



Famous Entrepreneur Research Project

Project Objectives:

1. To use the internet to research the stories of famous entrepreneurs and determine their road to success.
2. To find out how ideas for new businesses are generated.
3. To gain an understanding of obstacles faced by entrepreneurs when starting a new business.
4. To work collaboratively with a partner to complete the project requirements.

Project Requirements:

1. From the list provided, work with your partner to select one famous Entrepreneur to research.
2. Using the website (www.evancarmichael.com) research his/her background. (Go to “sort entrepreneurs by category”, select “American” and click submit. Now look through the alphabetical list of entrepreneurs and find yours!)
3. Create a Word/Pagis document and answer the questions below about the entrepreneur you selected. In your Word/Pagis document, include each question in bold and then type your response below. Your responses can be in bullet point format.
4. Due Date: The project will be due at the end of class on _____ . It is worth 100 points.

For the entrepreneur you selected, include the following information:

0. **Report Title** - This must include the name of your entrepreneur, the name of the business he/she started, students’ names, and the date.
1. **Very brief personal and professional background** (education, previous career, etc.)
2. **Reasons for starting this particular business** (previous experience, hobby, etc.)
3. **Obstacles or challenges he/she faced.**
4. **Identify 3 entrepreneurial character traits that we discussed in class that describe him or her.** Explain how each character trait applies to your entrepreneur.
5. **Lessons learned.** What lesson was most meaningful to you? Explain how it relates to starting a new business or achieving your goals. (On the website, each entrepreneur has a list of “lessons” you can access by clicking on their name under their thumbnail photo).
6. **“Inspiration Mobile”** Select a quote (or short bit of advice) from your entrepreneur that inspires you. Cut out a piece of paper into a shape (you can use the stencils provided or create your own shape). Include the following information on your shape: the entrepreneur’s name and company, the quote, pictures of the entrepreneur and product/company. Decorate both sides of your shape. We will hand these from the ceiling in the classroom to create an “Inspiration Mobile”.