

Entrepreneurship Summative

"How I Built This" Profile



- 1 Google NPR "How I Built This" podcast and find your assigned podcast.
- 2 Listen to the podcast and take notes on the entrepreneur. Start to think about what is important about them and what an audience would find interesting.
- 3 Use Canva.com (sign in with your Google account) and choose the INFOGRAPHIC template.
- 4 Create a visually appealing infographic about your entrepreneur.



01

A PHOTO

Include a photo of the person (people) and the logo of the brand/company. (5 pts.)



02

A SUMMARY

What have they done? What is their story? Did they face challenges? What accomplishments have they had? What makes them interesting! (10 pts @ 1 point per detail.)

03

AN UPDATE

Where is their business/company now? What successes has the company had? Challenges? What is their financial worth? (5 pts.)



04

A REFLECTION

What did you learn? What did you like? What did you find interesting? What opinions or thoughts do you have? (5 pts. @ 1 point per detail.)

05

OVERALL APPEAL

Are there spelling errors? Grammatical mistakes? Does it look nice? Does it tell a story? What could you add to make this look professional? How can you make it look better? (5 pts. subjective)

