|  |  |
| --- | --- |
| What is the technology? How would you describe it to others? Technology- an advancement that makes a task easier; describe- adjective  Pavement- hard because it’s made of rock/stone, dark because it’s made of tar, smoother than cobblestone/no pathway | What problems does this technology solve? Problem- obstacle  Pavement- traveling long distances was difficult, travel wasn’t guided/defined, not easy to move carts over distances, rocky travel |
| How will this technology impact a buyer’s life? How did it help ancient Mesopotamian’s? impact- help  Pavement- traveling long distances becomes easier for traders  ­ | Why would someone want this technology? (bottom line)  Pavement- You’ll sell more stuff because you travel farther and get a variety of goods, which means more money |
| What words or phrases would describe this technology? How could you incorporate these words and phrases into a motto or tagline to use in an advertisement? Motto-short statement, slogan, catchy (memorable); EX: Nationwide…on your side, Morris Jenkins song, I’m Lovin It\  Pavement  2 let’s go rock and road  3 pavement, pavement it gets you where you want to be  4 you’ll be paving your way to victory  5 if you buy, your feet won’t die  6 get some pavement and travel quicker  7 get less 4 more, instant happiness with pavement galore  8 pavement is on your side….walk | |