

Name _____ Class Period _____ Date _____

Famous Entrepreneur WebQuest

Steve Jobs <http://www.entrepreneur.com/article/197538>

1. What was the name of the company Steve Jobs cofounded?
2. What year was his company founded?
3. Where did Steve Jobs attend college and when did he graduate?

Walt Disney <http://www.biography.com/people/walt-disney-9275533>

1. Who cofounded Disney Productions with Walt Disney?
2. When Disney returned from France in 1919, he moved back to Kansas City to pursue a career as a...
3. What year did Disney Theme Park open?

Pierre Omidyar <http://www.biography.com/people/pierre-omidyar-9542205>

1. Pierre is the founder and chairman of what successful company?
2. Where did Pierre attend college? What year did Pierre graduate? What is Pierre's degree in?
3. Which two successful companies did Pierre work for before founding his company?
4. By the end of 1998, how much money did Pierre's company generate in revenue?

Oprah Winfrey <http://www.biography.com/people/oprah-winfrey-9534419>

1. What was the name of the hit TV chat show Oprah hosted after moving to Baltimore?
2. What college did Oprah attend?
3. What year was the Oprah Winfrey Show launched as a nationally syndicated program?
4. What is the name of Oprah's production company? What is the name of Oprah's television network?

Ray Kroc <https://www.biography.com/business-figure/ray-kroc>

1. What was Ray's job/career before founding his company?
2. What is the name of the company Ray founded?
3. Who was Ray's inspiration for establishing the company?
4. Where was the first business/company opened? What year?
5. By 1959, how many stores had been opened?

Madam CJ Walker

<http://www.biography.com/people/madam-cj-walker-9522174>

1. What product did Madame CJ Walker invent in 1905?
2. As profits continued to grow, in 1908 Walker opened _____ in Pittsburgh.
3. Madame C.J. Walker Manufacturing Company had become wildly successful, with profits that were the modern-day _____.

Mark Zuckerberg <http://www.biography.com/people/mark-zuckerberg-507402>

1. Where did Mark attend college?
2. When did Mark graduate from college?
3. What company did Mark cofound?
4. What is the name of the movie based on the establishment of Mark's company?
5. How much money did Accel Partners invest in Mark's company in 2005?
6. In 2010, what was Mark's estimated net worth?

Jeff Bezos <http://www.biography.com/people/jeff-bezos-9542209>

1. Where did Jeff attend college?
2. What year did Jeff graduate from college and in what area?
3. What company did Jeff establish? What year?
4. In two months, what was the amount Jeff's company reached per week?

Bill Gates <https://www.biography.com/business-figure/bill-gates>

1. What was the name of the computer program that Bill Gates and his partner developed when he was 15 years old?
2. How much was Bill and his partner paid for their efforts?
3. What was Bill's SAT Score out of 1600?
4. What company did Bill cofound?
5. What year did Bill place himself as head of his company? How much did the company gross at that time? How old was he at that time?

Part 2: Take the quiz <https://hbr.org/2015/07/assessment-identify-your-entrepreneurial-personality-type>

What was your end result?

You are a _____

Summarize this type of entrepreneur:

Examples: _____

Common Pitfalls

Part 3: You are the entrepreneur

Everybody in the world today has the possibilities of becoming an entrepreneur. You may know someone who had an idea, took a risk, and decided to take that idea and open their very own business. All you need is an idea and to be ambitious enough to try and make that idea thrive and succeed.

You/your group must develop an **original idea (product or service)** that will fuel economic growth. Aka. Make money. You will create the idea and present it in **(Power point)** front of potential investors (your classmates). The class will then vote on which idea they want to invest in to help that business thrive.

Guidelines:

1. Create a **title/name of product or business** and image (can be drawn or digital) for your original idea.
2. Create an original **advertisement (one for billboard or magazine) or logo** for your product/service. (can be drawn or digital)
3. Create a **catchy slogan** (think beginning activity 5 styles of slogans ex. Fab. Fit. Fun)
4. Answer the following **questions**:
 - A. What is your idea? Explain the product.
 - B. Who is your target audience? (Who will you mainly be selling too?) (Don't say everyone- instead say children ages 5-7; women; teenagers; etc.)
 - C. What are the main resources you need for production? (what will it take to make your product)
 - D. What costs will you experience?
 - Estimate how much it will cost to run your business (think Shark tank: 85K, 300k etc.)
 - If you started this business today, what would you personally have to give up? (what are your trade-offs)
 - E. How can you guarantee this idea will be successful?

Be creative!! Have fun with your ideas and never think something is not possible! Remember, it is usually the very creative and unique ideas that create large possibilities.

(15 Assessment points)

DUE TUESDAY 1/21 at the beginning of class

Email or share power points to Ms. Hoch at Nhoch@psd202.org by Tuesday's class