**Successful Entrepreneurs Research Project**

For our next assignment, you are going to research and create a presentation on a successful entrepreneur. You may select one from the list of options, or you can interview an entrepreneur you know in real life, for example a family member or family friend or boss.

**Entrepreneur Options**

* Rupert Murdock (News Corporation)
* Ted Turner (Owner of CNN)
* Sam Walton (Wal-Mart)
* Ray Kroc (McDonalds)
* Ben Cohen (Ben and Jerry’s Ice Cream)
* William (Bill) Henry Gates (Microsoft)
* Ralph Lauren – billionaire, designer – Polo
* Walt Disney
* Dave Thomas (Wendy’s)
* Steve Jobs (Apple)
* John Pemberton and Asa Candler (Coca-Cola)
* David McConnell (Avon)
* Larry Page and Sergey Brin (Google)
* Jim Sinegal (Costco)
* James McLamore (Burger King)
* Warren Buffet (Berkshire Hathaway)
* Bill Palmer (Applebee’s)
* Michael Dell (Dell Computer)
* Pierre Omidyar (eBay)
* Dr. Nell Clark Warren (eHarmony)
* Mark Zuckerberg (Facebook)
* Fred Smith (FedEx)
* Barron Hilton (Hilton Hotels)
* Arthur Blank & Bernie Marcus (Home Depot)
* Dan Carney (Pizza Hut)
* Glen Bell (Taco Bell)
* Claude Ryan & Jim Casey (UPS)
* Ruth Handler (Barbie)
* Henry Ford (Ford Motor)
* Louis Chevrolet (Chevrolet)
* James Cash Penney (J.C. Penney)
* George D. Dayton (Target)
* Charles Lazarus (Toys ‘R’ Us)
* Thomas Stemberg (Staples)
* Rollin King & Herb Kelleher (Southwest Airlines)
* George Eastman (Kodak)
* Charles A. Pillsbury (Pillsbury Flour Mills)
* Samuel M. Skaggs (Safeway)
* Mike Lazaridis (Blackberry)
* John Molson (Molson Brewery)
* Harrison and Wallace McCain (McCain Foods Limited)
* Susan Niczowski (Summer Fresh)
* Kevin O’Leary (SoftKey/The Learning Company)
* Dani Reiss (Canada Goose)
* Jennifer Wagner (Carbon Cure)
* Arianna Huffington (Huffington Post)
* Debbie Fields (Mrs. Fields Bakeries)
* Sara Blakely (Spanx)
* Cher Wang (HTC)
* Folorunsho Alakija (Supreme Stitches)
* Anne Wojcicki (23andMe)

**Information to Research/Find Out**

* Who is your entrepreneur and what is their business name?
* Is your entrepreneur alive or deceased? If deceased, how/why did they pass away? If they are alive, how old are they?
* What is their business? (What does their business sell/do?) Make sure to explain with lots of detail.
* When did they start their business?
* How successful was it at first?
* What influenced them to start their own business?
* What obstacles did they come across in order to start up their business?
* What education did they earn and where did they earn their education? (If any?)
* Did they have any experience starting a business?
* Is their business still running to this day? If so, how successful is it?

\*Be sure to answer in complete sentences.

**PowerPoint/Slideshow Requirements:**

* 1 slide for each question (10 questions, 10 slides)
* 1 slide listing all of your sources (2 or more)
* 1 slide listing some random facts about your entrepreneur
* 1 video of your entrepreneur or their business
* 1 picture of your entrepreneur (At least. Remember that visuals really add to a presentation)
* 1 picture of the business they started (At least)
* A design/theme
* Transitions
* Animations on your text
* Appropriate font colour/style (Must be legible)
* Have a logical organization

**Due Date: September 21st, 2022**

**Assessment: See next page for rubric**

**Student:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Rubric**

**Mechanics (Spelling, word usage, sentence fluency, etc.)** \_\_\_\_\_\_\_ 10 pts

**Does their Paper include the following Information?**

1. What influenced them to start their own business? \_\_\_\_\_\_\_\_\_2 pts
2. Is your entrepreneur alive or deceased? If deceased

how/why did they pass away? If they are alive, how old are they? \_\_\_\_\_\_\_\_ 2 pts

1. What obstacles did they come across in order to start up their business? \_\_\_\_\_\_\_\_ 3 pts
2. What education did they earn and where did they earn their education? \_\_\_\_\_\_\_\_ 2 pts
3. Did they have any experience starting a business? \_\_\_\_\_\_\_\_ 1 pts
4. What is their business? (What does their business sell/do?) \_\_\_\_\_\_\_\_ 3 pts
5. When did they start their business? \_\_\_\_\_\_\_\_ 2 pts
6. How successful was it at first? \_\_\_\_\_\_\_\_ 2 pts
7. Is their business still running to till this day? If so, how successful is it? \_\_\_\_\_\_\_\_ 3 pts

**Is their PowerPoint sourced?**  \_\_\_\_\_\_\_\_ 3 pts

**Oral Presentation**

1. Presenter makes eye contact. \_\_\_\_\_\_\_\_ 3 pts
2. Presenter’s voice is clearly audible. \_\_\_\_\_\_\_\_ 3 pts
3. Presenter projects confidence. \_\_\_\_\_\_\_\_ 3 pts
4. Presenter addresses audience. \_\_\_\_\_\_\_\_ 3 pts

**Does their PowerPoint include the following?**

1. 1 video of their entrepreneur \_\_\_\_\_\_\_\_ 1 pts
2. 1 picture of their entrepreneur \_\_\_\_\_\_\_\_ 1 pts
3. 1 picture of the Entrepreneur’s Business \_\_\_\_\_\_\_\_ 1 pts
4. PowerPoint Theme \_\_\_\_\_\_\_\_ 1 pts
5. PowerPoint Transitions \_\_\_\_\_\_\_\_ 1 pts
6. PowerPoint Text Animations \_\_\_\_\_\_\_\_ 1 pts
7. PowerPoint as a whole is detailed, visually appealing, etc. \_\_\_\_\_\_\_\_ 5 pts
8. Clip art, or pictures were included and is visually appealing. \_\_\_\_\_\_\_\_ 2 pts
9. Student used complete sentences. \_\_\_\_\_\_\_\_ 3 pts
10. 10 slides minimum \_\_\_\_\_\_\_\_ 1 pts

**Work Habit**

1. Student was on task and used time efficiently. \_\_\_\_\_\_\_\_ 3 pts
2. Assignment was turned in by the due date. \_\_\_\_\_\_\_\_ 1 pts

**Total: \_\_\_**\_/**66**