

# Homework 1

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*Alex Krapp (A)*

## **A few words of advice**

- To be able to answer the questions below perfectly, you might benefit from looking at the readings assigned to this session. Having said that, reading the case and providing common-sense answers should be enough to produce a solid answer
- Strictly adhere to the page limit and layout requirements. Accordingly, make sure that you are concise in your answers (you can only write a few sentences per question!)
- Very often, the last question is the most important one – make sure you still have space to say something meaningful there
- No need to include references (for this particular piece of homework only) as long as your own thinking is evident—feel free to include references if you think it makes your points stronger (i.e., to show off what cool sources you found). References need to adhere to the same formatting as everything else (i.e., they are part of the main text body, no footnotes, change of font size, or anything of that sort).

## **Question 1**

Imagine that YOU ARE Alex Krapp – what is your current situation? What makes the decision at hand so difficult?

## **Question 2**

Make a list of the pros and cons to accept the offer. Which points do you consider particularly important? Why?

## **Question 3**

Should you accept the offer? Why or why not?

## **Question 4 (keep your answer on this short, please!)**

(How) does the life story of Alex Krapp compare to successful entrepreneurs you know, such as Richard Branson or Bill Gates? Other than their current success levels, what are the similarities and differences?