

Student Files

Student Directions

You have been given a decoder document along with a recording sheet.

Your task is to:

- First, consult your list of questions on the recording sheet and choose a question to start with. You may start with any question. **THE QUESTIONS ARE NOT IN ORDER! The first question listed on your recording sheet does NOT correspond to the first station card. You will have to hunt for the answers on all station cards.**
- Walk around the room, reviewing the cards at each station, until you find a card that has the answer to your chosen question.
- On your recording sheet, note the station number of the station where you found the answer to that question. Make sure to write the correct station number next to the correct question!
- After noting the station number, review the answer options at the bottom of the station card.
- Choose the answer option that best answers the question from your list.
- Match the symbol that is paired with the correct answer that you have chosen with the symbol in the decoder document to figure out which letter that symbol represents.
- Write the letter from the decoder in the space on your recording sheet as well.
- Repeat this process until you have found all answers.
- Unscramble all of the letters you find to figure out the mystery word.

Station 1

Bernard Arnault, the current richest person in the world, reigns supreme in the world of luxury goods. He holds the title of Chairman and CEO of LVMH Moët Hennessy Louis Vuitton, the world's largest luxury conglomerate. His journey began with his father's construction firm, which he transformed into a successful real estate company. However, his true impact lies in his strategic acquisitions of renowned fashion houses like Dior, Louis Vuitton, and Givenchy.

Arnault's leadership has been instrumental in solidifying LVMH's dominance in the luxury market. He possesses a keen eye for identifying undervalued assets and a knack for revitalizing iconic brands. This is evident in his appointment of talented designers like John Galliano and Marc Jacobs, who breathed new life into the fashion houses under LVMH's umbrella. Through his strategic vision and business acumen, Arnault has built a luxury empire that continues to shape the industry.



LVMH



Strategic Acquisitions



Luxury Market

Station 2

Elon Musk, a visionary entrepreneur, stands as a titan in the world of technology and innovation. He is the driving force behind two revolutionary companies: SpaceX, aiming to make humanity a multi-planetary species, and Tesla, leading the charge towards sustainable transportation through electric vehicles.

Musk's journey began with co-founding Zip2 and X.com, which later merged to become the online payment giant PayPal. His entrepreneurial spirit led him to invest in Tesla, eventually becoming its CEO and spearheading its transformation into the leading electric car manufacturer. He also founded SpaceX, aiming to revolutionize space travel by making it cheaper and more accessible.

Musk's relentless pursuit of technological advancements and his ambitious goals have disrupted multiple industries. He is known for his bold vision, his ability to attract top talent, and his unwavering dedication to solving humanity's most pressing challenges through technology. His ventures continue to push boundaries and inspire a future where sustainable transportation and space exploration are within reach.



PayPal



Tesla



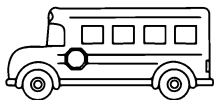
SpaceX

Station 3

Jeff Bezos, a titan of the tech world, forever changed the landscape of online shopping with the creation of Amazon. In 1994, he started this online bookstore from his garage, and through relentless innovation and strategic expansion, transformed it into the world's largest e-commerce platform, offering a vast array of products and services.

Bezos's leadership was instrumental in shaping Amazon's customer-centric approach and its focus on convenience and efficiency. He fostered a culture of constant improvement and data-driven decision-making, propelling Amazon to become the dominant force in online retail. His vision extended beyond e-commerce, evident in his acquisition of The Washington Post in 2013 and his founding of Blue Origin, a space exploration company aiming to make space travel more accessible.

Bezos's entrepreneurial spirit and his ability to anticipate and adapt to technological shifts have solidified his place as one of the most influential figures in the digital age. His legacy lies not only in revolutionizing online shopping but also in inspiring a new generation of entrepreneurs and innovators.



Entrepreneurial spirit



Online bookstore



Jeff Bezos

Station 4

Mark Zuckerberg, the co-founder and CEO of Meta Platforms (formerly Facebook), revolutionized the way people connect globally through his social media platform. In 2004, while still a student at Harvard University, Zuckerberg launched Facebook from his dorm room. Initially designed to connect Harvard students, the platform quickly gained traction and expanded to encompass the entire world.

Under Zuckerberg's leadership, Facebook grew into a social media giant, boasting billions of users and influencing how we interact online. He spearheaded the acquisition of other platforms like Instagram and WhatsApp, further solidifying Meta's dominance in the social media landscape. However, his leadership has also faced criticism regarding data privacy concerns and the platform's impact on society.

Despite the controversies, Zuckerberg's vision and execution have undoubtedly changed the way we communicate and share information. He remains a prominent figure in the tech industry, continuously pushing the boundaries of social connection and exploring new ventures like the metaverse through Meta.



Instagram



Meta



Data privacy

Station 5

Larry Ellison, a titan in the software industry, co-founded Oracle Corporation in 1977. His vision and leadership transformed Oracle from a fledgling startup into the world's largest supplier of database software and the second-largest provider of business applications.

Ellison's impact lies in his pioneering development of the first commercially viable relational database management system. This technology revolutionized data storage and retrieval, becoming the backbone of countless businesses worldwide. Through strategic acquisitions like Sun Microsystems, Oracle expanded its reach, offering a comprehensive suite of software solutions for businesses of all sizes.

Despite stepping down as CEO in 2014, Ellison remains a driving force at Oracle as Chairman and Chief Technology Officer. His legacy extends beyond Oracle, with his involvement in philanthropic ventures and his pursuit of ambitious personal projects like developing a sustainable smart city on Lanai Island.



Oracle Corporation



Sun Microsystems



Larry Ellison

Station 6

Warren Buffett, nicknamed the "Oracle of Omaha," is a legendary investor and philanthropist whose name is synonymous with financial success. He is widely considered one of the most successful investors of all time, having amassed a vast fortune through his adherence to a value investing philosophy.

Buffett's investment prowess lies in his ability to identify undervalued companies with strong long-term potential. He leads Berkshire Hathaway, a conglomerate that owns diverse businesses across various sectors, including insurance companies like GEICO, consumer brands like See's Candy, and energy giants like Duracell. His investment strategy focuses on acquiring companies with sustainable competitive advantages and holding them for the long term, a philosophy that has consistently generated significant returns.

Beyond his financial achievements, Buffett is renowned for his philanthropic endeavors. He has pledged to donate over 99% of his wealth to charitable causes, primarily through the Bill & Melinda Gates Foundation. His commitment to giving back and his dedication to responsible investing have solidified his legacy as a true icon in the world of finance and philanthropy.



Oracle of Omaha



99%



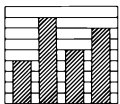
See's Candy

Station 7

Bill Gates, a name synonymous with the personal computer revolution, co-founded Microsoft with his childhood friend Paul Allen. Driven by a passion for technology, Gates dropped out of Harvard to pursue their vision of a computer in every home. This bold decision laid the groundwork for Microsoft's meteoric rise, transforming it into the world's largest software company.

Under Gates' leadership, Microsoft developed the ubiquitous MS-DOS operating system and later the revolutionary Windows platform. These advancements propelled the personal computer into mainstream use, shaping the digital landscape we know today. While stepping down from his full-time role at Microsoft in 2008, Gates remains involved as a technology advisor and board member.

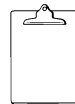
Gates' legacy extends far beyond Microsoft. He, along with his former wife Melinda French Gates, established the Bill & Melinda Gates Foundation, one of the world's largest private charitable organizations. Through this foundation, Gates dedicates his time and resources to tackling global health issues, poverty, and education, demonstrating his commitment to using his wealth for positive change.



Paul Allen



Bill Gates



Poverty

Station 8

Steve Ballmer, a name synonymous with Microsoft's growth, served as the company's CEO from 2000 to 2014. He joined Microsoft in 1980 as its 30th employee, a testament to his early commitment to the company's vision. During his tenure, Ballmer played a crucial role in Microsoft's expansion and diversification. He oversaw the development of the .NET Framework, a significant platform for software development, and spearheaded the launch of the Xbox console, entering the gaming market.

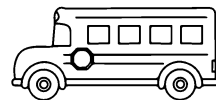
While some criticize his missed opportunities in areas like mobile technology, Ballmer's leadership undoubtedly contributed to Microsoft's continued success. He presided over a period of immense revenue growth and solidified the company's position as a global leader in software solutions. Since stepping down as CEO, Ballmer has become a renowned investor and philanthropist. He owns the Los Angeles Clippers basketball team and co-founded the Ballmer Group, focusing on philanthropic initiatives aimed at improving economic mobility and education.



Steve Ballmer







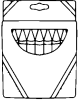







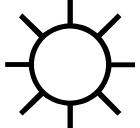


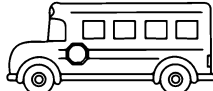




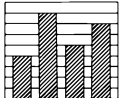




Xbox console



Ballmer Group

DECODER

 = A	 = J	 = S
 = B	 = K	 = T
 = C	 = L	 = U
 = D	 = M	 = V
 = E	 = N	 = W
 = F	 = O	 = X
 = G	 = P	 = Y
 = H	 = Q	μ = Z
 = I	 = R	

RECORDING SHEET

This billionaire founded Blue Origin, a space exploration company.	Station # Answer Found At:	
	Letter for Answer (found on Decoder)	
Warren Buffett has pledged over ____ of his wealth to charitable causes	Station # Answer Found At:	
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This billionaire owns the Los Angeles Clippers.	Station # Answer Found At:	
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Arnault's true impact lies in his ____ of renowned fashion houses.	Station # Answer Found At:	
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This billionaire co-founded his company with his childhood friend.	Station # Answer Found At:	
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Zuckerberg has faced criticism regarding _____ concerns.	Station # Answer Found At:	
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Musk's journey began with co-founding Zip2 and X.com, which later merged to become the online payment giant ____.	Station # Answer Found At:	
	Letter for Answer (found on Decoder)	
What was the name of the company Larry Ellison co-founded?	Station # Answer Found At:	
	Letter for Answer (found on Decoder)	

Unscramble the letters above.
What is the mystery word?

Teacher Key/Files

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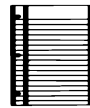
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LVMH



Strategic Acquisitions



Luxury Market

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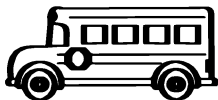
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Station 3

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Entrepreneurial spirit



Online bookstore



Jeff Bezos

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Meta



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Oracle Corporation



Sun Microsystems



Larry Ellison

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Oracle of Omaha



99%



See's Candy

Station 7

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Paul Allen



Bill Gates



Poverty

Station 8

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Steve Ballmer







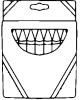

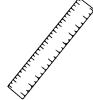





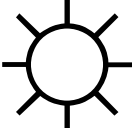


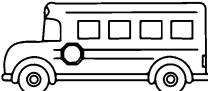




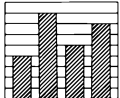




Xbox console



Ballmer Group

DECODER

 = A	 = J	 = S
 = B	 = K	 = T
 = C	 = L	 = U
 = D	 = M	 = V
 = E	 = N	 = W
 = F	 = O	 = X
 = G	 = P	 = Y
 = H	 = Q	μ = Z
 = I	 = R	

RECORDING SHEET

This billionaire founded Blue Origin, a space exploration company.	Station # Answer Found At:	3
	Letter for Answer (found on Decoder)	L
Warren Buffett has pledged over ____ of his wealth to charitable causes	Station # Answer Found At:	6
	Letter for Answer (found on Decoder)	U
This billionaire owns the Los Angeles Clippers.	Station # Answer Found At:	8
	Letter for Answer (found on Decoder)	O
Arnault's true impact lies in his ____ of renowned fashion houses.	Station # Answer Found At:	1
	Letter for Answer (found on Decoder)	E
This billionaire co-founded his company with his childhood friend.	Station # Answer Found At:	7
	Letter for Answer (found on Decoder)	C
Zuckerberg has faced criticism regarding _____ concerns.	Station # Answer Found At:	4
	Letter for Answer (found on Decoder)	E
Musk's journey began with co-founding Zip2 and X.com, which later merged to become the online payment giant ____.	Station # Answer Found At:	2
	Letter for Answer (found on Decoder)	N
What was the name of the company Larry Ellison co-founded?	Station # Answer Found At:	5
	Letter for Answer (found on Decoder)	P

Unscramble the letters above.
What is the mystery word?

Opulence