

Round 1: What's that Slogan? *identify the company based on the slogan*

1. Save Money, Live Better
2. Think Different.
3. Share Moments, Share Life
4. The ultimate driving machine
5. Have it your way
6. Because you're worth it

Round 2: Whose Brand it is Anyway? *identify the founder(s)*

1. Tesla
2. Google
3. Amazon
4. GoPro
5. Facebook
6. Virgin

Round 3: Logo Printout *identify the company based on the logo*

Round 4: Geography *identify where these companies are headquartered*

1. amazon.com
2. Tiffany&Co
3. Walt Disney Company
4. United Airlines
5. Lululemon
6. Spotify

Round 5: Is it a unicorn? *is the company private and valued over \$1billion?*

1. Groupon
2. Sprinklr
3. WeWork
4. hulu
5. Door Dash
6. Zenefits

Round 6: an Acquired Taste *identify which large corporation acquired them*

1. LinkedIn
2. desk.com
3. WhatsApp
4. Veritas
5. Compaq
6. Sun Microsystems

Answer Key

Round 1: What's that Slogan?

1. Walmart
2. Apple
3. Kodak
4. BMW
5. Burger King
6. Olay by L'Oreal

Round 2: Whose Brand it is Anyway?

1. Elon Musk
2. Larry Page + Sergey Brin
3. Jeff Bezos
4. Nick Woodman
5. Mark Zuckerberg
6. Sir Richard Branson

Round 3: Logo Printout (see other answer key)

Round 4: Geography

1. Seattle, WA
2. New York, NY
3. Burbank, CA
4. Chicago, IL
5. Vancouver, BC
6. London, UK

Round 5: Is it a unicorn?

1. Trick Question - they were, before IPO. *I give 1 point for yes, 5 points for 'they used to be'*
2. Yes
3. Yes
4. Yes
5. No
6. Yes

Round 6: an Acquired Taste

1. Microsoft
2. Salesforce
3. Facebook
4. Symantec
5. HP
6. Oracle