There are many individuals that have amazing stories: achieving astounding feats, incredible personal struggle, and/or 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. **The end goal is to be inspired!**

Criteria

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

***2.) Students will need to include the following: bio, struggles, achievements, inspiration, primary marketing tool, innovation, etc. (Reference Sheet Required – in the end, each student should have a summarized fact sheet to hand out to fellow students)***

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

***4.) Students will submit their completed project to the teacher that may be***

***selected to show the class.***

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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**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.

1. Develop a PowerPoint slide presentation that:

1. Includes a title slide
2. Includes the information you discovered about the entrepreneur
3. Uses appropriate clip art and is creative
4. Includes a slide that documents your Internet sources
5. Includes a minimum of four- five slides (not include the title slide or documentation slide)
6. Have links to at least 2 videos, articles, or podcasts on your entrepreneur.
7. You need to have a bibliography and/or reference sheet.

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 (Let Mr. Kraus know if there is

another individual you would like do

your project on.)

Assigned: December 7, 2017

Due Date: January 18th, 2018