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## **MMC 6936: Innovation & Entrepreneurship in Mass Communication**

### **Entrepreneur Profile Assignment**

Objective: To get to know a real-life entrepreneur personally; to learn what motivates them; how they think and work; and get their life perspectives on innovation, successful entrepreneurial ventures, and best practices.

Process: Consider or research some entrepreneurs who you would like to get to know better and interview. Contact one of these individuals to check on their interest and willingness to consent to an interview, as well as their availability, to help you with this class assignment. (Have a Plan A, B, and C in case someone is not available.) You may do this interview in person or via phone or Skype. I recommend recording the interview (with their permission) so that you can refer back to specifics when you do the write-up, extract quotes, etc. You should prepare an Informed Consent form and have them sign this before conducting the interview.

Because this interview is just for class assignment purposes, you do not need IRB approval. However, if you think you might like to use it at some point for a presentation or academic paper or publication, you *\*must\** go through the IRB approval process, as well as get your entrepreneur's consent to later use their information in this way.

Questions and topics to be covered in this interview (and included in assignment write-up) include:

- 1) How did they become an entrepreneur? What was the product or venture that led them to become an entrepreneur?
- 2) How much experience did they have in this area (product, as well as entrepreneurship/business ventures) did they have at the time?
- 3) What were their struggles as a first-time entrepreneur?
- 4) Who did they turn to for advice?
- 5) What did they do for financial resources? Did they fund everything themselves? Have an angel investor or venture capital? Other?
- 6) What do they wish they knew then, that they know now, about this process (innovation, entrepreneurship, financing, or all of these areas)?
- 7) Any regrets at all, and if so, what are they?
- 8) What advice would they give to young people (like you) who want to innovate, and find themselves in the position of entrepreneur?

Assignment Format: Double-spaced, APA style. Length should be between 7-10 pages, excluding references. Be sure you have an Introduction and Conclusion for your write-up, and I recommend using headings to help organize the content and areas you touch on in this profile. In addition, you should incorporate relevant theory and conceptual readings that we've covered in class. For example, if you can "see" some of the concepts we've discussed play out in the responses/experiences of your entrepreneur, try to reference this and include the parallels you see. Such mentions should include in-text citations of the scholarly work, using APA style.