

THE ELVES AND THE SHOEMAKER

Once upon a time there was a shoemaker who was so poor that he could only afford to buy the materials to make one pair of new shoes. He cut out the leather and left it on his work bench for the night. When he came in the next morning, the shoes were already finished. And beautiful ones, too! The shoemaker sold them for enough money to buy materials for two new pairs of shoes. Those were also completed overnight as if by magic! Well, actually, it was the local elves. They were just helping out a nice guy. (Later the shoemaker's wife repaid them by making them some clothes.)

But leather shoes might not be popular in the modern world because everyone wears sneakers. What could the elves assemble that would be profitable for the poor shoemaker?

Challenge: Invent an innovative product that will be popular and sell for lots of money. Then create a commercial to explain how wonderful this new item will be.

Time: Part One: You will have 4 minutes to design and construct an example of a new item that will be a marketing success in the modern world and to write a commercial to sell this product. You should not make more shoes!

Part Two: You will have one minute to demonstrate your idea and perform your commercial for the appraisers.

Materials: lots of left-over gift wrap (or other colorful paper)
one roll of cellophane tape
scissors (may not be included in the solution)

Scoring: up to 15 points for the creative use of materials
up to 35 for the innovation of the new product
up to 30 points for the effectiveness of the commercial
up to 20 points for positive team work