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Hello!

I'm glad you've found these notes! I hope they're helpful in your teaching of Business and Marketing concepts!

Since these are not updated as often as they once were, I thought adding a note here might be helpful...

I used these as bell work with an Entrepreneurship class during the 2020-2021 school year. Since then, the classes I teach have changed. I now often use Business Wars Daily in a Sports & Entertainment Marketing class and for that reason, I don't take notes on as many of these episodes as I once did.

That being said, I hope these notes are still helpful to you and perhaps inspire you to find other current events that are specific to the Business & Marketing classes that are on your schedule.

Sincerely,

Your Planning Pal, Ali :)

6/12/23 Competing Pro Golf Leagues Will (Try to) Play Nice

----- Questions to Ask Before Listening:

→ What kinds of organizations do you think of when someone says nonprofit?

----- Related Vocabulary:

merger - a voluntary agreement that unites two existing companies into one new company; different from an acquisition which is when one company buys another outright.

nonprofit company - a group organized for purposes other than generating profit and in which no part of the organization's income is distributed to its stakeholders

----- Podcast Notes:

- Disbelief at the news that rival entities PGA Tour and LIV Golf are merging.
- For decades, the PGA Tour has been the destination for professional golfers.
 - Tournaments nearly every weekend.
 - Being asked to play is a big deal - more than 150 golfers get to play each year.
 - Legends in the sport participated including Arnold Palmer, Jack Nicklaus, and Tiger Woods.
- In 2021, a new golf league appeared: LIV.
 - Loser dress codes, loud music, etc.
 - 3 day tournaments instead of 4.
 - Massive prize money.
 - Funded primarily from the Saudi Arabian government.
- A few major players on the PGA Tour announced they were heading to LIV.
- Legal battle between the tours led to an unlikely merger:
 - PGA will retain a non-profit status and will keep rights over how the tournaments are played, but the right to televise tournaments (historically brought in the big bucks) will be held by a for-profit company that has yet to be named.
 - This new company will also own LIV.
 - Reaction has been negative including from a PGA player, McIlroy, and on Twitter.

----- Questions to Ask After Listening:

→ Do you think the PGA should maintain nonprofit status? Explain.

Answers will vary. Yes - avoid taxes, etc.; No - have to disclose more info, etc.

More info found here via The Washington Post:

[Why the PGA Tour's Nonprofit Status Is in Focus With LIV Merger](#)

6/5/23 Blockbuster Concert Season Boosting Clothing Sales

----- Questions to Ask Before Listening:

→ Have you ever bought something to wear for a specific occasion?

→ When you go out for entertainment, how do you choose what to wear?

----- Related Vocabulary:

demand - a consumer's desire to purchase goods and services and willingness to pay a specific price for them; if demand is higher than supply, price goes up (such as with concert tickets).

Chapter 11 Bankruptcy - provides for reorganization, usually involving a corporation or partnership; allows a business to continue operations and pay creditors over time.

----- Podcast Notes:

- 2023 summer is expected to be a record breaking concert season.
- Outrageous demand and sky high prices for tickets.
- Clothing and accessories companies are benefiting from concert goers who carefully put together their outfits.
 - Fashion retailer, Francesca's declared chapter 11 bankruptcy during the pandemic, but has successfully restructured its debt.
 - "Sales of Swift-like looks jump 30% ahead of a concert.
 - Altar'd State - curated Taylor Swift collections both in store and online.
 - "Taylor Week" to drive sales for local stores leading up to a Taylor Swift concert.
 - Harry Styles encourages his fans to mimic his Gucci sunglasses and feather boa looks.
 - Dua Lipa fans show up in versions of her signature looks as well.

4/28/23 Sega Makes a Big Pickup for Mobile Gaming

----- Questions to Ask Before Listening:

→ Do you play mobile games? If so, what's your favorite?

----- Related Vocabulary:

metrics - measures of quantitative assessment commonly used for comparing, and tracking performance or production; such as number of mobile game downloads

monetization - to turn something into revenue-generating activities, services, or assets; the action or process of earning revenue from an asset, business, social media, etc.

----- Podcast Notes:

- Over a decade ago, a mobile game took the app store by storm - Angry Birds!
 - Launched in 2009 with a simple idea.
 - Holds Guinness Book World Record for number of downloads at 1 billion!
 - Created a universe of characters and storylines:
 - 2016 movie garnered over \$350 million
 - Sequel in 2019 was also successful
 - Action figures, clothing, accessories sold at many retailers
- Sega announced it would buy Rovio, the maker of Angry Birds for \$774 million!
 - Sega is behind Sonic, which also crushed it at the box office, but Sega is less dominant in the mobile space.
 - Buying Rovio gives Sega access to Beacon - gaming development platform that streamlines game design, monetization, and maintenance.
- Still other major competitors, such as Nintendo who partnered with mobile gaming firm, DNA, to launch a whole new company.
 - Outside mobile, Nintendo signed a 10 year deal to bring Microsoft's Call of Duty to Nintendo consoles.

----- Questions to Ask After Listening:

→ How are mobile games monetized?

They make money through in-app purchases, subscriptions, and ads.

4/25/23 A New Comic Company Wants to Battle the Big Guys

----- Questions to Ask Before Listening:

→ Do you have a favorite comic book character? If so, who?

----- Related Vocabulary:

industry - a group of companies that are related based on their primary business activities

- One company can be in multiple industries - it's basically a category of business "the entertainment industry," "the movie industry," "the comic industry," etc.

equity stake - partial ownership of a company, typically represented by shares of stock

----- Podcast Notes:

- Newcomer to the comic space called Dstlery.
- How the comic industry works:
 - Comic book characters can be lucrative, but isn't usually the creators making money.
 - Publishers, such as Image Comics, which owns the Walking Dead comics, which spawned two successful TV shows, has a creator-owned comic model.
 - The creator of The Walking Dead got the big bucks, but that's not the norm.
 - Marvel and DC who own The Avengers and Batman keep the majority of earnings and sometimes don't even credit their creators.
- Dstlery, this new comic company aims to take on the big guys by giving writers and artists more credit for their work.
 - Creators will retain ownership of characters and concepts and have an equity stake in the company, which isn't common for the comic industry.
 - This new company will also sell associate merch like action figures and limited time digital comics.
 - First comic is set to launch in July 2023.

4/10/23 A Merger Makes a Combat-Sport Powerhouse

----- Questions to Ask Before Listening:

→ Do you think pro wrestling or ultimate fighting is better? Why do you think so?

----- Related Vocabulary:

shareholder - any person, company, or institution that owns shares in a company's stock

intellectual property - a work or invention that is the result of creativity, such as a manuscript or a design, to which one has rights and for which one may apply for a patent, copyright, trademark, etc.

----- Podcast Notes:

- Two major combat focused media companies, WWE (Worldwide Wrestling Entertainment) and Endeavor (the parent company of UFC) will create a new company.
 - Endeavor shareholders will control 51% of the company and WWE will get 49%
 - Values the new company at \$21 billion!
 - Notably different
 - WWE is famously scripted with storylines and drama.
 - UFC has authentic mixed martial arts matches.
 - Each company brings value:
 - WWE brings decades worth of intellectual property to the deal.
 - Endeavor brings expertise, especially in media rights, as evidenced by UFC's revenue growth to \$1.3 billion last year, up 20% from the previous year.
- Another newer wrestling media company is in the mix, too. All Elite Wrestling, founded in 2019.
 - Predetermined fights like WWE, though some fans insist scripting is looser than WWE.
 - Founded on sport-first premise, rather than entertainment.
 - More of a focus on wrestling strategies, rather than big name stars.

3/6/23 Paramount Slapped with "South Park" Lawsuit

----- Questions to Ask Before Listening:

→ Have you ever wanted to watch something, but didn't have access to the service it was streamed on?

----- Related Vocabulary:

licensing deal - a contract that allows one party (the licensee - in this case Warner Brothers Discovery) to use and/or earn revenue from the property of the owner (the licensor - in this case Paramount)

contractual obligations - the duty to pay or perform some certain acts created by a contract or an agreement

----- Podcast Notes:

- Warner Brothers Discovery brought a lawsuit against rival media company, Paramount.
- South Park debuted in 1997 on Comedy Central, which was owned by Paramount.
- In 2019 Paramount Plus (Paramount's streaming service) didn't exist yet, so they licensed South Park's entire library in addition to upcoming episodes to Warner Brothers Discover, which owns HBO Max.
 - The licensing deal is supposed to last through June of 2025.
 - In early 2021, Paramount launched its own streaming service.
- Paramount made a \$900 million deal with South Park creators.
 - Will stream exclusively on Paramount Plus once the Warner Bros contract is up.
 - A series of South Park specials that will run on Paramount Plus through 2021 and 2022
 - Warner Bros says Paramount used "Grammatical sleight of hand" to "sidestep contractual obligations"

----- Questions to Ask After Listening:

→ Based on the limited evidence from this podcast, who do you think should win the lawsuit?

Business Wars ●Daily●

2/15/23 Young People Are Addicted to TikTok, and YouTube Wants In

----- Questions to Ask Before Listening:

- What do you think you give the most attention to on any given day? Is it an app? If so, which one?
- Do you feel like you pay the most attention to this because you want to or because you need to?
 - Answers will vary, but some students may feel addicted to an app.
 - Here is a video on how businesses encourage this and what can be done to resist it: (5:55)
[How Apps Are Designed to Keep YOU ADDICTED](#) via Everything Science on YouTube.

----- Related Vocabulary:

brand deal - a partnership between creators and brands; sometimes called a brand sponsorship

brand integration - branded content where a creator finds a way to seamlessly feature a product or service in their videos

----- Podcast Notes:

- "Most precious commodity is attention."
- TikTok is dominant among ages 4-18 year olds in the US, taking over YouTube with a widening gap.
- Most powerful feature of the app is the algorithm which drives the "for you" page.
 - Can be addictive as shown by increasing daily average minutes.
 - "Heating button" gives the app the ability to hand select and boost videos - a tactic used to inflate view counts and court influencers into brand deals and sponsorships.
- YouTube has added shorts to emulate TikTok and made it easier to make money off of these, hoping to draw more creators and viewers back to YouTube to close the gap..

----- Questions to Ask After Listening:

- What do you think businesses should do with this knowledge?
 - Answers will vary. Some may say use it to maximize consumer attention (and thus, profit); others may say to use this knowledge responsibly. [The professor who wrote the book on making addictive technology is having second thoughts](#) via CNBC.

2/13/23 AMC Hikes Prices on Certain Cinema Seats

----- Questions to Ask Before Listening:

- Do you have a favorite place to sit in the movie theater - front row, right in the middle...?
- Would you pay more for your favorite seat? If so, how much more would you pay?

----- Related Vocabulary:

revenue - all the money brought in by a company through business operations; different than profit, which is after expenses are taken out

tiered pricing - a pricing model that offers a variety of prices based on certain features of a product or service.

----- Podcast Notes:

- A lot has changed with movie theaters over the years and the newest change is the price of a ticket based on where you sit in the theater.
 - Seats in the front will be cheaper, those in the middle will be a little more expensive - \$2.
 - Tiered pricing is expected to hit all American AMC locations (almost 600) by the end of 2023.
- In 2020, AMC lost \$4.6 billion dollars and is still struggling.
 - Last year Q3 had a 27% boost in revenue from the previous year, but is still a \$22.7 million dollar loss.
 - Streaming industry continues to negatively impact movie theaters.
- Other cinema chains are experimenting with other revenue options. For example, ticket price increases for movies that are big hits (such as Spiderman: No Way Home.)

1/19/23 Disney Wants You to Binge, then Buy

----- Questions to Ask Before Listening:

- Do you scan QR codes when you see them? Why or why not?
- Have you or would you buy toys or apparel related to your favorite show?

----- Related Vocabulary:

market saturation - arises when the volume of a product or service in a marketplace has been maximized; further growth can only be gained through new product improvements by taking existing market share from competitors or increasing overall consumer demand.

operating loss - occurs when a company's operating expenses exceed revenues

revenue streams - a source of revenue (\$ coming in); in business, examples include: product sales, service fees, interest or dividends earned from investments, etc.

----- Podcast Notes:

- Streaming market is saturated!
- Disney Streaming Services (includes ESPN+, Hulu, AND Disney+) hit a major subscriber milestone in November 2022:
 - 236 million! (vs 223 Netflix)
 - overtook Netflix in number of subscribers!
- Despite its growth, Disney had an operating loss of 1 & 1/2 billion dollars!
 - Due to higher production costs and marketing expenses.
- Looking for new revenue streams:
 - Merchandise that can be purchased right within Disney+ app
 - Branded toys and apparel via QR code or "shop" tab in profile.
 - Will Netflix follow? They already have merch in WalMart and Target stores!

10/4/22 Music Services Go After New Markets

----- Questions to Ask Before Listening:

- Do you listen to music, podcasts, or audiobooks for entertainment - or all three?
- Do you pay for an audio streaming service or use the free version?

----- Related Vocabulary:

à la carte - separately priced items; in this case, individual downloads of audiobooks instead of "free" with subscription.

stock price - the highest amount someone is willing to pay for the stock, or the lowest amount that it can be bought for; reflects investor expectations, not necessarily the financial health of the company.

----- Podcast Notes:

- Digital audio is big - growing by double digits each year for the past decade.
 - Audio book sales up 25% last year over the year before.
- Apple Music:
 - Replacing Pepsi in a multi-year deal to sponsor the Super Bowl halftime show
 - Offering sneak peeks and details through social media.
 - Making deals with MLS and MLB to stream games.
- Spotify:
 - Released 300,000 audiobooks recently
 - Downloads for sale à la carte rather than access to everything through subscriptions
 - Skeptics aren't so sure:
 - Yet to show a profit
 - Lower stock price than 5 years ago

More on [The State of Digital Audio](#) via DIGIDAY.

9/15/22 Theme Parks Try New Strategies to Battle for Business

----- Questions to Ask Before Listening:

- Are you a fan of roller coasters?
- If so, do you have a favorite one? If not, do you still enjoy amusement parks?

----- Related Vocabulary:

discretionary spending - money left after paying for taxes and necessities.

customer loyalty - when a customer is loyal to a brand because of great customer service, feeling connected to brand values and/or consistently high product quality.

----- Podcast Notes:

- Theme parks are exploring ways to get visitors back to their parks after the pandemic and now, inflation.
- Six Flags new CEO Selim Bassoul has a plan to raise prices and promote parks to more affluent consumers.
 - Fewer packs of teens and more families
 - Ticket prices have doubled and dining plan prices have gone up about a third.
 - Guests and investors are not happy about it, as attendance has fallen which is not in line with other amusement parks.
 - Employees are also airing their grievances on social media (bad PR).
- Cedar Fair Entertainment (owner of other parks) has plans to add new rides, refreshed features, and upgrades.
- Research by Linchpin SEO found that parks will need to rely less on packing in many people as possible and more on creating premium experiences and charging accordingly.

----- Questions to Ask After Listening:

→ Why is discretionary spending and customer loyalty particularly important in the sports and entertainment industries?

- Consumers can only spend on entertainment if they have discretionary income. Loyalty increases revenue and is prevalent in sports - people don't often change between which teams are their favorites!

7/29/22 Netflix Will Crack Down on Password-Sharing

----- Questions to Ask Before Listening:

- Do you participate in password sharing for any streaming services?
- If you were a decision maker for a streaming service, would you be ok with customers doing so?

----- Related Vocabulary:

subscription fee - an amount of money that you pay regularly to receive a product; such as monthly for Netflix.

competitive advantage - a condition or circumstance that puts a company in a favorable or superior business position due to cost, technology, time, etc.; one could argue that HBO Max has a competitive advantage due to technology that protects against password sharing.

----- Podcast Notes:

- Password sharing costs streaming platforms hundreds of millions of dollars per year!
- Netflix is testing a new way to crack down on password sharing.
 - If you use an account from outside your household for two or more weeks, you are prompted to pay an additional fee (not the full subscription price)
 - How can it tell if you're sharing?
 - IP Addresses and device ID's.
 - Netflix says it has solutions for various issues such as multiple routers in the same household.
- Restricting password sharing is likely to cause a major bump in revenue because people will likely pay for their own if they can no longer share.
- Rival HBO Max, despite the estimated loss of nearly \$500 million to password sharing, says they won't crackdown on password sharing.
 - They already have protections such as limits on simultaneous streams.

Business Wars ●Daily●

7/19/22 Mattel Expects Barbie to Pay Off, but Superheroes Still Rule

----- Questions to Ask Before Listening:

- Can you think of a toy you've had that goes with a movie?
- What about a movie that goes with a toy (meaning the toy came first)?
Ex: If students don't come up with one: LEGO Movie!

----- Related Vocabulary:

business acquisition - when one company purchases most or all of another company's shares to gain control of that company

revenue streams - a source of revenue (\$ coming in); in business, examples include: product sales, service fees, interest or dividends earned from investments, etc.

More info: <https://corporatefinanceinstitute.com/resources/knowledge/accounting/revenue-streams/>

----- Podcast Notes:

- Mattel (toy brand and also a movie company: [Mattel Films](#)) has more than a dozen projects:
 - Barbie based film with big stars and an Oscar-nominated director.
 - Various versions of Barbie and Ken
 - Mattel CEO has big expectations for the movie - "...could become a societal moment."
 - Masters of the Universe project with Netflix
 - [Rock 'Em Sock 'Em Robots Live-Action Motion Picture](#) based on the game.
 - Interesting that the toy came first for this one! - perhaps a trend (see below)!
- [Hasbro](#) (a rival toy company) also has more than 50 projects in the works
 - Has the rights to toys based on Marvel and Star Wars films.
 - Dungeons and Dragons movie, TV series based on the game Clue, and a series of unscripted shows based on their games and toys (Monopoly, easybake, Nerf, Playdoh...)
 - More than 50 projects in development and another 200 through [Entertainment One](#) (another company that was [acquired by Hasbro in recent years](#))
- Both toy companies want to better control their content (not just license their brand); Mattel is expected to see
 - + New markets and Revenue streams
 - + More creative control
 - - Require big investments in facilities, expertise, and talent

6/3/22 Lady Gaga's Sephora Launch Sets Up Pop Star Rivalry

----- Questions to Ask Before Listening:

- Have you ever purchased something because a celebrity or influencer was part of it?
- What's in it for the brand? What's in it for the celebrity?

----- Related Vocabulary:

brand - a business and marketing concept that helps people identify a particular company, product, or individual

price sensitive - a potential customer whose willingness to buy is heavily influenced by price; if the price goes up, someone who is price sensitive is less likely to buy

venture capitalist - an investor that provides capital (\$) to companies with high growth potential in exchange for an equity stake (think Shark Tank)

----- Podcast Notes:

- In 2019, Lady Gaga started a make-up brand and started selling it on Amazon.
 - She said it was the only retailer that would give her free reign to build her brand the way she wanted to.
- A venture capitalist says "Amazon is a great place to scale a business, not to start one"
 - Reasoning behind this is that Amazon's average customers are price-sensitive and prone to replenishment.
 - They're less likely to discover new brands on the platform and continue to buy what they've been buying.
- Haus Laboratories sales on Amazon stalled, hovering over the \$30 million mark.
 - Internally, the company was facing a loss of workers in early 2021.
- Haus Labs (shortened version of the name) debuts this month at Sephora, leaving Amazon.
- Rihanna also sells her brand, Fenty Beauty, in Sephora, but branched out to also sell at Sephora's rival (Ulta), too.
- Haus Labs is expected to bring in \$40-\$50 million from Sephora (more than it made in 3 years on Amazon)

More info here: [The Power Of Celebrity Brands](#) from Forbes

Business Wars ●Daily●

4/28/22 NBA's Warriors Launch Media Company...and a K-Pop Song

----- Questions to Ask Before Listening:

- Where do you watch entertainment currently? (NetFlix, YouTube, etc...?)
- What would cause you to change that? (no fees, no commercials with low fee, etc...?)

----- Related Vocabulary:

market saturation - arises when the volume of a product or service in a marketplace has been maximized; further growth can only be gained through new product improvements by taking existing market share from competitors or increasing overall consumer demand.

collective bargaining agreement - (CBA) is a written legal contract between an employer and a union representing the employees

----- Podcast Notes:

- Golden State Entertainment (GSE) - Golden State Warriors NBA team's new media division
 - Documentary on former Warriors player
 - Partnering with Mandalay Sports Media - Premiering at film festival on June 12
 - Song called "Wheels Up" by K-Pop star
- Though not any full blown owners of media networks, other teams are owners or part owners of media outlets.
- Disney owned ESPN Films is behind The Last Dance, which spurred this interest in media ownership.
 - Interestingly, The Last Dance aired on ESPN and Netflix (Why not Disney Plus...? Launched 11/12/2019 and documentary was released on 4/19/2020)
- Media industry is "packed to the gills" and GSE is limited:
 - By being tied to particular team
 - By NBA's collective bargaining agreement, which restricts licensing around current active players (Steph Curry)

----- Questions to Ask After Listening:

- Why would a professional sports team do this? (Revenue - to hopefully increase profits overall!)

12/17/21 Making a Living as a TikTokker Just Got Easier

----- Discussion Questions:

- How does someone choose what song to put in their TikTok videos?
- Do you think the musical artists are compensated if people use their songs? (yes if official)
- Can you think of another platform that does this for music artists? (Video games like Fortnite)
- Why do these platforms pay for musicians/creators? (it keeps people on the apps aka revenue)

----- Related Vocabulary:

- monetization - the action or process of earning revenue from an asset, business, social media, etc.
- Paradox of Commercialism - the challenge of extracting commercial value from their brands without compromising the intrinsic "integrity" and spirit of the game (or show, etc.); when the entertainment turns into a commercial and consumers are turned off by it

----- Podcast Notes:

- TikTok rolled out a feature to help creators make money called Creator Next
 - Tips feature - lets users show gratitude via tips
 - Virtual gifts in comments = cash for the creator
- TikTok also expanded the Creator Marketplace, which connects brands and influencers.
 - Have to have a certain number of followers (typically 10,000+ and 1,000 or more views in the last 30 days, and live in certain places such as the US or UK)
- Instagram is biggest competitor
 - Gives bonus payments to creators who get a certain number of views on a Reel.
 - Max \$35,000 per video
 - Also allow monetization via tips, cut of ad revenue, create a store in the app

More info here:

- NBC News: How TikTok became the music discovery platform for the smartphone generation
- Matching Engine: TikTok - Streaming Royalties for Artists | All You Need to Know
- Forbes: Ariana Grande Should Earn A Fortune From Her 'Fortnite' Rift Tour Concert

11/12/21 Nike Wants to Sell Virtual Shoes

----- Questions to Ask Before Listening:

- Are you brand loyal to a specific apparel company or store?
- Would you (or have you) paid for clothing and shoes in a video game?

----- Related Vocabulary:

trademark - a symbol, word, or words legally registered or established by use as representing a company or product.

metaverse - a virtual-reality space in which users can interact with a computer-generated environment and other users; not to be confused with the more specific Meta Platforms, Inc. (formerly Facebook)

----- Podcast Notes:

- Nike filed trademark applications that fit their plan to sell virtual shoes.
 - Shoes and apparel worn by characters in virtual games
 - Swoosh and "Just Do It" will not be allowed unless under contract with Nike.
 - Trademark lawyer says, "the selling of virtual goods will probably become a revenue stream for Nike."
- Fortnite allows players to buy skins which change the look of their characters.
- Artifact Studios are making shoes with NFTs - blockchain technology that can't be copied or duplicated - only YOUR avatar can wear them.
 - Series of digital shoes sold out for over \$3 million in March 2021.
 - Created a high end fashion spread for Atari.

More info on this topic found here:

- Nike buys virtual shoe studio RTFKT as more big brands position themselves for metaverse push
 - Published in December of 2021 (just a month after this episode of BWD aired)

10/7/21 Eminem's Latest Venture: Italian Food

----- Questions to Ask Before Listening:

- Would you choose to eat at a restaurant because it's backed by a celebrity? Why or why not?
- Have you heard of pop-up shops? Do you know and/or have any guesses as to what they are and why a business would use them?

----- Related Vocabulary:

pop-up shop - a shop or store that "pops-up" for a limited period of time; it is deliberately temporary.

profit margin - a percentage that indicates how many cents of profit has been generated for each dollar of sale; the average restaurant profit margin is around 3-5% but can range widely from 0-15% (more info [found on Upserve here](#))

----- Podcast Notes:

- "Lose Yourself" lyrics from Eminem's 2002 song include a reference to "Mom's Spaghetti"
- New restaurant "Mom's Spaghetti" is a walk up window housed within a larger restaurant.
- Rare appearance by Eminem.
- Not a huge menu - spaghetti, spaghetti and meatballs, spaghetti sandwich and vegan meatless meatballs
- Previously operated as a Pop-up at the Shelter in Detroit (where Eminem got his start).
 - Served free meals to frontline workers during the pandemic.
- Increasingly more celebrity restaurant business:
 - Another "Rapper Restaurateur" in Detroit: Toney Island = chicken & waffles, classic cheeseburger, "Toney" coney island hotdogs,
 - Other celebs in the restaurant business: [Michael Jordan](#), [Justin Timberlake](#), [Susan Sarandon](#) (and more - [The 10 Best Celebrity Owned Restaurants in NYC](#))
 - Notoriously low profit margins in the restaurant industry, but celebs don't necessarily do it for the \$.
 - Easy way to diversify revenue and stay relevant.
- [Mom's Spaghetti Commercial](#)

Business Wars ●Daily●

9/1/21 Disney World's Free Fast Pass is No More

----- Questions to Ask Before Listening:

- What do you think of the quote: "All magic comes with a price." - Rumplestiltskin
- Compare a household to a business - what are the similarities when it comes to income and expenses?

----- Related Vocabulary:

add-ons - an additional item sold to a buyer of a main product or service

reinvest - to invest earnings back into a business rather than distribute as dividends or profits

bundle pricing - selling two products together at a lower price than the sum of the individual price of each product

----- Podcast Notes:

- 21 million annual visitors to the Magic Kingdom at Walt Disney World in Orlando, FL.
- Pandemic shutdowns resulted in billions of dollars in losses and they're looking for ways to recoup the losses.
 - Doing away with the Free Fast Pass...
 - Since 1999, free fast passes allowed visitors to skip lines.
 - Replaced with a new service called Disney Genie.
 - Wait times and suggested itineraries, etc.
 - Upgrade to skip lines \$15-\$20 per day
 - In response to negative feedback on the app, Disney execs say it's about "a better guest experience and revenue will be reinvested in new experiences."
- Average cost to visit Disney for family of 4 is \$4,200 plus travel expenses
- Universal Studios - charges \$110 for unlimited line skips for one day in addition to regular admission
 - unless you stay in an onsite hotel (owned by Universal) - then you can skip lines for free.

Business Wars ●Daily●

8/19/21 In-Person Sports Gambling is Coming to Stadiums

----- Questions to Ask Before Listening:

→ Why do you think people bet on sports?

----- Related Vocabulary:

sportsbooks - an establishment that takes bets on sporting events and pays out winnings.

partnership marketing - collaborating with one or more businesses to create a marketing strategy that shares resources

brand - a business and marketing concept that helps people identify a particular company, product, or individual

----- Podcast Notes:

- 2017: NFL commissioner spoke on behalf of the league and said, "I think we still strongly oppose legalized sports gambling."
- 2018: US Supreme Court ruling left it up to individual states to decide.
 - Many (26 states,, DC and Puerto Rico) decided that people can place bets on websites or in person at places like casinos.
 - Stadiums in which sports are played are now joining in.
 - First one opened in May in the Capital One arena in Washington DC
 - NFL team, Arizona Cardinals in partnership with Bet MGM is opening theirs in the 2022-2023 season; 2023 Super Bowl there.
 - Bet MGM - not official sports betting partner; Draft Kings, Cesars, and FanDuel - get data from the league and can use the league's brand in marketing materials.
 - DraftKings - Wrigley Field in Chicago; also possibly in Fenway Park, depending on what happens with the rules in that state.

----- Questions to Ask After Listening:

→ Why would stadiums want to join in on sports betting?

→ Do you think this is a good thing or not?

8/6/21 Liberia's Tiny Olympic Team May be the Best-Dressed in Tokyo

----- Questions to Ask Before Listening:

- Do you pay attention to what athletes wear?
- What about shoes basketball players wear? (teams in March Madness)

----- Related Vocabulary:

artistic director - establishes what designs should be created, what will appeal to the target market, etc.

investment - the action or process of investing money for profit or material result

public relations - the professional maintenance of a favorable public image by a company or other organization or a famous person

----- Podcast Notes:

- Telfar designed Liberia's Olympic attire.
 - Created 70 pieces for the five-member team, including sweats, unitards, duffel bags and track spikes, according to Teen Vogue.
 - Paying for their food, etc. Why!?
 - Has family ties to the country so he cares personally...
 - BUT ALSO positive public relations for the brand!
- Investment... always about marketing which hopefully = increased sales! \$\$\$
- Ralph Lauren has designed the more formal attire for the USA team for years.
 - (Nike designs the uniforms in which they compete)
 - There is a call to include more diverse designs.

----- Questions to Ask After Listening:

- Why do businesses make connections with athletes in these ways? (SEM is all about selling products!)

8/4/21 Netflix Levels Up with Video Game Streaming

----- Questions to Ask Before Listening:

- Do you play video games? If so, what system/platform/service do you use?
- Do you like any games based on movies or shows? Is there a movie or show you would like to see a game made after?

----- Related Vocabulary:

film franchise - aka film series or movie franchise/series; a collection of related films in succession that share the same fictional universe or are marketed as a series; Example: [Marvel](#)

subscription business model - a business model in which a customer pays a recurring price at regular intervals for access to a product or service

crowded market - a situation in which there is a lot of competition between companies that are trying to sell similar product or services

----- Podcast Notes:

- Netflix is adding a video game streaming service to its existing subscriptions.
 - Can access games via phones, tablets, laptops without a separate console
 - Developing games based on already successful franchises such as Stranger Things
- Industry analyst says "shiny new object" to distract investors from slowing growth
 - Fewer new users are signing up for Netflix
 - From April-June 430,000 American & Canadian subscribers cancelled their service.
 - Why? Increased competition? (Discovery Plus, Disney+, Peacock...)
- Video gaming streaming market is getting crowded!
 - Many other companies have added gaming (Google, Microsoft, Amazon, Sony...)
 - Major competitor: Xbox Game Pass owned by Microsoft
 - Over 100 games
 - Surged in popularity during the pandemic
- Original content in gaming doesn't have a good track record so far.
 - Disney has tried and failed 3 times because "very few movies make it as games."

7/8/21 After a Split with the Swoosh, an Olympian Creates Saysh

----- Questions to Ask Before Listening:

- Do you notice the shoes and apparel your favorite athletes or entertainers wear?
- Have you ever purchased something because your favorite athlete or entertainer wore it?

----- Related Vocabulary:

sponsorship - the act of supporting an event, activity, person, or organization financially or through the provision of products or services.

market share - the portion of a market controlled by a particular company or product.

(Nike accounts for approximately 25% of the athletic apparel industry world-wide and some sources say over 60% of the athletic shoe market.)

----- Podcast Notes:

- At the Olympic Trials in June 2021, 35 year old Allyson Felix did not wear the Nikes she's worn in past Olympic trials.
 - She wore white spikes without an easily recognizable logo.
 - Made by Saysh - her own brand.
 - Unveiled them during the hype of the trials via Instagram.
 - "...planned to sell everyday sneakers designed by and for women."
- Pro female athletes have historically had difficulty securing sponsorship through pregnancy.
 - Athletes Alysia Montano and Kara Goucher say that Nike refused to pay them through their respective pregnancies.
 - Nike negotiated a contract for 70% less than Felix's previous contracts when she had a baby. Felix asked her pay to not be docked if her performance wasn't impacted and Nike said no.
 - Nike faced backlash and backpedaled with a new policy that guaranteed pay and bonuses for 18 months around pregnancy.
- Nike made \$37 billion in revenue last year and Saysh may not cut much into their market share. However, that's not the point...
 - In an Instagram photo with many medals and a visible C-section scar, Felix shared in the caption: "The world doesn't need more shoes but the world does need to see women wholly and meet them right where they are."

5/24/21

The Inventor of Flamin' Hot Cheetos May Have Been Caught Orange-Handed

----- Questions to Ask Before Listening:

→ Are you a fan of flamin' hot cheetos?

→ Do you believe in the power of a story (rags to riches)? Does it matter if it's true when it comes to inspiring people?

----- Related Vocabulary:

market segment - a group of people who share one or more common characteristics, lumped together for marketing purposes

US Hispanic market - foreign born immigrants who immigrated from Spanish speaking Latin American countries

diversity in business - a company hires a wide range of diverse individuals; often misconceived as solely multicultural matters, however it also applies to diversity of gender, race, ethnicity, age, sexuality, language, educational background, etc.

----- Podcast Notes:

- Richard Montenyuez, aka "the Godfather of hispanic marketing"
 - "Viral" story about going from a janitor to executive
 - Controversial whether or not the story is true - most say no; he says yes
- US Hispanic market
 - Continuously shaping how brands make money
 - \$1.5 trillion in spending power in 2019

----- Questions to Ask After Listening:

→ Why is this man sought out by companies like KFC and Taco Bell? (because he understands the US Hispanic market, which has huge spending power - \$1.5 trillion in 2019!)

5/18/21 Strawberry Growers Face a Berry Tough Year

----- Questions to Ask Before Listening:

- What's your favorite fruit? Do you like strawberries?
- What is your experience with produce? Does it go bad before you can eat it? Do you have any tips for how to keep it fresh longer?

----- Related Vocabulary:

spoilage - the process where a food product becomes unsuitable to ingest by the consumer. Causes are due to factors such as type of product, how the product is packaged/stored, etc.

LIFO - Last-In, First-Out, an inventory method: the last unit to arrive in inventory is sold first.

FIFO - First-In, First-Out, an inventory method: the oldest unit of inventory is sold first.

----- Podcast Notes:

- Driscolls - made a decision to plant less fruit so they didn't have too much waste - some were even plowed under, though now there is a shortage.
- Berry Farms (large grower in California) is not down on supply and harvest is coming early and in quantities that look "promising"
- Strawberry prices are up about 16% this year
- One CA farmer offered TWICE the wages and still shortage of workers!

----- Questions to Ask After Listening:

- Why were strawberry farmers told to grow less this year? (because demand was down 12 months ago when things were shut down because of COVID.)
- What type of inventory method (LIFO or FIFO) do sellers of produce use and why? (FIFO because of spoilage)

5/14/21

Convenience Stores Just Aren't As Convenient As They Used to Be

----- Questions to Ask Before Listening:

- When was the last time you went to a convenience store?
- Do you think of them as fitting their name - convenient?

----- Related Vocabulary:

competitive advantage - a condition or circumstance that puts a company in a favorable or superior business position; could be price, quality, etc.

customer loyalty - a measure of a customer's likeliness to do repeat business with a company or brand; businesses try to promote repeat purchases via loyalty programs

foot traffic - the number of customers that enter a store; the idea is that more foot traffic = more sales

----- Podcast Notes:

- Internet shopping along with home delivery is proving to be even more convenient than traditional convenience stores..
- Also, many stores of all types have things like beverages and snacks at the checkout lines.
- 7-Eleven is attempting to revamp its image.
 - \$70 million marketing push - more than double last year
 - Quirky and artsy Take it to Eleven campaign
 - Sales went up but visits declined
 - "Convenience is no longer our competitive advantage."
- Circle K is attempting to build consumer loyalty.
 - Sip & Save program: \$5.99/month for unlimited beverages
 - "An opportunity to drive traffic..."

5/12/21 Tiffany is Selling Men's Engagement Rings

----- Questions to Ask Before Listening:

- Ever heard the saying, "diamonds are a girl's best friend"?
- What about people who are not girls? Do you think they can get into diamonds?

----- Related Vocabulary:

ad campaign - a series of advertisement messages that share a single idea and theme

social construct - an idea that has been created and accepted by the people in a society

----- Podcast Notes:

- Tiffany's launched a line of engagement rings for men.
- Engagement rings can be traced back to ancient Rome.
- An ad campaign for DeBeers in the 1940s is what really launched the saying "A diamond is forever" as a symbol of lasting love.

----- Questions to Ask After Listening:

- Who came up with the, "3 months salary" standard for how much you should spend on an engagement ring!? (someone in the business of selling engagement rings!!!)
 - And is this before or after income tax?
 - What does this have to do with personal finance?
- Did you hear him say: "Traditionally diamond engagement rings had been given BY men..." in the podcast?
 - Who do you think is the target market for this new line of men's engagement rings?
 - What do you think an engagement ring signifies? What do you think it feels like for the person wearing it? Do you think men would be happy to wear them, too?

Business Wars •Daily•

5/11/21 Get Ready for Green Pools This Summer

----- Questions to Ask Before Listening:

→ Did you stock up on items at the start of the pandemic?
(perhaps toilet paper)

→ What did some retailers do to combat hoarding of items that were struggling with supply?
(limit to one per customer - milk, for example; more recently Pokemon cards at Target - and now they've paused sales all together to prevent "inappropriate behavior" of customers. [Click here](#) for more on that.)

----- Related Vocabulary:

supply & demand - the amount of a product available and the desire of buyers for it, as they relate to various prices.

substitute product - a product or service that consumers see as essentially the same or similar-enough to another product

----- Podcast Notes:

- Pool sales increased during the pandemic.
- Now there's a chlorine tablet shortage.
 - Increased pools and hottubs = increased demand
 - Hurricane Laura - fire at factory of major manufacturer disrupted supply
- Preventing hoarding will help keep supply availability.
- There are also alternatives (aka substitute products) - some more expensive and time consuming.
 - Ex: salt water pools

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5/4/21 Sick of Cutting Your Grass? A Robot Can Help.

----- Questions to Ask Before Listening:

- Do you do chores at home? If so, what's your least favorite?
- If you could buy a robot to do the chore for you, would you? How much would you pay?

----- Related Vocabulary:

industry - a group of companies that are related based on their primary business activities

revenue projection - estimation of money that will be made by a company; includes all sources of money (most commonly sales, which is money made from selling goods/services, but also includes other sources of income if applicable).

----- Podcast Notes:

- Robot vacuums have been all the rage, now robot lawnmowers
 - Advantages: quieter, don't require gasoline
 - Disadvantages: need to charge frequently; not as practical for big yards; takes longer; expensive (10x more so than gas powered mowers)
- Husqvarna
 - Connect to cell phone via bluetooth
 - Can learn how to navigate your yard
 - "You could practically lay your baby in front of the mower and nothing would happen."
 - Safe for kids and pets
 - Competitor: Ambrogio
- Banner year for home improvement industry
 - Sales of power lawn and garden equipment grew 5%
 - Leading the surge: lawnmower sales
 - Robot mowers already popular in Europe (smaller yards)
 - Revenue projection: \$1.5 Billion by 2024!

5/3/21 Sustainable Diaper Brands Chase Millennial Parents

----- Questions to Ask Before Listening:

→ Have you ever changed a diaper?

→ What about helping someone with potty training - have you ever done that?

----- Related Vocabulary:

Millennials - born between 1981 and 1996; currently between 25 and 40 years old; the top definer is digital; lives are built around the information revolution, which includes the internet, texting, email, social media and online shopping.

Gen Z - born between 1996 and 2010; currently between 11 and 25; value-conscious and drawn to brands that "keep it real."

niche - a subset of the market on which a specific product is focused; aimed at satisfying specific market needs, price range, and/or production quality, etc.

----- Podcast Notes:

- Average kid goes through 7,000 diapers before they're potty trained!
- Millennials are more likely than older generations to be conscious consumers (organic and sustainable products)
- Millie Moon Luxury Diapers
 - Deal to sell at more than 1,000 Target stores in the US
 - \$25 for 50 diapers (over double the price of more traditional Luvs diapers)
- Competitor: Honest
 - Diaper sales going strong
 - Last year revenue \$300 million
 - Going public - \$1.5 Billion valuation

4/30/21 Clear Your Inboxes, Email Newsletters Are Multiplying

----- Questions to Ask Before Listening:

→ Have you ever negotiated pay for something - a raise, starting hourly wage, fee for shoveling a driveway, etc? If so, how did it go? If not, do you think you could successfully do so? Why or why not?

→ Do you subscribe to any email newsletters?

----- Related Vocabulary:

monetize - earn revenue from (an asset, business, etc.)

nonprofit - a legal entity organized and operated for a collective, public or social benefit, in contrast with an entity that operates as a business aiming to generate a profit for its owners

----- Podcast Notes:

- Substack -
 - Writers write whatever they want (ice cream, politics, cryptocurrency, etc.)
 - Free or charge a monthly subscription fee
 - Substack takes 10% of earnings
 - Recruited writers (established journalists) - get advances and then pay 85% of earnings in 1st year to Substack and then keep 90% after that - no salary negotiations
 - ½ a million paid subscriptions
 - Lack of moderation complaints - lots of big names leaving the platform
 - Response was that more than ½ writers are women and 1/3 are POC.
- Ghost - similar platform that is a nonprofit
 - Never takes a cut of any writer's earnings
 - \$3.3 million in revenue over the last year - double the previous year
- Newsletters seem to be here to stay
 - Forbes and Facebook recently announced new newsletter platforms
 - Twitter - acquired newsletter company, Review.

4/27/21 Amazon's Echo Buds Are Coming for AirPods

----- Questions to Ask Before Listening:

→ What type of consumer product would you say earbuds are (convenience, shopping, specialty, emergency, or unsought)?

A: could argue for specialty or even shopping; not emergency

----- Related Vocabulary:

brand loyalty - positive feelings towards a brand and dedication to purchase the same product repeatedly, regardless of deficiencies or a competitor's actions

lowball - a selling technique; an offer that is significantly below the price of the competition

market share - the portion of a market controlled by a particular company or product

----- Podcast Notes:

- "Lowball prices to capture market share."
- Amazon's Echo Buds are getting good reviews:
 - \$50 less than airpods and 1/2 the price of AirPod Pros
 - superior noise cancellation
 - smaller than AirPods
 - 3 microphones for better sound quality
 - Alexa included - public transit directions, find lost buds, activate other digital assistants, etc.
- Apple customer loyalty is at an all time high - effortlessly sync with phone, etc.
 - CNet released a list of over 12 earbuds that are good alternatives to Apple's airpods and they're cheaper

→ What factors affecting pricing decisions are at play here (customer value perception, brand, negotiating power, corporate policies, competitive strategy, stage of customer lifecycle)?

A: brand (Apple AirPods); competitive strategy (Amazon pricing lower than Apple)...

4/26/21 Nike Enters the Sneaker Resale Market

----- Questions to Ask Before Listening:

→ Have you ever sold or shopped at [Plato's Closet](#) or Play It Again Sports or Once Upon a Child? What about eBay or the LetGo app? What business are these retailers in? (RESALE!)

----- Related Vocabulary:

valuation - an estimation of something's worth, especially one carried out by a professional appraiser

resale market - market in which previously sold items are bought and sold; aka "secondary market" or "aftermarket"

----- Podcast Notes:

- First ever Yeezys that Kanye West wore in public are expected to go for a million \$ at auction.
- Nike launched "Nike Refurbished" to return "like new" "gently worn" "cosmetically flawed" to refurbish and resell.
 - 15 stores are piloting the program
 - Nike brand dominates the resale market (but until now, not done by Nike itself)
- StockX
 - Massive round of funding - pushing valuation to \$4 billion
 - Moved into handbag and clothing
 - Nike's competition for resale

Business Wars ●Daily●

4/23/21 Everything Old is New Again... Including Baggy Jeans

----- Questions to Ask Before Listening:

→ Do you know who came up with blue jeans and why?

A: Levi Strauss; rivets in work pants to help keep them from falling apart - innovation to solve a problem! :)

→ Why do businesses care about the age (and/or generation category) of their customers?

----- Related Vocabulary:

product life cycle - the length of time a product is introduced to consumers into the market until it's removed from the shelves; four stages: introduction, growth, maturity, and decline.

Gen Z - those born between 1997 and 2015. This puts the age group for Gen Z'ers in the range of 6-24 years old in 2021

Millennials - born between 1981 and 1996; currently between 25 and 40 years old

----- Podcast Notes:

- Jeans = industrial work pants turned fashion
 - Can you think of another brand that crossed over like this? (Carhartt)
- "The world is entering a new denim cycle..." - Levis CEO
 - Skinny jeans are out and baggy jeans are in.
 - Sales for newly released baggier styles have taken off. <https://www.levi.com/US/en-US/>
- Survey of 7,000 teens found that leggings are the #1 fashion trend.
 - #2 wide leg pants
 - #3 "Mom-Jeans"
- Lee partnered with H&M on a more sustainable line of jeans that is inspired by the 90's.
- Trend includes both men and women's fashion
- "Skinny jeans are never going away completely." -Levis CEO
 - In 10 years, they may be the most popular again.

4/20/21

Dick's Sporting Goods Unveils Athletic Playgrounds to Get Customers Back in the Store

----- Questions to Ask Before Listening:

→ Do you think someone is likely to spend more if they shop in a store or online?

----- Related Vocabulary:

Add-ons- an extra item sold to a buyer related to a main product or service; generally suggested by the salesperson once the buyer has made a firm decision to buy the core product; aka upselling or upgrade

Impulse purchases - the tendency of a customer to buy goods and services without planning in advance; buying decisions at the spur of the moment; usually triggered by emotions and feelings

----- Podcast Notes:

- Many businesses have adapted to change over the past year during the pandemic.
- Online shoppers are much less likely to buy add ons, upgrades, or impulse purposes.
- Dick's Sporting Goods
 - Up 10% in revenue thanks to curbside pickup, delivery, etc..
 - Now, they're going for the "wow" factor to entice customers back.
 - Indoor playground: "Dick's House of Sports"
 - turf field and track, rock climbing wall, batting cage, putting green etc.
 - Opening a second indoor playground store this year
 - Upgrading 30+ existing stores with upgraded soccer shops.
- Academy Sports and Outdoors
 - Up 20% in revenue using a traditional retail approach
 - Team uniforms and licensed jerseys will be in demand again (they hope)
- Is Dick's Athletic Playgrounds necessary?
 - Research shows that sporting goods customers prefer to see, hold, and try-on before purchase. This hints that maybe that's enough and the indoor playground isn't necessary.
→ What do you think? :).

4/19/21 CarMax Used Car Sales Accelerate During Chip Shortage

----- Questions to Ask Before Listening:

→ From what type of business (manufacturer, wholesaler, distributor, retailer, etc.) do we, as customers, typically purchase?

Answer: retailer - usually, not always. :)

----- Related Vocabulary:

wholesale - the selling of goods in large quantities to be retailed by others

retail - the sale of goods to the public in relatively small quantities for use or consumption rather than for resale

shortage - a situation in which demand for a product or service exceeds the available supply

[Click here](#) for more on shortage from Investopedia.

----- Podcast Notes:

- Shortage of microchips because of supply chain interruptions and the pandemic shutdowns are causing major issues for auto manufacturers.
- However, it is causing accelerated sales in the used car industry.
 - Driving up the value of used cars - prices jumped nearly 10% over the past year
 - Wholesale used car prices are up nearly 25% over last year
 - More comfortable buying online; less interested in driving before they buy
 - Shortage of used cars inventory, but as demand remains high, it's good for business.
 - Why can this be seen as good, in a way, for business?
 - Shortage = higher prices!
 - CarMax
 - Sales in March had grown by double digits
 - Invested in upgrading its selling platform for better customer experience
 - Carvana
 - ½ a billion dollar spending spree to upgrade facilities and hire employees
 - Near 40% bump in sales, selling nearly a quarter million vehicles

4/16/21 Kroger Tests Ghost Kitchens and Meal Kits

----- Questions to Ask Before Listening:

- Have you been eating out more recently than you did at the beginning of the pandemic?
- If you owned a grocery store, what would you do in an effort to keep sales up during this time?

----- Related Vocabulary:

revenue - money brought into a company by its business activities; aka sales

expenses - costs incurred in the ordinary course of business; subtracted from revenue to arrive at a company's taxable net income.

profit margin - a percentage that indicates how many cents of profit the business has generated for each dollar of sale. For instance, if a business reports that it achieved a 35% profit margin during the last quarter, it means that it had a net income of \$0.35 for each dollar of sales generated.

[Click here](#) for an Investopedia video on how to calculate profit margins.

----- Podcast Notes:

- After the grocery boom during the pandemic, stores are looking for ways to keep sales up.
 - Overall, grocery store sales grew over 10% last year.
 - Expected to drop by half that amount this year - first annual decline in 2 decades!
 - Groceries operate on "razor thin" margins.
- Giant Food Grocery Chain
 - Oven or slow cooker - "Cook in Bag" line with 14 options
- [Kroger](#) (largest grocery chain in US)
 - [ClusterTruck](#) - ghost kitchen; opened kitchens in Kroger stores - can choose pick up or delivery
 - [Home Chef](#) - meal kit company (industry grew more than 10% last year); can be made using in-store offerings

4/14/21 Google Wins Landmark Supreme Court Case

----- Questions to Ask Before Listening:

→ Do you think copyright should apply to computer code? Why or why not?

----- Related Vocabulary:

copyright - the exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same.

appeal - apply to a higher court for a reversal of the decision of a lower court.

fair use - a legal doctrine that promotes freedom of expression by permitting the unlicensed use of copyright-protected works in certain circumstances

More info found [here](#).

Interoperability - the ability of computer systems or software to exchange and make use of information.

----- Podcast Notes:

- Landmark copyright case between Google and [Oracle](#).
 - 2010 Oracle sued Google for using copyrighted lines of code in its Android OS.
 - (G) Judge ruled that this type of code was not subject to copyright.
 - (O) Oracle appealed and 2014 the previous ruling was overruled.
 - (G) 2016: ruling that free and fair use applied
 - (O) 2018: ruling of free and fair use was overturned.
 - (G) The Supreme Court heard the case and ruled in favor of Google.
 - Google: "Victory for consumers, interoperability, and computer science."
 - Oracle: "This behavior is exactly why regulatory authorities around the world and in the US are examining Google's business practices."
- Film and music businesses supported Oracle because of the implications the ruling in favor of Google might have on their industry.
- The US Department of Justice sued Google in 2020 claiming they violated antitrust laws; Oracle called Google a "monopolist".

4/13/21 Satanic Panic Hits the Shoe Market

----- Questions to Ask Before Listening:

- Was Nike behind the sales of the Satan shoe?
- What do you know about copyright? Any ideas how this is different from a trademark?

----- Related Vocabulary:

trademark infringement - unauthorized use of a trademark in a manner that is likely to cause confusion, deception, or mistake about the source of the goods and/or services

cease and desist - sometimes a letter, sometimes an order from a court; means "stop said action or you will be sued."

----- Podcast Notes:

- Lil Nas X partnered with MSCHF to create a controversial shoe which included a Nike swoosh.
- MSCHF is an art collective and, as the name implies, has a history of making mischief in business.
 - In 2019, they even sold "Jesus Shoes" with the Nike logo, as mentioned in this [NYTimes article](#).
 - In addition, the chief executive is quoted as saying, "the "story" the sneakers told was more important than turning a profit" in reference to the "Jesus Shoes".
- Nike has a history of challenging other companies on copyright infringement.
 - Often done through "cease and desist" though sometimes opt for lawsuits.
 - The "Satan Shoe" warranted a lawsuit that says, "...caused significant harm to our goodwill."
- More details on the lawsuit:
 - Made 666 pairs and already sent many out to customers before Nike's lawsuit was filed.
 - Pairs of these shoes sold for over \$1000.
 - MSCHF argued that they were allowed to sell under the first amendment (This argument did not hold up in court).

→ Do you think "all buzz is good buzz"?

4/12/21 Volkswagen's Name Change Joke Didn't Land

----- Questions to Ask Before Listening:

- Do you like practical jokes? Does it matter if you're on the giving or receiving side?
- Do you think practical jokes have a place in business and marketing?

----- Related Vocabulary:

Securities and Exchange Commission (SEC) - a government agency; protect investors and the national banking system; enforce the law against market manipulation.

public relations (PR) - maintenance of a favorable public image

----- Podcast Notes:

- Put out a statement that they were changing their name to VOLTSwagon
 - Caused news sources to pick it up and then stock prices went up, but it was a joke.
- In recent years (2015) Volkswagen experienced a PR nightmare described as a "5 year fiasco"
 - Installed deceptive software to cheat on government emissions tests (echecks)
 - costed \$35 billion
 - Had to recall millions of vehicles
- Manipulating the stock market is illegal - SEC gets involved
 - Elon Musk and Tesla had to pay \$ 20 Million EACH in penalties for a 2018 tweet that impacted the stock market.

3/26/21 Free Streaming Services Break Into Original Content

----- Questions to Ask Before Listening:

- Do you use a streaming service to watch shows and movies? If so, which do you use?
- Would you rather pay a monthly fee or watch ads while you stream?

----- Related Vocabulary:

original content - content that was created specifically for view on that streaming service; "A Netflix original series"

subscription fee - yearly or monthly fees to access something (such as a streaming service)

revenue model - a framework for generating income; how to price, who will pay and how, etc.

[Click here](#) for more info on revenue models from Founder Institute.

----- Podcast Notes:

- Most streaming services charge monthly fees (Netflix, Disney Plus, Hulu, Amazon Prime, etc.)
 - Consumers are willing to pay because there are no ads.
- Tubi
 - Bought by Fox for \$440 million
 - Had no plans to produce original content - just stream previously produced content
 - More recently, changed their mind - in talks to create shows and movies
 - Usage jumped 58% in 2020.
 - \$300 million in ad revenue projected this year - possibility of growing to \$1 billion!
- Roku
 - Company started by building software for smart TVs.
 - Has since started a streaming service w/ 50 million active accounts as of the end of 2020
 - Also first original series to debut this month
- [Click here](#) for some data on original content by streaming service from PC Mag.

Business Wars ●Daily●

3/25/21 Costco Leapfrogs Rivals with \$16/Hour Starting Wage

----- Questions to Ask Before Listening:

- Why do businesses exist?
- If you got a new job, how would you know if you were being paid well?
- If you were a business manager or owner, would you pay your employees well? Why or why not?

----- Related Vocabulary:

altruism - a selfless concern for the well-being of others

employee turnover - the number of workers who leave an organization and are replaced by new employees; important because it costs \$ to recruit, hire, and train new employees

Competitive Advantage - an attribute that allows an organization to outperform its competitors.

----- Podcast Notes:

- Federal minimum wage \$7.25 for years
- States and companies can choose to increase that.
 - Amazon, Target, and Best Buy are at \$15
 - Costco recently increased their starting pay to \$16
 - Lots of other employee benefits, too.
 - Says it gives company advantages - low employee turnover (average of 9 years)
 - Profits increased in 2020 compared to 2019
 - WalMart
 - Starting pay is \$11/hour
 - Revenue increased over 6% in 2020
 - Recently said 425,000 employees a rage - increase average pay to above \$15/hour but starting wage would remain the same.

Business Wars ●Daily●

3/24/21 Can a New Hotel Keep Kayak Afloat?

----- Questions to Ask Before Listening:

→ Have you ever stayed in a hotel? If so, what did you like/dislike about it?

→ What extra services did the hotel offer?

Examples include: car rental, catering, concierge, dry cleaning, excursions, etc.

----- Related Vocabulary:

hospitality industry - a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise lines, etc.

parent company - a single company that has a controlling interest in another company or companies; often formed through an acquisition or merger

acquisition - when one company purchases most or all of another company's shares to gain control of that company

----- Podcast Notes:

- Kayak - trip price comparison website
 - Only operated a site up until now but now will operate hotel space to provide services to hotel guests in Miami Beach for an "ultra personalized stay"
 - Parent company Booking Holdings
 - Also owns Priceline and Booking.com
 - Laid off 25% of its workforce last summer
 - Q4 2020 revenue dropped 55%
 - Competitor: Expedia Group
 - Owns Hotels.com, Orbitz, Trivago, and Vrbo
 - Revenue dropped 57% last year
 - Responding to expected surge of demand for cruises

3/22/21

Google to Stop Selling Ads Based on Your Specific Web Browsing

----- Questions to Ask Before Listening:

- Have you ever looked something up and then started seeing ads for that all over your phone
- Are you concerned about privacy online? Why or why not?
- Are you willing to give up some privacy for convenience? Why or why not?

----- Related Vocabulary:

regulations - laws that control the way that a business can operate

privacy protections - keeping private info from companies, hackers, governments, etc.

altruistic - showing a disinterested and selfless concern for the well-being of others; unselfish.

----- Podcast Notes:

- Google is the world's biggest digital advertising company.
 - Starting next year will no longer use tracking technology to sell ads
 - "Charting a course toward a more privacy versed web"
 - Privacy protections only relate to websites, not mobile apps (70% of all digital ad spending in the US)
- Apple - privacy has also taken center stage
 - Focused on the app market
 - Only allow ad tracking if users opt in
- Why are they doing this?
 - UK regulators have opened an antitrust investigation into Google's move to remove third party cookies
 - Increasing call from privacy advocates to crack down on/break up big tech companies because of their power

3/19/21 Can SpaceX Stick The Landing?

----- Questions to Ask Before Listening:

- What are your thoughts on space tourism?
- What do you think about the plans for a space hotel scheduled to open 2027?

----- Related Vocabulary:

innovation - the creation, development and implementation of a new product, process or service, with the aim of improving efficiency, effectiveness or competitive advantage

tourism - spending time away from home in pursuit of recreation/relaxation and using goods/services sold by businesses to do so.

----- Podcast Notes:

- Space X builds rocket ships and transports cargo
 - Valued at around \$36 billion last Feb.
 - Hopes to start space tourism
 - Owned by Elon Musk (Tesla)
- Competitor: Blue Origin
 - Owned by Jeff Bezos (Amazon)
 - First tourist flight scheduled for the end of 2022

3/18/21 "The COVID Effect" is a Boon for Kids' Online Gaming

----- Questions to Ask Before Listening:

- Have you done more online gaming since the start of the pandemic?
- (more questions after listening below...)

----- Related Vocabulary:

boon - something that is helpful or beneficial.

investors - a person or organization that puts money into a business (or other entity) with the expectation of earning more money on it.

----- Podcast Notes:

- Roblox revenues skyrocketed from 2019-2020
 - Makes money through in-app purchases
 - 70% to \$600 million
 - Daily users: over 30 million people
 - Valued went up to \$47 billion after it went public
- The COVID effect: increased screen time due to social isolation
- Minecraft: 25% increase in new players early on in the pandemic
 - Makes money by selling the game
 - \$400 million in revenue

- Do you think this level of gaming will sustain after the pandemic?
- What does this mean for investors of Roblox?

3/15/21

Despite Delivery Service Concerns, Instacart Doubles Valuation Again

----- Questions to Ask Before Listening:

- Do you like to grocery shop?
- Would you/do you pay more to have groceries delivered? How much?
- How is this similar and different than UberEats and GrubHub?

----- Related Vocabulary:

business model - a company's core strategy for profitability; examples include: franchise, direct sales, subscription services; delivery services, etc.

profit margin - a percentage that indicates how many cents of profit has been generated for each dollar of sale.

valuation - the process of determining the current (or projected) worth of an asset or a company.

Past vocab in this episode, too:

- funding round
- IPO
- Business collabs/partnerships/agreements/deals

----- Podcast Notes:

- Recently doubled valuation for the second time since the beginning of the pandemic - \$40 Billion!
- Up to \$9 per delivery or \$100/year unlimited (once a month would be savings from the \$9).
- Grocery stores pay Instacart 10% per order.
- Profit margins in grocery industry averages 2% or less, according to Forbes

3/11/21

The Coworking Industry Hopes You Need a Break From Your House

----- Questions to Ask Before Listening:

→ Where do you work best?

All by yourself in a quiet space, where there is background noise, in a group with others...?

→ Do you like the idea of going to a coffee shop to do homework?

→ Why would people pay to rent an office instead of going to a coffee shop?

----- Related Vocabulary:

customer base - a business's most loyal and engaged customers; usually the target market

IPO - stands for Initial public offering; the process of a private company going public by sale of its stocks to the general public.

Profitability - a business's ability to produce a return on an investment (ROI); ability to bring in more than was spent

----- Podcast Notes:

- By the Fall, 40% in Dallas but only 10% in Manhattan (NYC) returned to the office.
- 1 in 4 Americans will still be working from home through 2021 - those working from home is expected to grow by 87% by 2025
 - This does not mean 87% total, but growth of 87% - statistics can be misleading!
- [WeWork](#) expects to reach profitability this year, which is evidence that there is opportunity for growth in the industry.

3/10/21 Online Learning Isn't Just For Kids

----- Questions to Ask Before Listening:

- Do you think online learning is something you would sign up for if you got to choose the topics?
- What age groups do you think would benefit from online learning?

----- Related Vocabulary:

demographic - characteristics of human populations (such as age or income) used especially to identify markets; measurable

Baby Boomers - a person born in the years following World War II, when there was a temporary marked increase in the birth rate; currently ages 57-75

market segment - a group of people who share one or more common characteristics, lumped together for marketing purposes.

funding round - the rounds of funding that startups go through to raise capital (\$\$)

----- Podcast Notes:

- Get Set Up - tech platforms
 - \$60-\$100 for online classes
 - Pandemic:
 - Free group classes on things like health insurance and how to stay fit at home
 - Demographic shifted - from ages 50-65 up to ages 65-80
 - Partners with Zendesk and Shopify
 - Grow their customer base
 - Virtual community - connect with classmates
 - \$10 million funding round
- Oasis Everywhere - competitor emerged

3/9/21 People May Be Cruising Together Sooner Than We Think

----- Questions to Ask Before Listening:

→ Have you ever been on a cruise?

→ If you were in charge, what would you do to encourage customers to get back on cruise ships after the pandemic?

----- Related Vocabulary:

marketing - it's more than this, but in this context it means promoting and selling products

financially sound - a state of financial well-being

policies / protocols - a course of action / the official procedure or system of rules

----- Podcast Notes:

- Most cruise ships have been docked for a year.
- Enormous losses in the industry.
- Cruise bookings are bouncing back - early bookings suggest people are ready to get back to it!
 - No firm date to resume in the US yet.
 - Bookings are up 30% with no spending on marketing!
 - Royal Caribbean Stock went up 10% after a \$6 Billion loss!

3/4/21 "Social Shopping" Platforms Surge, Making Influencers Rich

----- Questions to Ask Before Listening:

→ Have you ever purchased anything online after seeing a blogpost or Instagram post about it?

----- Related Vocabulary:

Affiliate Link - a specific URL that contains the affiliate's ID or username to record the traffic that is sent to the advertiser's website

Influencer - a person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media

- There are different categories - by number of followers, types of content, level of influence...

----- Podcast Notes:

- Amber Venz - fashion blogger pioneer who didn't think it was fair that sales were increasing for the brands she blogged about but she wasn't getting a cut of the \$
 - HEY ENTREPRENEURSHIP STUDENTS! She saw a problem and solved it for herself and others... She started rewardStyle, which facilitates affiliate links in blog posts - when readers click the links and buy, bloggers get a cut of the \$ and so does rewardStyle.
 - 2014 expanded to Instagram with liketoknow.it - tag brands in post and collect \$
- The number of marketers who use influencers is expected to grow to 72% by 2022 according to eMarketer.
- Competitors of rewardStyle:
 - ShopStyle - pays for clicks instead of purchases
 - Pinterest - story pins - shoppable posts

→ Why do brands pay people for posting about their products? (Because it increases sales... significantly it seems! It's where businesses can reach their target market!)

3/3/21 Spotify Wants To Sell You CD-Quality Music

----- Questions to Ask Before Listening:

→ Do you listen to streamed music?

→ If so, have you ever thought to yourself, "I wish this sound quality was better"?

----- Related Vocabulary:

Differentiate - distinguish a product or service from others, to make it more attractive to a particular target market.

Subscription Services - a business offering to sell products or services on a set timeline, such as monthly or weekly

- Ex: Photoshop - used to buy disk and download software for one time payment - now it's subscription based - pay monthly/annually

Competitive Advantage - an attribute that allows an organization to outperform its competitors.

----- Podcast Notes:

- Audio compression cuts out highest highs and lowest lows which is said to make it easier on the ears
- Lossless audio - more depth and clarity than compressed music - many couldn't tell the difference!
- Spotify HighFi (sp?) will cost more - "can experience audio in the way the artists intended"
 - Amazon music HD \$15 per month
 - Tidal \$20 per month
 - Spotify has the most subscribers by far
 - Apple Music - subscribers increasing, but no plans to go lossless
- Companies are looking for ways to differentiate themselves from competition.
 - Contracts with specific podcasts
 - Lossless music
 - Audience network - advertisers can connect with listeners

3/2/21 Clubhouse Becomes the Latest Hot App By Doing Everything Wrong

----- Questions to Ask Before Listening:

- Do you think we need another social media platform? Why or why not?
- Have you heard of the new social media app, Clubhouse?

----- Related Vocabulary:

Beta Version - a version made available for testing, typically by a limited number of users outside the company that is developing it, before its general release.

Content Partnerships - joint venture between brands, broadcasters, publishers and producers to create original audio visual programming (content)

General Data Protection Regulation (GDPR) - a European law that regulates how companies protect EU citizens' personal data; Requires the consent of subjects for data processing; more strict than US laws

----- Podcast Notes:

- Audio only panel discussions
- Not recorded - have to listen live.
- Membership is by invitation (so was Pinterest at first)
- Exclusivity is driving growth (FOMO)
- Have to grant access to contacts - names/phone numbers/etc.
- Security concerns - first breach when audio feeds were streamed on a 3rd party website

3/1/21 Texas Storm Stresses Power Grid and Customers

----- Questions to Ask Before Listening:

- Has your power ever gone out due to bad weather?
- If so, did it take a long time to turn back on?

----- Related Vocabulary:

Real time pricing - aka dynamic pricing, price varies based on the real-time production costs

Price gouging - steep increase in prices to take advantage of high demand and limited supply (shortage); it is illegal in some cases such as during a state of emergency

Deregulation - the removal of regulations or restrictions (laws), especially in a particular industry

----- Podcast Notes:

- Texas winter weather caused rolling blackouts and widespread power outages
 - Bills have skyrocketed despite inability to use power as normal
- Price variations per megawatt hour:
 - Before storm: less than \$50
 - After storm: about \$9,000
- Fixed rate vs. real time prices:
 - Fixed rate - does not depend on resources used; is a predetermined, set amount per megawatt hour
 - Real-time - based on production costs

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2/25/21 How to Fill a Few Seats At The Cinema? Rent Them to Gamers

----- Questions to Ask Before Listening:

- Are you a gamer?
- How much would you pay to rent out a movie theater to play there?

----- Related Vocabulary:

Revenue - income generated through a business' primary operations; \$ coming in; sales

Profitability - a business's ability to produce a return on an investment (ROI); ability to bring in more than was spent

Equity and Debt Capital - borrowed money; funds paid into a business by investors in exchange for stock; corporate bonds, bank loans, notes payable, etc.

----- Podcast Notes:

- Pay up to \$135 to rent out a theater - bring your own console, controllers, etc.
- Malco Theaters
 - Malco Select Gaming: Up to 20 people \$150 for 3 hours
 - Book private film screenings for up to 20 people and selling concessions
 - Revenue down 90% in 2020 from 2019
- AMC Theaters
 - On the edge of bankruptcy after revenue fell 91%
 - Raised \$900 million in equity and debt capital to fend off bankruptcy
 - Rented private theaters for around \$99 and extra
- Other theaters are doing similar things
- Average pre-virus movie showing with a full theater:
 - 200 tickets x \$9/ticket = \$1800 (not including concessions)

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2/24/21

COVID Ransacked the Cut Flower Industry -- Some Companies are Blooming Back

----- Questions to Ask Before Listening:

- Are you a fan of fresh-cut flowers?
- What are all the reasons people buy flowers?

----- Related Vocabulary:

intermediaries - put buyers and sellers together without taking ownership of the product, do not buy and resell; usually paid a percentage of the transaction

bankruptcy - a legal proceeding involving a person or business that is unable to repay their outstanding debts; assets may be used to repay a portion of outstanding debt

----- Podcast Notes:

- Valentine's Day 2021 - expected to spend \$2 billion on flowers. \$2.3 billion last year
- Pandemic
 - Easter and Mother's Day were early on
 - Weddings cancelled
- \$8.5 billion global flower trade
 - More than 40% pass through auction houses in the Netherlands
 - 100,000 transactions per day (in normal times)
 - Price of a single rose dropped 70%
- 1-800-Flowers saw record breaking sales
 - Revenue up close to 60%
 - Ecommerce - most flower sales done online; digital marketing and investment in technology
 - Facebook, Google Assistant, and Apple Business Chat
- Competitors:
 - FTD filed bankruptcy in 2019
 - Small local flower shops
 - Sales were negatively impacted by stay-at-home orders and cancelled weddings but positively impacted by increased numbers of funerals.

2/23/21 Harley-Davidson Tries to Find Its Way--Again

----- Questions to Ask Before Listening:

- What comes to mind when you think of Harley-Davidson?
- Would you invest in Harley Davidson stock? Why or why not?

----- Related Vocabulary:

Sustainable - meeting the needs of the present without compromising the ability of future generations to meet their needs.

Economical - using things in the best possible way without wasting anything; not spending unnecessarily

Strategic plan - a document used to communicate goals as well as the actions needed to achieve those goals; meant to connect vision, purpose, and goals

----- Podcast Notes:

- Sales dropped about 40% since peak
- Recent Strategies:
 - Attempted to appeal to a broader base of riders (younger)
 - Refocus on loyal customer base with Rewire → Hardwire initiatives
 - Electric Livewire Motorcycle - \$30,000 starting cost!
- Pandemic - cut shipment to dealers by 70% through the end of 2020
- New CEO in October
 - Cut international production
 - 1/3 of the models in the product lineup
 - Closed dealerships and laid off workers
 - Limited supply strategy - targeting smaller core base
 - Stock prices dropped after a 5-year strategic plan was released (lack of HOW to implement the plans).

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2/22/21 Aunt Jemima Has A New Name

----- Questions to Ask Before Listening:

- Do you like maple syrup? Do you eat it on pancakes, waffles, or crepes... maybe all of the above?
- Do you know who owns the Aunt Jemima brand of syrup? (PepsiCo! Is this surprising?)

----- Related Vocabulary:

brand - a name, color, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.

insensitive - lacking feeling or tact

- Racial insensitivity has been described as "a certain inability or unwillingness to sense and lovingly consider the concerns, feelings, and perspectives of others across racial lines."
- Also this: "Just because someone makes a racially insensitive remark doesn't mean they intended to be 'racist.'" ← What does this mean for brands and companies? Do they want to be seen as racially insensitive even when they didn't intend to be racist? (No - it's bad for sales.)

----- Podcast Notes:

- Aunt Jemima brand is under fire for racially insensitive name and imagery.
 - New name will be the Pearl Milling Company
 - Will keep packaging design and color. Will be in stores June, 2021.
- Critics that don't like the new name are saying they will switch brands.
 - Conagra Brands - Mrs. Butterworths went under a brand review, but no word yet on results or action Perhaps they will change the name, too.
- "It's increasingly important to customers that brands take a stand to win their business," reports Digiday. This is also evidenced by a "Pull up for Change" campaign started by Sharon Chuter
 - Mars Foods - Uncle Ben's was renamed to Ben's Originals.
 - Cream of Wheat - black chef in its branding will be dropped.

→ Why do businesses exist? (to make money)

→ How do they do that? (customers pay money for their products or services)

→ What should these businesses do? (listen to their customers and the public in general about their concerns and beliefs, etc.) ULTIMATELY, do what's right, but that is often driven by public opinion.

2/18/21 At-home COVID tests could become the norm for Americans

----- Questions to Ask Before Listening:

- Have you had to get a COVID test?
 - What was your experience?
 - Was it uncomfortable?
 - Did you have to pay for it?
 - Did you need a prescription from a doctor?

----- Related Vocabulary:

innovation - the creation, development and implementation of a new product, process or service, with the aim of improving efficiency, effectiveness or competitive advantage.

competitive advantage - an attribute that allows an organization to outperform its competitors.

----- Podcast Notes:

- Testing 75% of a city's population every 3 days would reduce infections by 88%.
- Inconvenience (hours long wait; referral from a doctor; etc.)
- U.S. Gov't signed contracts with 6 new companies that manufacture at-home tests
 - 60 million at-home tests by this summer
 - Ellume - an Australian company signed a deal to build a production center in the U.S.
 - 15 minutes for results
 - \$30
 - 96% accurate
- Competitor, Abbott - slightly less expensive and slightly not as accurate results; also requires a prescription (could slow distribution).
- Pixel Lab Corp. - gives really detailed directions, but still could be user error.
- Amazon - selling DxTerity saliva test for \$110; convenient - just spit and send

→ Which of the tests mentioned has a competitive advantage and why?

(Answers will vary, but an example could be Abbott because it's the least expensive.)

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2/17/21 Impossible Burgers Will Keep Getting Cheaper....

----- Questions to Ask Before Listening:

- Have you tried an Impossible Burger or a Beyond Beef Burger? What about other meat free foods?
- Does price impact your decisions to purchase or not purchase certain foods?

----- Related Vocabulary:

industry - a group of companies that are related based on their primary business activities

- One company can be in multiple industries - it's basically a category of business
- "the burger industry," "the plant-based food industry," "the fast food industry," etc.

demand - an economic principle referring to a consumer's desire to purchase goods and services and willingness to pay a price for a specific good or service.

- Holding all other factors constant, an increase in the price of a good or service will decrease the quantity demanded, and vice versa.
- The idea is that if price goes down for the Impossible Burger, demand will go up.

related products - products whose demand is influenced by a price change of another related product.

- Complimentary: buy together such as burgers and buns
- Substitute: buy instead such as plant-based burger instead of ground beef burger

----- Podcast Notes:

Impossible Foods - goal: "Undercut meat prices by slicing their prices"

- Recently cut wholesale prices 15%, which makes it \$6.80/lb vs. beef \$5.32/lb
- Grocery store prices expected to decrease soon too...
 - \$7.00 per pound - on par with sirloin steak

Main Competitor: Beyond Meat Inc.

Has other options like "meatless sausages" and "ground beef crumbles," which might draw customers

2/16/21 Customers Go Nuts over Grape Nuts Shortage

----- Questions to Ask Before Listening:

- Do you eat cereal? What kind?
- Ever tried Grape Nuts?

----- Related Vocabulary:

supply chain - the processes involved in the production and distribution of a product

proprietary - can only be made/sold by/done by that business; can be protected by copyright.

- "Manufactured using a proprietary process"

brand loyalty - devotion to a product; demonstrated by repeat purchases and lack of purchasing another brand

- "What happens when brand loyalists get wind of a shortage? They stock up/hoard! (Twinkies)

secondary market - aka aftermarket; market where one party buys to resell (sneakers, Xbox, etc.)

- This is legal (for now in most places), but something similar (ticket scalping) is banned in 15 states.

----- Podcast Notes:

Pre-pandemic: "Outlook for cereal sales was soft."

Pandemic = increased demand for packaged comfort food - convenience and feel good brands. When the pandemic hit, cereal sales surged over 30% above the year before.

Competitor Kellogg's options:

- All Bran Buds (look like "rabbit pellets")
- Revamped Raisin Bran
- Oaty Clusters (UK)

LOL! → "Tastes like a mouthful of gravel." "Morning mouth workout in a bowl."

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2/12/21 The pandemic has fueled a gig economy for nurses.

gig economy - lots of workers participate in short-term contracts as opposed to permanent jobs.

direct competition - when businesses compete for the same customers

bidding war - two or more parties repeatedly outbid each other as they compete to purchase something.

More jobs than qualified people to fill them - 11 million jobs need filled by 2022!

→ What is it called when demand exceeds supply? (shortage)

→ Can technology fix this?

- ConnectRN - app that matches facilities with nurses
 - Pros: paid quickly, freedom to choose where/when (decrease burnout?)
 - Cons: not FT (not eligible for benefits; per diem (per day) so not long term)
- Competitors (not direct - if they operate in different states)
 - Intellicare
 - SnapNurse
 - Trusted Health
 - longer contracts - usually 3 months - 1 quarter!
 - Usually require travel
 - salaries are high, which makes sense with a shortage (price goes up).
 - Nurses go where pay is higher, which is unfortunate for urban and rural because they can't pay as much.

→ What does all this mean for your future?

We need more nurses than we currently have, so there is job security there. It might be a career worth looking into and/or there might be some entrepreneurial potential there! :)

1/25/21 The Great Microchip Shortage of 2021 Is Causing Headaches for Tech Companies, Car Manufacturers and More

----- Questions to Ask Before Listening:

- What happens to price when there is a shortage?
- Think about ALL the things you use that require microchips.

----- Related Vocabulary:

competitor - a business selling or buying goods or services in the same market as another

supplier - a business that provides something needed such as a product or service; aka manufacturer or the first step in the supply chain

market share - the portion of a market controlled by a particular company or product; some say over 75% constitutes a monopoly

----- Podcast Notes:

- Global shortage of semiconductors aka microchips aka chips
 - Demand for laptops surged at the beginning of the pandemic for remote workers, which increased demand for chips, too.
 - New car sales are up, too.
 - 100 semiconductors for touch screens, computerized systems, etc.
 - 5G phone sales increasing
 - All other internet connected devices including refrigerators and bathroom scales, etc.
- Taiwan's Semiconductor Manufacturing Corporation (TSMC) is making investments to respond to the shortage.
 - Boosted manufacturing by spending \$17 billion last year - this year prediction is \$25 billion
- Intel is the US's largest chip manufacturer (by sales) and is struggling to meet demand.
 - May outsource some manufacturing to TSMC, turning competitor into supplier and this would allow TSMC to capture even more of the chip market share

More Info as the story progresses: <https://www.autoweek.com/news/industry-news/a35960830/us-auto-plants-shutdown-chip-shortage/>

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1/5/2021

Hello Fresh Had a Great Year, But Microwavable Meals Did Even Better

Questions to ask before listening:

→ Ever heard of Hello Fresh or Blue Apron?

- Packaged ingredients, recipe card, delivered to your door! (subscription box!)

→ What about Totino's Pizza Rolls? How about Marie Calendar's Pies? → I have two in my freezer now!

Notes on what stood out:

- (Have students share first to guide discussion.)
- 2020 was a record year for American sales of microwavable meals!
- \$25 BILLION - more than all other grocery items!
- Shortage of Hot Pockets - many on military bases were bummed about it!
- Stouffers - food themed clothing
 - "Live, Laugh, Lasagna" → Would you buy this? Would you wear it if it was free? :)

Questions to ask after listening:

→ What are microwavable meal brands doing?

- ADAPTING to customer preferences! :)
 - meatless / plant-based Lean Cuisine

→ Do you think sales will continue to be high?

- (opinion for now - if listening later, have students research - did sales remain high?) NO! People with GO out to eat once they feel safe doing so!

→ There was a SHORTAGE of Hot Pockets - what's a shortage again?

- Demand exceeds supply

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10/6/21 Pottery Barn Starts Selling Used Goods

----- Questions to Ask Before Listening:

→ Why would an insurance company sponsor an initiative to spread the word about individuals and organizations who are solving problems in their communities (The Renewal Project)?

It looks good - makes people see Allstate in a favorable light and possibly buy insurance from them... "Oh, Allstate, that's the helpful insurance agency!" :)

----- Related Vocabulary:

circular business - goods and materials are used as long as possible; a business that minimises ecological and social costs.

sustainable - meeting the needs of the present without compromising the ability of future generations to meet their needs.

business collaboration - creating purposeful connections with other businesses to achieve goals or solve problems through sharing varied skill sets, strengths, and perspectives.

----- Podcast Notes:

- Pottery Barn collab with The Renewal Project
 - First major retailer to partner with The Renewal Project
 - Though West Elm launched a sustainable line with Eileen Fisher using post-consumer denim waste and kept more than a million garments out of landfills.
- 80% of what brands consider waste can be renewed and resold!
- "The effort is complex" in reference to sustainability efforts.
- Pandemic - dollar volume sales of sustainable products increased nearly 50%