



## ***Business Science Virtual Film Series***

### **REFLECTION QUESTIONS**

*Respond to the following questions in a 2- to 3-page essay format and submit to your professor for grading.*

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1. This movie is loosely based on the success of real-life entrepreneur, Joy Mangano. Do some general research on Ms. Mangano, then compare and contrast how this movie did and/or didn't accurately portray her **business** journey (exclude her personal and family life details).
2. The first time the Miracle Mop was featured on QVC, it was a colossal failure. Yet, when Joy "sold" the product on air, it was a huge hit. What specifically made her sales pitch and appearance such a home run?
3. Consider the financial, legal, patent, and manufacturing obstacles Joy had to overcome throughout the movie. What could she have done differently to avoid pitfalls with her manufacturer(s), family members and friends, QVC, etc.? Or, what made the choices she made so successful under the circumstances with which she had to deal?
4. Notice how Joy transformed at the end of the movie, and how her entrepreneurial journey affected her treatment of other female entrepreneurs. Imagine you became a wildly successful business person in your own right. What kind of business mentor would you be? How would you give back? Or would you? Why or why not?