There are many individuals that have amazing stories ranging from achieving astounding accomplishments, incredible personal struggle, and heroic/ inspirational deeds.

This is an opportunity to identify one entrepreneur and understand his or her story (Journey). While completing this assignment, reflect and comment on any of the behaviours/Qualities discussed in 1-4.

Criteria

1.) Students will select a name from the Famous Entrepreneur List provided. Each student will research a different entrepreneur.

2.) Students will use the websites listed on the Famous Entrepreneur Project to find the necessary information about their entrepreneur.

3.) Students will create a presentation that includes the requirements listed on the Famous Entrepreneur Project.

4.) Students will present their completed project to the class.

5. Students will record in the classroom blog their thoughts about how the entrepreneur has contributed to our society.

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**Objectives:**

1. To identify the characteristics and traits of a successful entrepreneur.
2. To search the Internet to find famous entrepreneurs and determine their road to success.

**Instructions:**

1. Pick an entrepreneur from the list provided (or choose another with approval).
2. Use the Internet to find information about the entrepreneur. Try the following website: [www.entrepreneur.com](http://www.entrepreneur.com) (enter entrepreneur’s name in Search box)
   1. Investigate his/her background.
   2. Identify distinctive characteristics and traits he/she possesses that caused him/her to be successful as an entrepreneur.
   3. Identify skills the entrepreneur possesses that were essential to establishing a business.
3. Develop a PowerPoint slide presentation that:
4. Includes a title slide
5. Includes the information you discovered about the entrepreneur
6. Uses appropriate clip art and is creative
7. Includes a slide that documents your Internet sources
8. Includes a minimum of three slides (does not include the title slide or documentation slide)
9. Present your slide presentation to the class.

Famous Entrepreneur Project

Student Name Entrepreneur Business

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Alvin Ailey Dance (Alvin Ailey Dance)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Mary Kay Ash Cosmetics (Mary Kay)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ T. Barnum Entertainment (Barnum & Bailey)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Warren Bechtel Construction

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Jeff Bezos Internet (Amazon)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Michael Bloomberg Financial Information

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Richard Branson Several (Virgin)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Andrew Carnegie Steel (U.S. Steel)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Steve Case Internet (America Online)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Michael Dell Computers (Dell Computer)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Walt Disney Entertainment

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Debbi Fields Cookies (Mrs. Fields)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Donald / Doris Fisher Clothing (Gap Inc.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Henry Ford Automobiles

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Ernest & Julio Gallo Wine

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Bill Gates Software (Microsoft)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ A. P. Giannini Banking (Bank of America)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Leo Goodwin Insurance (GEICO)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Joyce Hall Greeting Cards (Hallmark)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Richard A. Henson Airlines (Piedmont)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Milton Hershey Chocolate

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ James J. Hill Railroads (Great Northern Railway)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Wayne Huizenga Sanitation (Waste Management)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Steve Jobs Computers (Apple)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Robert L. Johnson Broadcasting (BET)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ John Johnson Publishing (*Ebony*)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Herb Kelleher Airlines (Southwest)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phil Knight Athletic Footware (Nike)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Estee Lauder Cosmetics

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Kenneth Lay Energy (Enron)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ William Levitt Housing (Levittown)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Henry Luce Publishing (Time/Life)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ J. W. Marriott Hospitality

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Louis B. Mayer Entertainment (MGM)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ William McGowan Telecommunications (MCI)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Judi Sheppard Missett Fitness (Jazzercise)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Gordon Moore Electronics (Intel)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Rupert Murdoch Media

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pierre Omidyar Internet (Ebay)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ David Packard Electronics (Hewlett-Packard)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ William S. Paley Broadcasting (CBS)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Jay Pritzker Hospitality (Hyatt)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Orville Redenbacher Popcorn

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Ralph Roberts Cable TV (Comcast)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ John D. Rockefeller Oil (Standard Oil)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ David Sarnoff Broadcasting (NBC)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Howard Schultz Coffee (Starbucks)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Charles Schwab Discount Brokerage

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Richard W. Sears Mail Order (Sears-Roebuck)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Russell Simmons Music (Def Jam Records)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fred Smith Shipping (Federal Express)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Gloria Steinem Publishing (*Ms.*)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Martha Stewart Multimedia

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Dave Thomas Fast Food (Wendy’s)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Donald Trump Real Estate

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Ted Turner Broadcasting (CNN)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Madam C. J. Walker Hair Care

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Sam Walton Discount Retail (Wal-Mart)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Thomas Watson, Sr. Computing (IBM)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Jerry Yang Internet (Yahoo)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Other