

The Right Stuff: NASA Technology-Based New Venture

Entrepreneurship · Answer Key · 10 Questions

1. Who is the entrepreneur behind 'The Right Stuff' mentioned in the text?

- A) David Belaga**
- B) John E. Greenleaf
- C) Siri Terjesen
- D) Kenneth L. Warsh

2. What NASA technology is 'The Right Stuff' based on?

- A) Human hydration product**
- B) Space shuttle engine
- C) Communication system
- D) Solar panel technology

3. What was Dr. John E. Greenleaf's role in the development of 'The Right Stuff'?

- A) Inventor of the hydration formula**
- B) CEO of Wellness Brands Inc.
- C) Marketing director
- D) Investor

4. What is the primary function of the 'The Right Stuff' beverage?

- A) Rehydrate astronauts and athletes**
- B) Provide energy boost
- C) Improve cognitive function
- D) Enhance muscle growth

5. What was Belaga's company named?

- A) Wellness Brands Inc.**
- B) NASA Enterprises
- C) The Right Stuff Company
- D) Hydration Solutions

6. What challenge did Belaga face in reaching new customer markets?

- A) Identifying, prioritizing, and pursuing new markets**
- B) Securing funding
- C) Developing the formula
- D) Finding suppliers

7. Which market did Belaga find most profitable initially?

A) Institutional markets (professional teams, universities)

- B) Individual athletes
- C) First responders
- D) International markets

8. What strategy was effective for marketing to professional teams?

A) Direct contact and exhibits at targeted conventions

- B) Advertising on TV
- C) Sponsoring marathons
- D) Social media campaigns

9. Which ingredient is a key component of sweat that the right stuff contains?

A) Sea salt or sodium chloride

- B) Aspartame
- C) Citric acid
- D) Sucralose

10. What is one reason NASA benefited from licensing agreements?

A) They helped fund vital research and development

- B) They increased brand awareness
- C) They generated job creation
- D) They reduced production costs