

Assignment 1

Entrepreneur Study- Live

Sub Title: Interview with an Entrepreneur.

Objective:

The objective of the activity is to study an entrepreneur who may be role model or inspiration or guiding guru or just a learning source. The real story would open many perspective and break the notions & beliefs of the participants.

Activity description:

Participants have to study an entrepreneur/s (preferably known to them) through taking interview in personal/telephonic /mail conversation/Video format. In case participant is not able to identify known/approachable entrepreneur, then internet/book based research study could be undertaken as part of this activity. It is important to give preference to getting a chance to meeting a real entrepreneur.

Following are a few pointers which could be used to drive your interview questions and discussion with the entrepreneur. (More can be added from your side)

- Why they became entrepreneur?
- Describe Entrepreneurship in One word
- Problem (s)/Issues being addressed by the entrepreneur
- About the venture
- Biggest strengths being an entrepreneur
- Biggest challenge(s) faced ever and how they were overcome
- Success mantra and guiding tip to new aspiring entrepreneurs

Expected Output:

Participants are expected to record their interview findings and prepare a piece in any one or many of the following formats:

- A Story of an Entrepreneur- Article
- A Blog about the entrepreneur- Uploaded on web
- A Presentation
- A video

- A infographic

Additional suggestions:

1. Participants are encouraged to be creative with titles as well as writing style of the story
2. There is no template to be followed for the output report
3. Diversity of entrepreneurs would add to the learning quotient of the participant
4. Choose entrepreneurs from different domain or stage or venture size
5. Look for entrepreneur type as a first generation as well as family business
6. There is no right or wrong for this activity and every story of an entrepreneur is unique and equally useful for learning
7. Live photos, videos or additional content from the entrepreneurs would add to the output quality
8. Look for compelling and unique propositions from the entrepreneurs story which are uncommon and rare

Step ahead:

Post completion of the activity, Participants would be given a reflection form to elaborate on learnings and identify major insights developed from the study and life of an entrepreneur.

