

# Famous Entprenuer Magazine Cover

**Directions:** You will sign up to research a famous entrepreneur in class. Once you get your subject, you will do the following:

## Step 1: **RESEARCH**

- Use the internet to find articles about your subject. As you read and research, take note when you see examples of one of the entrepreneurial traits on our list. Make sure to make a note of the trait and how your entrepreneur showed that trait.

## Step 2: **Picture**

- You will be using AI technology to generate a picture of your entrepreneur. Go to: [www.picsart.com](http://www.picsart.com) and create an account. You will then click on AI tools on the top tool bar and then click on image generator. Type in your entrepreneur's name and any other things you want the art to show. EXAMPLE: Jeff Bezos colorful cartoon.
- Feel free to do this as many times as you wish until you get an image you like. Then download that image to your chromebook.

## Step 3: **Magazine Cover**

- Go to [www.canva.com](http://www.canva.com) and join with class code: \_\_\_\_\_. Search for magazine cover and then choose a template to customize. You will be creating a magazine cover for your entrepreneur, using the picture you generated. You **MUST** have at least 3 traits on the cover with a short "headline" about an event/reason that shows how the entrepreneur shows that trait

Example:

ENTREPRENUERSHIP ESSENTIALS- FIRST BLOCK

# BEZOS

## Brave

Left a Safe  
Career in  
Finance to  
Establish  
Amazon

## Vision

How Amazon  
Prime went from  
zero to hero

## Innovative

Blue Origin  
Begins  
Consumer Space  
Flights

## Risk- Taker

How Bezos takes  
calculated Risks to  
Grow is Companies

## Genorosity

Amazon's  
love for  
Charitable  
Causes

**JEFF**  
Bezos

Founder-Amazon



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#### Step 4: Feature Article

- Add a second page. Here you will write a feature article that includes the following:
  - A Headline
  - A "By" line
  - A well written article that contains the following information: A short biography and a paragraph for each trait with proof/evidence of the trait being shown and a closing.

## Amazon's Founder: A Snapshot of an Entrepreneur

By: Lori McWhorter

Jeff Bezos is an American entrepreneur and the founder of Amazon.com, which is now one of the world's largest online retailers. He was born in Albuquerque, New Mexico in 1964 and graduated from Princeton University with degrees in electrical engineering and computer science. After working at several firms, Bezos founded Amazon in 1994, initially as an online bookstore. It quickly expanded to sell a wide range of products and services, becoming a dominant force in e-commerce. Bezos also owns The Washington Post and Blue Origin, a space exploration company. As of 2021, he is one of the wealthiest people in the world.

Jeff Bezos has shown bravery in the business world by taking risks that others were not willing to take. His decision to leave a successful career on Wall Street to start Amazon was a bold move that paid off in the end. He also took the risk of expanding Amazon into new markets, such as cloud computing and streaming services, which turned out to be major sources of revenue for the company. Additionally, Bezos has been unafraid to take on powerful opponents, such as the publishing industry, in order to push for lower prices for consumers. Overall, Jeff Bezos' willingness to take risks and confront challenges head-on demonstrates his bravery in the business world.

Jeff Bezos has demonstrated innovation in multiple ways throughout his career. One example is his creation of Amazon, which revolutionized the retail industry. He also pioneered the use of customer reviews and personalized recommendations, setting a new standard for e-commerce. Finally, Bezos' vision for space exploration through his company Blue Origin showcases his forward-thinking approach to technology and innovation.

Jeff Bezos shows vision through his relentless pursuit of innovation. He has consistently pushed the boundaries of what is possible, envisioning a world where people can purchase anything online. Bezos' futuristic vision has also led him to invest heavily in emerging technologies such as artificial intelligence and space exploration.

Jeff Bezos, the founder and CEO of Amazon, is known for his risk-taking and generosity. He took a huge risk when he left his high-paying job on Wall Street to start Amazon in 1994, which turned out to be a revolutionary idea. Through his leadership, Amazon has expanded into many different areas, from e-commerce to cloud computing.

Bezos is also known for his generosity, as he has donated millions of dollars to various causes. He has pledged \$2 billion to help fund a network of preschools and support organizations working to help homeless families. Bezos has also donated \$33 million to help fund scholarships for undocumented immigrants who were brought to the United States as children.

