

The Founder

- 1) How does the movie start? What is the person selling? How is he pitching the product he wants to sell? Where and when does the movie take place?
- 2) Initially is there an interest in the product Ray Kroc is selling? Why or why not?
- 3) Describe Ray Kroc's first experience at McDonalds.
- 4) How do the McDonald brothers describe their business story to Ray Kroc? What comprises the bulk of their sales?
- 5) What do the McDonald brothers draw on the tennis court? What is the point?
- 6) How is the McDonald's restaurant concept unique/revolutionary? How is it initially received by customers?
- 7) How does Ray Kroc manage to sell the franchising idea to the McDonald's brothers? What is the message/branding image Ray uses to the franchise idea to others?
- 8) Ray receives advice on how to make more money with his franchise. What is it? How does it impact the agreement he has with the McDonald brothers?
- 9) As the story unfolds, what are the consequences (positive and negative) of Ray's decisions? Discuss the impact on several facets of his life and the business (this answer should be a few sentences long).