I think that the group should decide on the business model that works best first and then come up with the product that works with that model. I think this because the group didn’t start the business because of a product, and so I don’t think they need to decide on a product and try to make it work for them when they could find a business model that works well for them, and then they could come up with a product to work within that model. I know that depending on the model they choose, it could require quite a different amount of work and setup, and if they don’t need to go with a harder option then it doesn’t make sense to. If they haven’t decided on the product they are going to sell yet, then they should choose how much work they are willing to do before they decide on a product. Obviously having a certain business model picked first would limit your decision on what product you could sell, but I think that it is more important that you make sure you have the ability to run your business before deciding what it is you want to sell. Personally, I feel like based off of the limitations that Amy brought up with a lack of space and money for inventory, that the affiliate model sounds like the best idea for them, both because it has less hassle with inventory and everything, but it would still give Joe the experience that would help him to be a better fit for the job he wants. You would still be dealing with customer support that you wouldn’t have for the fully online options, but without having to worry about inventory and packaging and shipping yourself.