**Famous Entrepreneurs**

Tying into Chapter 4 on entrepreneurs, you are going to create a presentation on a famous entrepreneur from today’s business world or from history.

Research the following information about the entrepreneur:

* Entrepreneur’s name
* Date of Birth
* Educational Background
* Name of the company he/she founded
* Logo of the company
* Description of what the company does
* History of the company:
  + Where & when was it founded?
  + Money needed to start the company
  + How was the idea to start the company thought of?
  + Does it have an internet presence? Explain.
* Were there failures/challenges that the individual faced?
* What do you feel the individual’s “lessons” to success were/are?

Once you have your information, you need to organize it in order to present it to the class. No matter what way you choose to creatively present the information (PowerPoint, video, poster, skit, etc.) and educate the class on your entrepreneur, all information must be legible or understandable; you also need to have pictures (at least a picture of the person). You need to print out a sheet with all of your sources on them.

If you do a PowerPoint . . . 6x6 rule, light on dark/dark on light!

If you do a poster . . . make sure your words are large enough to see!

***Extra credit may be available to those who creatively go above and beyond with their project/presentation!***

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| **Famous Entrepreneur Presentation Rubric** | |
| **Information Researched:**   * Entrepreneur’s name (1) * Date of Birth / Death (2) * Educational Background (5) * Name of the company (2) * Logo of the company (2) * Description of the company (5) * History of the company:   + Where & when was it founded? (5)   + Money needed to start the company (5)   + How the company was thought of? (5)   + Internet presence? Explanation. (3) * Failures / challenges (5) * Opinion on the individual’s “lessons” to success (5) | \_\_\_\_\_ / 45 |
| **Presentation**   * Information is clearly presented to the class * Rules are followed (if applicable) * Presentation is creative and well-thought out * Time & effort is evident | \_\_\_\_\_ / 10 |
| **Extra Credit** | \_\_\_\_\_ / 0 |
| **TOTAL POINTS** | **\_\_\_\_\_ / 55** |