metrics
 - D. competitive advantage
15. Mary sells pasture-raised hen eggs. She was recently approached by a large corporate food business about becoming a supplier for it, but Mary would have to compromise her standards to keep up with the demand. Referring back to the Lean Canvas Business Model (LCM) for her business, Mary has decided to turn down the offer. What part of the LCM has influenced her decision?
- A. cost structure
 - B. channels
 - C. unique value proposition
 - D. revenue streams

16. Josh met with a lending service to acquire funds for his new business. After discussing his fixed and variable expenses, he feels the need to rethink his financial plan. What part of the Lean Canvas Business Model will he need to reassess to increase his finances?
- A. solution
 - B. channels
 - C. competitive advantage
 - D. revenue streams
17. Max is finishing his monthly budget for his new business. Rent is \$1,500, utilities range from \$350 to \$525, Internet is \$150, and linens range from \$125 to \$275 per month. How much are his monthly fixed expenses?
- A. \$500–\$800
 - B. \$1,500
 - C. \$1,650
 - D. \$2,490
18. A health center and spa just opened. Business is great because the owners have planned well and thought thoroughly about their business concept. They have developed a catchy mission statement and have launched a successful advertising campaign. Which step of the Lean Canvas Business Model did the owners execute well?
- A. cost structure and key metrics
 - B. problem and competitive advantage
 - C. unique value proposition and channels
 - D. channels and revenue streams

19. Reggie wants to start a sports nutrition clinic. He has been told about the Lean Canvas Business Model and is ready to try it. Which will his **first** step most likely be?
- A. price supplements at the grocery stores
 - B. decide what services and products his sports nutrition clinic will provide
 - C. call the banks to see whether he can get a loan
 - D. figure out how to advertise
20. Linda is starting a nonprofit that grows vegetables in a food desert in her community. She has identified the problems and her target customers, and she has researched ways to grow food in large amounts with a fairly inexpensive method. Applying the Lean Canvas Business Model, what is her **next** step?
- A. revenue streams
 - B. competitive advantage
 - C. unique value proposition
 - D. cost structure
21. After completing the Lean Canvas Business Model for his new Peruvian chicken restaurant, Jeff is preparing for the next step. What does Jeff need to do **next**?
- A. order all of his equipment
 - B. hire employees
 - C. pitch his idea to financiers
 - D. connect to the Internet

22. Tom has used the Lean Canvas Business Model to design his weight-loss clinic. So far he has established his purpose, his customer target groups, and his single, clear, compelling message. What is his **next** step in the Lean Canvas Business Model?
- A. competitive advantage
 - B. cost structure
 - C. solution
 - D. revenue streams
23. Juan and Paul are in the cost structure step of the Lean Canvas Business Model, and they are considering how much to charge for their special hot sauce. If they charge \$3.50, they will make a 30% profit but will only sell a few. If they charge \$2.75, they will sell more but make less of a profit. What is a good strategy for them to price their product?
- A. decide on a target market and advertise only to that market
 - B. try to find a store that will buy cases of their product
 - C. send out samples of the hot sauce and hope for the best
 - D. offer the product at the lower price first, gain a customer base, then increase the price
24. Mandy is selling fresh fruit smoothies, and her business is struggling. It is located near several fast-food restaurants, and her services seem incompatible with the customer base. With poor sales and the wrong customer base, what should Mandy do?
- A. close the business and find another job
 - B. change her menu to milk shakes
 - C. consider moving her location to where there is a better-suited customer base
 - D. continue trying to sell fresh fruit smoothies at her present location

25. In applying the channels step of the Lean Canvas Business Model, Lola is considering the best way to reach her target audience. She can use an online resource for free, advertise in the daily newspaper for \$50 a month, pay to have fliers posted quarterly around the town for \$150, or advertise on radio for \$375 a month. If she chooses every option, how much will this cost for one year?
- A. \$575
 - B. \$5,700
 - C. \$10,470
 - D. \$11,120
26. Shane sells organic herbs. Recently, his sales have declined, and he is struggling to pay his bills. Using the Lean Canvas Business Model, what step should Shane evaluate **first**?
- A. channels
 - B. unique value proposition
 - C. key metrics
 - D. competitive advantage
27. John has compassion for the elderly in his community and wants to provide a delivery meal service to help make sure they have access to healthy food at no cost. He is considering a nonprofit business and wants to partner with local churches. Applying the Lean Canvas Business Model, which step will he likely take **next**?
- A. key metrics
 - B. channels
 - C. problem
 - D. competitive advantage