

NAME:	
ENTREPRENEUR:	
BUSINESS:	

FAMOUS ENTREPRENEUR PROJECT

1. Pick and entrepreneur from the list provided OR from your own knowledge... with teacher approval. No two people may choose the same person.

2. Investigate the entrepreneur's background to determine the factors that lead to business success. Type a one page single spaced paper. Look for the following information:
 - a. History and background of the entrepreneur (where did they grow up, how did they grow up, etc.)
 - b. Skills, special abilities, interests, and personal traits that helps to make him/her successful (outgoing, risk-taker, athlete, etc.)
 - c. The history of the business (when did they start the business, where did they start the business, where is the business today, etc.)
 - d. Any other important information.

3. Create a poster about the entrepreneur. Include the following items:
 - a. Name of the entrepreneur
 - b. Name of the entrepreneur's business
 - c. High quality photo of the entrepreneur
 - d. High quality logo of pictures of the entrepreneur's business
 - e. Well written summary of the entrepreneur including the information found above

FAMOUS ENTREPRENEURS

Fred Deluca-Subway

Henry Ford

Debbie Fields Cookies

Dave Thomas-Wendy's

Walt Disney

Milton Hershey

Sam Walton-Wal-Mart

Oprah Winfery

Ray Kroc-McDonals

Simon Cowell

Sean Combs

Berry Gordy Jr.-Motown

Mark Zuckerberg

Phil Knight-Nike

Howard Shultz-Starbucks

Ralph Lauren

Bill Gates

Fred Smith-FedEx

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Criteria	Points Possible	Points Received
<i>Well written one page paper of the entrepreneur that includes:</i>		
History/Background of the entrepreneur	14	
Skills, special abilities, interests, and personal traits that helped make him/her successful	14	
History and growth of the business	14	
No spelling of grammar errors	10	
<i>Appearance of poster:</i>		
Picture of entrepreneur	10	
Picture of logo or business	6	
Name of entrepreneur	6	
Name of business	6	
Summary of one paper, organized, creative, neat and nice layout	14	
Turned in with this rubric on time, stapled on back with one page paper	6	
TOTAL	100	