

The Right Stuff: From NASA Patent to Market

Entrepreneurship · Answer Key · 19 Questions

1. What was the primary motivation behind David Belaga's search through the NASA patent database?

- A) To find a patent for a new type of rocket fuel.
- B) To identify a patent upon which he could build a new company.**
- C) To discover technologies for improving space travel.
- D) To find patents for personal use.

2. What specific NASA patent did David Belaga license for his new venture?

- A) A patent for a new type of satellite dish.
- B) A patent for a rehydration beverage.**
- C) A patent for advanced solar panels.
- D) A patent for a space suit material.

3. Who was the original inventor of the rehydration beverage developed by NASA?

- A) Dr. John E. Greenleaf**
- B) Dr. David Belaga
- C) Dr. Buzz Aldrin
- D) Dr. Neil Armstrong

4. What was the initial purpose of the NASA rehydration beverage?

- A) To help athletes recover from intense workouts.
- B) To rehydrate astronauts suffering from dehydration upon re-entry.**
- C) To combat jet lag for frequent travelers.
- D) To improve the hydration of soldiers in combat.

5. How long did David Belaga spend searching the NASA patent database before finding a suitable patent?

- A) 10 hours
- B) 25 hours
- C) 60 hours**
- D) 100 hours

6. What was David Belaga's prior professional experience before starting his own company?

- A) He was a NASA scientist.
- B) He worked in blue-chip companies like Pepsi, Hallmark, and Wyeth.**
- C) He was a professional athlete.
- D) He was a university professor.

7. What was the name of the company David Belaga incorporated to manufacture and distribute 'The Right Stuff'?

- A) NASA Innovations Inc.
- B) Belaga Ventures
- C) Wellness Brands Inc.**
- D) Hydration Solutions LLC

8. How much of his personal funds did David Belaga budget to launch the brand?

- A) \$100,000
- B) \$200,000
- C) \$300,000**
- D) \$500,000

9. What was Belaga's initial expectation for breaking even on the business?

- A) Year 1
- B) Year 2
- C) Year 3**
- D) Year 5

10. What strategy did Belaga employ to acquire additional start-up funds after his personal investment?

- A) Secured a bank loan.
- B) Launched an initial public offering (IPO).
- C) Conducted a 'friends and family' fundraising round.**
- D) Received a government grant.

11. How did Belaga structure his organization as the sole full-time employee?

- A) He hired a large team of full-time employees.
- B) He outsourced all operations to a single large corporation.
- C) He developed a virtual organization with a network of contracts to suppliers.**
- D) He partnered with a competitor.

12. What was a key consideration for pricing 'The Right Stuff'?

- A) Matching the price of mainstream energy drinks like Gatorade.
- B) Researching the pricing of competitive hydration alternatives for athletes.**
- C) Setting a price based solely on production costs.
- D) Offering a significantly lower price than any competitor.

13. What was a key ingredient in 'The Right Stuff' that NASA research indicated impeded electrolyte uptake?

- A) Sodium chloride
- B) Carbohydrates**
- C) Aspartame
- D) Citric acid

14. What was a notable requirement of the NASA technology licensing agreement regarding production?

- A) Production had to occur in space.
- B) Production had to be in the United States.**
- C) Production had to be outsourced to a foreign country.
- D) Production had to be done by hand.

15. What were the initial flavors offered for 'The Right Stuff'?

- A) Orange, Grape, Lemon-Lime
- B) Unflavored, Citrus, Berry**
- C) Strawberry, Blueberry, Raspberry
- D) Apple, Pear, Peach

16. Which target market did Belaga find to be the most profitable?

- A) Individual athletes
- B) First responders
- C) Institutional markets (professional teams, universities, etc.)**
- D) International markets

17. What was Belaga's initial focus for reaching individual athletes, which he later found unproductive?

- A) Attending events for marathoners and triathletes.**
- B) Sponsoring professional sports teams.
- C) Advertising on television.
- D) Distributing through mainstream retailers.

18. Which of these is NOT listed as a key role for a member of 'The Right Stuff's' board of advisors?

- A) Scientific insight and connections in the sports world.
- B) Personal perspectives as an endurance athlete and former astronaut.
- C) Expertise in financial market analysis.**
- D) Experience in marketing programs and strategic business decisions.

19. What was a primary reason Belaga avoided distributing to mainstream 'Big Box' retailers like Dick's and Sports Authority?

A) They did not offer enough shelf space.

B) Most serious athletes do not shop for nutrition there.

C) The profit margins were too low.

D) They required exclusive distribution agreements.