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ENT 2112 Entrepreneurial Opportunity Analysis

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Post Simulation Reflection Paper

# Introduction

In Quarter 3 Atomic Bikes announced a temporary branding shift. Our new mission statement was to “give value to our friends, and attract, recruit, and retain smart and hard-working friends.” While this was only a temporary change, it shows the core of who we are as a team. We all knew and were friends with at least one other member of the team before forming Atomic Bikes. Austin introduced me to RJ and highly recommended him for the team. I had no objections as I have worked with Austin before and trust his judgement. Arden and Ben I both knew from past classes and had collaborated with on various assignments or study guides, met through mutual friends, or both.

# Quarter 1

# Quarter 2

# Quarter 3

# Quarter 4

# Quarter 5

# Quarter 6

# Conclusion