You are now entering the post-zombie apocalypse

**Congratulations!!** You have survived the zombie apocalypse that wiped out three-fourths of the world’s population! The world’s economy has been reset, and you have to find a way to start over and earn a living in the new economy. Many professional jobs (lawyer, technology jobs, pilots, banking, etc.) are now worthless. Paper money means nothing. The new world now has a traditional economy where bartering is essential to survival. You and the small group of survivors that you joined up with during the apocalypse must pool your resources to find a way to earn a living. You can only use the skills possessed by your group members and each of your immediate family members (who you live with only). Note – You had to eat your pets during the apocalypse, so they don’t count.

**Task:**

Create an economic business plan about how your team will survive and get the resources you need in the traditional economic system of the new world. You have to use at least 12 of the economic basic terms in your plan.

**Artifacts:**

-Half of your poster should be your business plan following the template provided and should include the information from the template in paragraph form

-Half of your poster should visually illustrate your business plan (pictures showing what you will trade for more resources you need) and include your bartering system (how much your goods and services are worth and what you are willing to trade them for)

-In your business plan you should include an explanation of at least 12 of the economic basic terms (term & explanation of how your term fits in with your group’s plan is included in your business plan explanation) make sure to highlight the terms in your business plan

**Example:**

Mrs. Puckett is pretty useless in the new economy ☺ I can cook, crochet, and I’m pretty handy around the house. Certain knowledge and skills will still be useful and valuable, such as cooking. My cooking ability is considered **human capital** and can help us trade for other goods we need. I can also crochet a variety of things people will need such as blankets, scarves, towels, and hats for people to stay warm and cozy. There will also be a need for people to fix things and help turn deserted places into places people can live and stay. I can do very simple electrical work and repair broken doors, windows, and walls. Thankfully, my husband survived the apocalypse with me, and he is way more useful than I am ☺ He can fix mechanical things, he can also fish and hunt (although he doesn’t like to), and he knows how to build things using wood. He also has an IT background, so after businesses get up and running, he will be able to help people connect with other survivors across the country and world. Therefore, we could earn a living by him trading the things he can do for resources that we need. For example, people will need food and Mr. Puckett can catch fish and trade them for resources we need. Since food is in short **supply**, Mr. Puckett’s ability to hunt will be essential to provide food to people. He could also build people things out of wood or fix cars, computers, etc. for people to get around and communicate with other people.

**Economic Business Plan Template**

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| Introduction | Name your society:  List the members of your society: |
| Summary | List out each member of your new society following the guidelines above and include all of their skills next to their name.  What are the goals and needs of your new society? |
| Organizational Matters | Who will be the leader of your society?  What will the hierarchical structure look like? Will everyone be equals? Will the older people be in charge or will the people that get to make the decisions be the people that contribute most to your new society?  Will you eventually try to join up with other societies? |
| Marketing Plan | In paragraph form explain:  How you will let other societies know what your society has to offer?  Will you have signs?  Will you go society by society?  Will you have deals or specials for other societies or set “prices” for your supplies and abilities? |
| Financial Plan | In paragraph form explain:  How much is each of your supplies, services, and abilities worth?  What will you trade for your supplies, services, and abilities? |