Interview an Entrepreneur Project (50 points)

Overview:
Identify and select an entrepreneur of your choice to interview and share your findings on. You should choose an entrepreneur from an industry that interests you.

Assignment 1: List Potential Entrepreneurs (5 pts)
Prepare a list of 3 potential entrepreneurs you would like to interview in case your first choice falls through. You should include the following:
1. Their name
2. Company name and brief overview
3. How would you contact them (email, phone, or in-person)
4. Contact information (or how you would get it)
5. Explanation of why you would like to interview this person

*Upload your completed list to Dropbox under the “Contact List” folder.

**If you have trouble finding someone, please let me know.

Assignment 2: Prepare Interview Questions (15 pts)
Prepare a list of 20 possible questions for interviewing the entrepreneur.
  • Don’t just ask surface level questions. Think of probing questions that dig deeper into the life of the individual. Your goal is to thoroughly understand the entrepreneur and how they were able to establish their business. Here are some areas you may want to touch on:
    • Vision/mission of their business
    • Challenges/rewards in growing the business
    • Life before the venture
    • Background and personal characteristics:
      • Family life
      • Education
      • Personal values
      • Work/Education History
    • Motivations, Role Models, Support Systems

*Print and turn in your interview questions. Make sure to PROOFREAD and write professionally.

*Note: You MUST get my approval before moving on to the actual interview.
**Assignment 3: Interview (20 pts)**

Contact your 1st choice as soon as possible to set up an interview. You may do this by phone, email, or in-person. Be sure to ask the entrepreneur what they prefer. Remember, you should be professional in all communication with this individual. Take *plenty of notes* and make sure to thank the individual for their time!

*Turn in a written copy (typed) of your questions and answers once you have completed the interview.*

**Assignment 4: Summary (10 pts)**

Write a 2-paragraph summary of what you've learned from conducting this interview. This should be typed and turned in upon completion.
### Entrepreneur Interview & Questions (20 points)

<table>
<thead>
<tr>
<th></th>
<th>Target (5pts)</th>
<th>Acceptable (3pts)</th>
<th>Unacceptable (1pt)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interview Questions</strong></td>
<td>Lists at least 20 in-depth interview questions that reach beyond surface level topics and provide a thorough understanding of the individual and their business</td>
<td>Lists 15-20 interview questions, only some reach beyond surface level.</td>
<td>Lists less than 15 interview questions; majority do not reach beyond surface level.</td>
</tr>
<tr>
<td><strong>Flow of Questions</strong></td>
<td>All questions are set-up in a logical sequence so that the interview runs smoothly.</td>
<td>3-4 questions are not set-up in a logical sequence.</td>
<td>Majority of questions lack a logical sequence.</td>
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<tr>
<td><strong>Completeness of Interview</strong></td>
<td>Recorded complete and detailed answers to all interview questions.</td>
<td>Recorded complete answers to all interview questions, but lacks detail.</td>
<td>Did not record some answers, or lacks significant detail.</td>
</tr>
<tr>
<td><strong>Grammar and Mechanics</strong></td>
<td>No errors in spelling, punctuation, or capitalization. Typed and printed.</td>
<td>There are 1-3 errors in spelling, punctuation, or capitalization. Typed and printed.</td>
<td>Contains more than 3 errors in spelling, punctuation, or capitalization. Not typed.</td>
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