

# The Right Stuff: From NASA Patent to Market

Entrepreneurship · Practice Test · 19 Questions

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**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 Beluga 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.