

1

1 / 1 point

What is the primary reason entrepreneurs conduct thorough research before launching a venture?

- ☐ To attract risk-averse investors.
- ☐ To accelerate the growth trajectory of the business.
- ☐ To quickly find powerful enemies in the market.
- ☒ To better estimate the risk involved in the venture.

2

1 / 1 point

What is a key advantage for entrepreneurs aged 40 and up when starting a high-growth startup?

- ☐ They have less financial risk involved in the early stages.
- ☐ They are more likely to reside in Silicon Valley.
- ☐ They are typically more comfortable with extreme risk-taking.
- ☒ They often have domain knowledge or an active network of experts.

3

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What is "sweat equity" as described in the context of venture creation?

- ☐ Selling a percentage of the company to angel investors.
- ☐ Investing personal financial savings into a startup.
- ☐ Taking on a bank loan to fund early-stage operations.
- ☒ Contributing labor and work in exchange for equity in the business.

4

1 / 1 point

Which characteristic is emphasized as being crucial for successful solo entrepreneurs?

- ☐ Maximizing overhead costs to establish credibility.
- ☒ Being self-motivated and disciplined.
- ☐ Relying heavily on external outsourced marketing teams.
- ☐ Having limited scalability and avoiding growth.

5

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The concept of "creative destruction" is used to explain what phenomenon in economic development?



☒ The process where outdated ideas or products are replaced by more powerful and useful innovations.

- ☐ A period of economic recession leading to widespread business failures.
- ☐ The intentional dismantling of established businesses by governments.
- ☐ The consolidation of industries into a few large corporations.

6

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In the context of the Industrial Revolutions, what is a recurring consequence mentioned by the Professor Schlake?

- ☐ The strengthening of old skill sets and tools.
- ☐ A decrease in global population growth.
- ☐ A universal agreement on ethical guidelines for new technologies.



☒ Old skill sets becoming challenged and potentially obsolete.

7

1 / 1 point

What is Professor Schlake's advice regarding using AI tools for branding?

☒ AI is best used as a brainstorm helper and inspiration, not for final output.

- ☐ Always use AI-generated content directly without modification.
- ☐ AI tools are primarily for financial projections, not creative branding.
- ☐ Avoid using AI for any aspect of branding to maintain authenticity.

8

1 / 1 point

What is considered more important than the "business plan" document itself, according to Professor Schlake?

☒ The actual process of business planning.

- ☐ The ability to secure large external funding quickly.
- ☐ Developing powerful enemies in the market.
- ☐ Having a visually appealing website.

9

1 / 1 point

What is one of the "five questions" an entrepreneur needs to answer, related to how they approach rules and norms?

- ☐ Are you comfortable always seeking permission?
- ☐ Are you comfortable strictly adhering to all established norms?
- ☒ Are you comfortable stretching the rules?
- ☐ Are you comfortable avoiding any confrontation?

10

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What is the primary purpose of the Business Model Canvas?

- ☐ To exclusively outline the financial projections of a startup.
- ☐ To replace the need for any form of business planning.
- ☐ To provide a long, formally written document for securing investment.
- ☒ To serve as a visual thinking tool for early-stage business ideas.