

ADST - Marketing and Entrepreneurship 8

Researching A Successful Entrepreneur Assignment

In this assignment, you will research a successful entrepreneur of your choice to discover many interesting tidbits of information about him/her and his/her business. You will present your findings through the creation of a PowerPoint presentation that you will show in class which, hopefully, will inspire you and/or your classmates to think about pursuing your own entrepreneurial adventure or, at the very least, gain an understanding of the personality characteristics that made your chosen entrepreneur the success that s/he is today. I hope you enjoy learning about your entrepreneur!

We will spend one class looking at each others' presentations. You do not have to present. You will record sound for each slide and we will set the presentations to run automatically.

What information should you find about your chosen entrepreneur?

1. Personal Details – include name, age, what are they most known for (might be same as the business), how long has the business been around, their personal net worth (if available)
2. Background/History - where were they born and where did they grow up, what kind and level of education did they receive, family (if any), family background, anything interesting about their background that you think the class might like to know
3. Details about the Business – describe what the business does – products, services, etc, where are they located, how did the business start. Include at least 5 interesting facts about the business.
4. Personality Traits and Motivations – what key personality traits make them a successful entrepreneur? Include 3 from the “Characteristics of an Entrepreneur” handout and explain why the person reflects these traits well. Why do you think they have been so successful?
5. Interesting Facts – include at least 1 interesting fact about this person
6. Contribution to Society – describe what your chosen entrepreneur has done to give back to society.
7. Why you Chose this Entrepreneur – explain why you selected this entrepreneur. What do you like or admire about them?
8. References – must include a list of the websites you used to find the information used in your powerpoint.




Guidelines for your powerpoint:

1. Must include a minimum of 10 slides:
 - a. Title Slide (1 slide) – Name of entrepreneur, picture of entrepreneur, your name, your block
 - b. Information Slides (minimum 7 slides) – at least 1 slide for each section listed above (Personal Details, Background/History, etc.)
 - c. Thank You Slide (1 slide) – thank your audience for watching your presentation
 - d. References (1 slide) – include URLs of all the websites you visited to get the information for your presentation

Guidelines for your powerpoint – continued:

2. Visuals are a very important part of presentations. Each slide must contain a minimum of 1 visual image.
3. Each slide must include a recording of your voice talking about the information you are presenting on that slide.
4. The powerpoint should be automated to run on its own OR you can prompt the audience to go to the next slide if you prefer.
5. Ensure that you record the website URL for any website from which you gather information. You must use AT LEAST 3 sources.
6. You MUST NEVER copy and paste information from the web without rewriting it for your presentation. This is plagiarizing and there are no second chances if you are caught plagiarizing. Please refer to your agenda regarding academic honesty.

Evaluation Rubric

	Approaching Expectations	Meeting Expectations	Exceeding Expectations
			
Information about entrepreneur	<ul style="list-style-type: none"> - missing information in 2 or more sections - did not include 3 personality traits or included but did not discuss how entrepreneur reflects these traits - very few visuals 	<ul style="list-style-type: none"> - covered all or most information areas - included basic information about entrepreneur - chose 3 traits and provided simple explanations about entrepreneur's motivations and drive to succeed - most visuals included were relevant to the entrepreneur and their business 	<ul style="list-style-type: none"> - covered all information areas very thoroughly - went above and beyond to find interesting information - provided thoughtful insight into entrepreneur's motivations and drive to succeed - included many appropriate and relevant visual aspects of the entrepreneur and their business
PowerPoint – visual	<ul style="list-style-type: none"> - many slides are difficult to read (text size, text contrast to background, overlaid with picture) - many slides do not include a relevant image 	<ul style="list-style-type: none"> - slides meet the image and word combination requirement - text is usually visible and easy to read - text is usually in point form - voice recorded for each slide 	<ul style="list-style-type: none"> - slides look very appealing - attractive balance of words and pictures on slides - text is easily visible - point form is always used unless quoting - colours are complementary - voice recording is engaging to audience
Research sources	List of information sources not included. OR Only 1 or 2 information sources used/listed	Complete list of information sources/URLs found at the end. A variety of information sources used.	