


## Assessment #1: Famous Entrepreneur Presentation

en·tre·pre·neur

/ˌɒntreˈpreːnər, ˌɒntreˈpreːnɔː(ə)r/ 

*noun*

noun: **entrepreneur**; plural noun: **entrepreneurs**

a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.

"many entrepreneurs see potential in this market"

*synonyms:* businessman, businesswoman, business person, business executive, enterpriser, speculator, tycoon, magnate, [More](#)

In groups of 2 or 3, you will be telling the class the story of a famous entrepreneur. You can pick any entrepreneur that you like, but each group will have a different entrepreneur.

**You don't have to pick from this list, but here are a few potential options for you:**

Matthew Boulton	Mark Zuckerberg	George Eastman
Andrew Carnegie	Ariana Huffington	Simon Fuller
Henry Ford	Peter Jones	Carlos Slim Helu
Thomas Alva Edison	Michael Newton	Penny Streeter
Oprah Gail Winfrey	Charles Kemmons Wilson	Emma Harrison
Bill Gates	Simon Nixon	Linda Bennett
Larry Page	Anita Roddick	Madame C. J. Walker
Sergey Brin	Donald Trump	Coco Chanel
Steve Jobs	Jeff Bezos	Martha Stewart
Sir Richard Branson	Steve Case	Walt Disney

### **Order of events:**

1. Pick your partner(s). You will get the exact same grade as your partner regardless of who carried or did the majority of the project, so choose your partner(s) wisely.
2. Each group will have a different entrepreneur, so we will be using *The Wheel of Destiny* to decide who gets first pick.
  - If you took Honors Business Management, you cannot present on the same business leader that you did in that class.
3. Get to work. You will have the rest of today and 2 full classes to work on it.
4. Presentations on **B Day = Wednesday, February 19<sup>th</sup>** and **A Day = Thursday, February 20<sup>th</sup>**.
  - If all of your group is not present that day, it will be an NHI grade until all of you come and present during Pride one day.

## Rubric

		Points Possible	Points Scored
<b>Intro</b>	Did it grab our attention? Did it captivate us? <i>Examples of how to start a presentation:</i> <a href="https://visme.co/blog/how-to-start-a-presentation/">https://visme.co/blog/how-to-start-a-presentation/</a>	<b>5</b>	
<b>Body/Subject</b>	The story of the entrepreneur's life – beginning, middle, and end (or what he/she is currently up to if still living)	<b>9</b>	
	The history and growth of the business venture. How did it start? How did it become successful? Tell the story of the business.	<b>9</b>	
	Tell us at least <b>3</b> interesting facts about the entrepreneur.	<b>9</b>	
	What can we learn from the entrepreneur? Life lessons, advice, or possibly a famous quote.	<b>7</b>	
<b>Visual</b>	You will be making a poster. It will be graded on creativity – not artistic ability. Is it interesting? It eye-catching? Is it colorful?	<b>7</b>	
	Does the poster illustrate pertinent/important information or a story about the entrepreneur?	<b>7</b>	
	Minimal, if any, words. Images fill the entire poster. You cannot print images – it must be drawn. A quote or two is fine as well.	<b>7</b>	
<b>Time</b>	Presentation is 4-8 minutes long. <i>Do not go over. Do not go under. It will be timed, so you must practice. The information is easy to find – presenting is not.</i>	<b>5</b>	
<b>Presentation</b>	Little use of note/cue cards. No reading off of the poster.	<b>5</b>	
	Eye contact with audience.	<b>5</b>	
	Students were completely prepared and had obviously rehearsed.	<b>5</b>	
	Facial expressions and body language generate a strong interest and enthusiasm about the topic.	<b>5</b>	
	Speaks clearly and distinctly all the time and does not mispronounce any words. Presenters can be heard by everyone in the room.	<b>5</b>	
<b>Partners</b>	Did each of the partners speak an equal amount?	<b>10</b>	
<b>TOTALS:</b>		<b>100</b>	

### 1B Groups & Entrepreneurs

- Shaun, Dylan, Isiah – Musk
- Amir, Eli – Gates
- Tim, Tyler – Trump
- Alex, Sloane, Luke – Zuckerberg
- Tucker, Abdul, Wael – Jobs
- Fateh – Cuban
- Mikey, Makhi, Mason – Bezos
- Eric, Maddi – Cathy
- Taj, Nas – Jay-Z
- Jenna, Bella – Plank
- Angela, Cailey – Martha Stewart
- Sam, Katherine, Hailey – Disney
- Meghan, Taylor – Knight