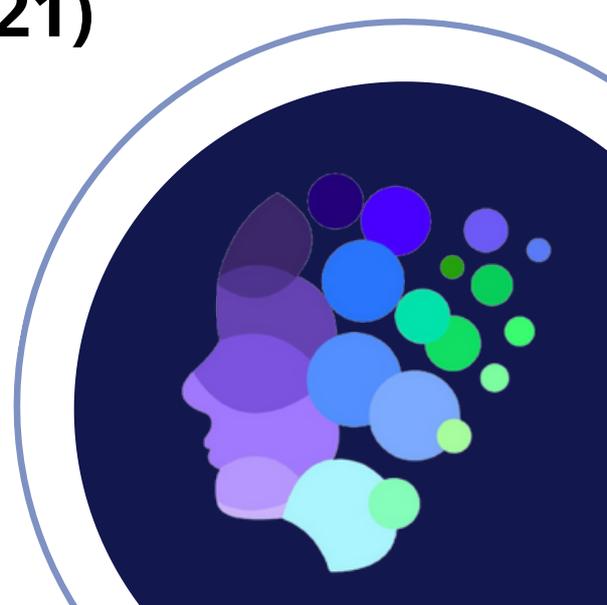




TED IMAGINEERS

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Atatürk'ün Gençliğe Hitabesi

Ey Türk Gençliği!

Birinci vazifen, Türk istiklâlini, Türk Cumhuriyetini, ilelebet, muhafaza ve müdafaa etmektir.

Mevcudiyetinin ve istikbalinin yegâne temeli budur. Bu temel, senin, en kıymetli hazinedir. İstikbalde dahi, seni bu hazineden mahrum etmek isteyecek, dahilî ve hariç bedhahların olacaktır. Bir gün, İstiklâl ve Cumhuriyeti müdafaa mecburiyetine düşersen, vazifeye atılmak için, içinde bulunacağın vaziyetin imkân ve şerâitini düşünmeyeceksin! Bu imkân ve şerâit, çok nâmûsait bir mahiyette tezahür edebilir. İstiklâl ve Cumhuriyetine kastedecek düşmanlar, bütün dünyada emsali görülmemiş bir galibiyetin mümessili olabilirler. Cebren ve hile ile aziz vatanın, bütün kaleleri zaptedilmiş, bütün tersanelerine girilmiş, bütün orduları dağıtılmış ve memleketin her köşesi bilfil işgal edilmiş olabilir. Bütün bu şerâitten daha elîm ve daha vahim olmak üzere, memleketin dahilinde, iktidara sahip olanlar gaflet ve dalâlet ve hattâ hıyanet içinde bulunabilirler. Hattâ bu iktidar sahipleri şahsî menfaatlerini, müstevlilerin siyasi emelleriyle tevhit edebilirler. Millet, fakr ü zaruret içinde harap ve bîtap düşmüş olabilir.

Ey Türk istikbalinin evlâdı! İşte, bu ahval ve şerâit içinde dahi, vazifen; Türk İstiklâl ve Cumhuriyetini kurtarmaktır! Muhtaç olduğun kudret, damarlarındaki asil kanda mevcuttur!

Mustafa Kemal Atatürk

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EDITORS' NOTE

Dear readers,

For the past 2 years, with the spread of Covid-19 virus, flow of life has slowed and many people became separated. The distance we kept with each other has prohibited our ideas from being shared. Thus, words were no longer said but written; ideas were no longer shared yet imagined. For this reason; we, as the TED Imagineers entrepreneurship club members, have gathered, dreamed, developed and disseminated.

“Tüketici yaşamak iyi değildir. Üretici olalım.”

Bearing this discourse of Mustafa Kemal Atatürk in mind, we've produced loads of entrepreneurial ideas, instead of restricting ourselves with pre-existing ones.

All in all, in it's first year of publication; TED Imagineers Entrepreneurship Club magazine presents you with variety of articles concentrating on entrepreneurship, innovation and business by including essays about entrepreneurial skills, famous business people's success stories and personal insights. Each and every writer mentioned in this publication has showed grand dedication by adopting the combination of imagination and inspiration. We hope that you enjoy reading our magazine!

Sincerely,

TED Imagineers Club Magazine's Editorial Team

Fulin Tacettin

Zelen Güngör

“I have not failed. I've just found 10,000 ways that won't work.”

- Thomas Edison

LETS PAINT THE WALLS

Hamdi Ulukaya is an entrepreneur who grew up in Erzincan. At the age of 30, he decided to move to New York, thereat, opened a cheese shop. However, he didn't like working there and began looking for other job opportunities. One day he saw a flyer saying "yogurt factory for sale". The factory was dirty and about to be demolished but Ulukaya felt a connection to that building despite all the lousy comments from business consultants and the lawyer he bought the factory from. He hired the original team who had worked there before and loved the place. They had no idea what to produce in that factory so the first thing they did was painting the walls white. While they were painting the walls, one of the employees leap forward and asked: "Why are we painting the walls before knowing what to produce in this factory ?", and he added "First we should come up with ideas." Ulukaya said: "By painting those walls we will get to know each other and involuntarily come up with brilliant ideas." What he said came true, the team decided on producing greek yogurt in the factory and called that yogurt "chobani" meaning Shepherd(a person who tends, herds, feeds, or guards herds of sheep) in Turkish.

Today Chobani is the world's number 1 greek yogurt company. Ulukaya's success story is a great inspiration for us to believe in ourselves and turn a deaf ear to what others say. Ulukaya didn't obey the playbook that guided the majority of the famous CEOs because he always sees above and beyond the profits, believes business companies should take care of their employees, not the profits. This demonstrates a new way to improve your business.



Hamdi Ulukaya



For example, while hiring new employees he never cared about their education level, but rather he cared about proper teaching. He completely denied the current business playbook and made his own. Based on his playbook; consumer feedback is the power and improvement needed for a company. Thus, he cared about his customers' opinions and made progress by developing his product according to their feedback. Because he wanted to lead his company with dignity and honor, he has never done anything to hurt his employees and customers.

In conclusion, Hamdi Ulukaya denied the current playbook, he cared for his employees and customers, saw above and beyond the profits, finally become the number one Greek yogurt company owner. Current entrepreneurs can learn a lot from Hamdi Ulukaya to expand their businesses and how to threaten their employees and customers. Besides, he suggests; If you believe you have a brilliant idea that can make a big change about a specific topic, do not let other people put you down. Instead of wasting time, paint the walls, fix the store, be close with your employees, start somewhere and the rest will follow with success.

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THE BUSINESSWOMAN AND PHILANTHROPIST DOLLY REBECCA PARTON

It's 2021 and I want to believe that no person hasn't heard of the one and only Dolly Parton and if there are some people I am certain they have been living under a rock. The lovely country singer and songwriter we know and love as Dolly Parton came to this world on January 19, 1946, to the really small town called Pittman Center in Tennessee, the USA with an estimated population of nearly 500 people. She is the fourth child out of twelve that her mother Avie Lee Caroline and her father Robert Lee Parton Sr. had. In other words, the house she grew up in was full of people. Coming from the mouth of Dolly Parton herself, her family was "dirt poor" and stated that her father paid the doctor who helped deliver her with one bag of cornmeal. I believe that is a great representation of how awful the economic situation of her family was. However, that did not stop her from becoming the iconic woman she is now, on the contrary, this atrocious situation inspired her. Her songs, "Coat of Mary Colors" and "In the Good Old Days (When Times Were Bad)" are some of the fruits of that condition.



To begin with, all of Dolly's hands were tied, yet she still made it and became the very successful woman who wants to make this world a better place and helps the people in need. She is the proof that hard work and dedication pay off. She was born into a poor family and a sexist, patriarchal world. Note that, we still have a lot to do about gender equality and we are in the year 2021, imagine how worse the situation was 50 years ago. Yet with all those barriers trying to make her fail, she proved everyone wrong, and by doing that she inspired a lot of people including LGBTQ+ people to push for their dreams even though society doesn't see it fit. Thus, I believe Dolly Parton is a real role model and should be known by everyone.

Dolly Parton first started to sing when she was just about 10 years old and she is currently is 75 but her voice just aged beautifully like a bottle of very expensive wine. In other words, it's been 65 years and she is still singing. Do you know anyone with that much love and dedication? A lot of people have the notion that if they are lucky enough to see their 75th birthday, they would be just chilling on a beach reading newspaper and solving Sudoku puzzles while sipping on some fresh margaritas. But that's not the case for the very hard-working Dolly Parton, it has been just 3 months from the release of her latest album called "A Holly Dolly Christmas" which from the name you can clearly understand, is piled up with Christmas songs. This puts it to anyone's perspective, how much of a hardworking and devoted person she is.



By now, you must have known she is famous for her singing and songwriting, but just like anyone else in this world, she is much more than what the world labels her as. Also, she is a brilliant businesswoman and philanthropist. When it comes to the name Dolly Parton, nearly everyone thinks she is just a musician in love because of her very well-known song "I Will Always Love You" but she is just as good of a businesswoman as she is a singer. Of course, you cannot compare and contrast success, but once you learn a bit more about Dolly as a businesswoman, I am certain that you will never see her the same again.

Dolly Parton is a co-owner of The Dollywood Company which is famous for the theme park Dollywood, a dinner theater which is a place people can eat their food while they indulge themselves with live music or a musical or even a staged play, Dolly Parton's Stampede, the waterpark Dollywood's Splash Country and the Dream More Resort and Spa. You can say that she is a very accomplished woman.

The unique thing about her is that, once she started to earn big money she just didn't jump on to New York or Los Angeles, she stayed where she first began, because she was aware of the poverty her hometown was in and she wanted to be the change she wishes she had back in the day since she also suffered from poverty. She is the sole reason many people in Pigeon Forge have jobs so that they can provide for their families. She wanted her hometown people to be able to help themselves and she knew one of the biggest reasons for poverty was because people didn't have numerous jobs to work in. She was the little push Pigeon Forge people needed. You probably do not know that Dollywood is the one most popular theme parks in the USA with annually 3 million visitors.

When she could Dolly Parton always gave a hand to the one in need. Education and literacy was a very important thing for Dolly, thus she created her Foundation called Dolly Parton's Imagination Library. She came up with this foundation just 2 years after she opened her theme park Dollywood in 1986. This foundation tried to help children not just in the United States of America but all across United Kingdom, Canada, Australia, and Ireland making her foundation worldwide as any icon would do. Today more than 1600 local communities provide the Imagination Library. Each month nearly 850,000 children from all over those countries feel the love of Dolly Parton. Just three years ago, Dolly Parton was honored by the Library of Congress because of her generous acts as she gave away her 100,000,000th book in 2018. Imagine how many children's lives she touched and improved. The numbers never lie.

When it comes to Dolly Parton's philanthropy, it never ends. She is always trying her best to support big causes. Nowadays, humankind is struggling with a huge pandemic due to the Coronavirus, and there are now vaccinations available and are being used all across the world. In fact, Dolly Parton donated 1,000,000 dollars towards research at Vanderbilt University Medical Center and she got her shot about just a week ago. She also invited other people to donate to this very concerning cause. She actually changed one of her most recognized song "Jolene"'s lyrics to "Vaccine, vaccine, vaccine, vaccine. I'm begging of you please don't hesitate. Vaccine, vaccine, vaccine, vaccine. 'Cos once you're dead, then that's a bit too late."

To sum everything up, Dolly Rebecca Parton who is mostly known for her singing should also be recognized for her business success. She is a great role model for everyone who happens to fight to break the norms that put people in boxes. You can be a girl in love and make more money from the person you love. She came from nothing to everything and she is making sure she is not alone at the top by providing her support financially as much as she can. Whether it being, standing up for human rights, or providing books to children all across the globe she wants to be the needed change to this old world and is doing a very good job considering it. I want to finish my writing by leaving a brilliant quote by Dolly Parton herself to inspire everyone who could make it this far: "I'm not going to limit myself just because people won't accept the fact that I can do something else"



"You can never get enough books into the hands of enough children."
-Dolly Parton



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Lei Jun

Lei Jun is one of the co-founders of the well-known company, Xiaomi. He has a successful past as an entrepreneur, which made him a billionaire. In order to understand how he became a successful entrepreneur; it is best to know his life story. Lei Jun was born in 1969. He was not coming from a wealthy family, therefore he had struggled a lot because of growing up in the industrial city, Wuhan. These struggles did not stop him from working hard and he managed to get into the computer science department at Wuhan University. While studying at the university, a book he read about Steve Jobs inspired him to become an entrepreneur which in return resulted in him deciding to be like Steve Jobs one day. He was sure that he wanted to establish a business. For this reason, after his education at Wuhan University, he started working at Kingsoft as an engineer in 1992. He was able to climb the success ladder quickly. He became the CEO of Kingsoft in 1998, only 6 years after starting to work at the company. While he was working at Kingsoft, he also created a website, jojo.com, an online bookstore.

In 2004 he sold this bookstore to Amazon, for a price of 75 million dollars. Later on, he quit his job in Kingsoft and started angel investing. He had a lot of money when he quit his job; nevertheless, he managed to earn even more while angel investing (private investing by providing financial backing for small startups or entrepreneurs). In 2010 he found the company Xioami, which is today counted as one of the biggest technology companies in the world.

According to Forbes, currently, he holds a wealth of more than 10 million as being one of the richest people in the world. Despite, he has had many difficulties in his life, he becomes a successful entrepreneur in the end. Growing up in a poor family he has managed to achieve his goals. All in all, Lei Jun is an idol for future entrepreneurs and his life story is an inspiring example for an entrepreneur's life.



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Many people dream of becoming an entrepreneur but only a few of them make their dreams come true. Why do you think most of the dreamers fail? The answer is a simple one: not having right skills to become an entrepreneur. Thus, let's have a look at these skills and what they require in detail.

First requirement for becoming an entrepreneur is achieving the interpersonal communications. If you want to be an entrepreneur, you need to have good relations with your social environment. You must be open to new ideas. Moreover, you need to listen to others with patience and share your ideas clearly so that others can understand you easily.

Second skill you should have to become an entrepreneur is time management. You must schedule a timetable and write your meetings there or write your program on an agenda and check it regularly. Moreover, you can make a "To Do List" and write your future plans there



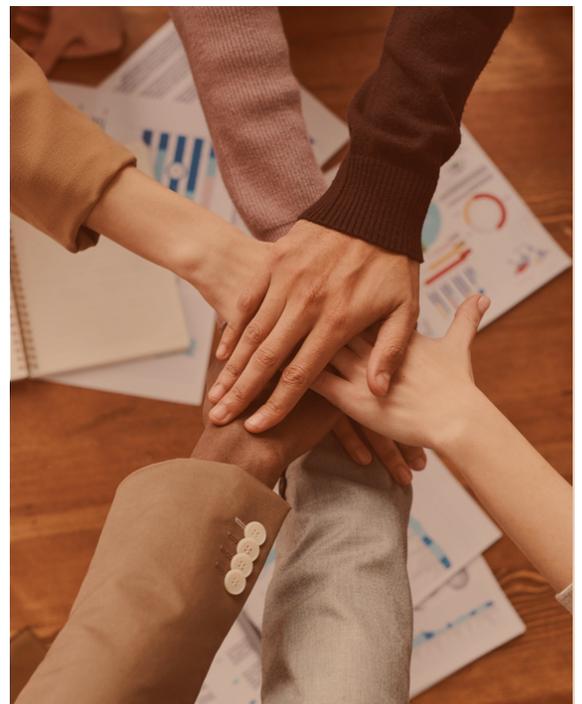
ENTREPRENEURSHIP SKILLS

Third skill that is a must is dealing with stress. Stress can come in many forms from anxiety and depression. And if you want to achieve your dreams, you need some coping mechanisms to deal with it. You should be relaxed and meditate to reduce your stress. Furthermore, as sleep is essential for our daily activities, you should get enough sleep.

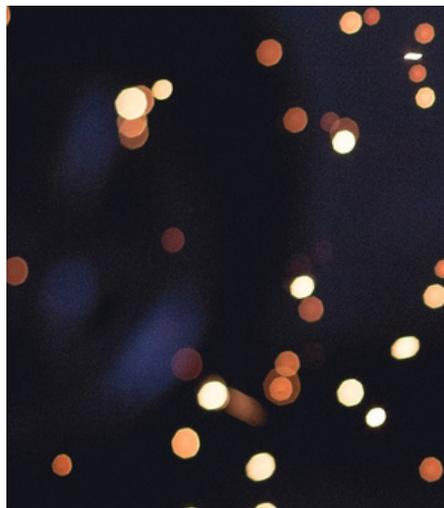
Only the best entrepreneurs have an excellent problem solving ability. As a result, it is critical for you to possess this skill to become the best in your field. Firstly, with the help of your team workers, you should get to the bottom of the problem. Then, by listening to what everyone has to say, you should be able to define the problem. After that, you can come up with thousands of ideas to solve the problem. On the other hand, you should also take into consideration what your colleagues have to say.

As everyone knows, teamwork is essential for a company to grow, and an entrepreneur to develop himself/herself. You have to know how to be a team member and how to involve in teamwork. You need to understand your goals and explain it to your teammates even if they don't understand you sometimes. You must respect other's ideas and communicate with your team members considerately.

With the technology improving every day and becoming a part of our lives, possessing technical skills are really valuable. If you want to become a well-known entrepreneur in the future, you must know how to use technological devices such as computers and tablets very well. You also need to know how to use social media and develop apps in order to promote your business. Furthermore, you have to keep up with new trends and new technological inventions to use them in your company.



To sum up, some people like to think of themselves as successful entrepreneurs. However, a lot of them fail in their journey to success. Have you ever thought of why many of them can't make it? It is because they lack the skills which are compulsory to be an entrepreneur.



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TO DO:

START A BUSINESS

Today more than 1/3 of the entrepreneurship initiatives in the world are run by women entrepreneurs. Besides, they don't come only from established business families or high-income segments of the population, but from all walks of life and all parts of the countries. From sports media companies to construction companies, to security and detective agencies, women are entering areas that have traditionally been strongholds of male domination. Women take a different perspective in problem-solving to improve the quality of the solution. Additionally, they bring a unique set of problems and experiences that can help improve the quality of the decision-making processes. This demonstrates that women play a big role in the entrepreneurship world.

A SUCCESSFUL ENTREPRENEUR: MARY BARRA

Entrepreneurship is mostly defined as “the act of creating a business while escalating it to develop a profit”. However, a more modern definition for this word would be “evolving the world by solving big problems”. This may include coming up with an idea of an innovative product which can create social changes about a certain topic. Entrepreneurship allows people to make their dreams come true and lead their careers the way they want. They produce ideas that can change the world in a better way by the convenience of running their own business. . Even though the word “entrepreneur” basically means the person who sets up a business, the meaning involves much more than that. Entrepreneurs are some of the world's most powerful people who may have the chance to change the world with their ideas. Elon Musk who sent people to Mars and Bill Gates and Steve Jobs who made computers an essential part of every home can be counted as some of the many life-changing examples.

There are several reasons why people want to become an entrepreneur. Some of these reasons include being able to change the world by working from anywhere with flexible hours, not having a boss, and pursuing your passion after resigning from an unsatisfied job. Because of the aforementioned reasons, many people regardless of their gender want to become an entrepreneur. Thus, the number of women entrepreneurs and their influence in several business fields have increased.





Mary Barra's achievements are great examples of showing what women entrepreneurs can achieve. Although the proportion of women entrepreneurs has increased significantly compared to the past, the capabilities of women are still not taken into consideration. Despite this is the case, the success of Mary Barra can be an inspiration to all women with the entrepreneurial spirit.

One of these inspiring women entrepreneurs is Mary Barra, who is an American businesswoman as being the chairman and CEO of General Motors Company. She is the first female CEO of a global auto-maker. She was elected as a member of the National Academy of Engineering in 2018 for leadership in automotive manufacturing, product engineering, and product development. Mary Barra was born in Royal Oak, Michigan, in 1961. Barra graduated from Kettering University in 1985, where she earned a bachelor's degree in electrical engineering. Barra was included in the Tau Beta Pi engineering honors community. Afterward, she attended the Stanford Graduate School of Business on a General Motors scholarship and received a Master's degree in Business Administration in 1990. After joining General Motors as a cooperative student in 1980, she rose to prominence in the business. When she took over as general manager of General Motors in 2014, she became the first female head of an automaker



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ELON MUSK - ZERO TO HERO ADVENTURE-

Elon Musk is known as an engineer, a designer, and an entrepreneur. Even though we can tell so easily who Elon Musk is by looking at his personality and achievements, his overcoming of life and the difficulties he had to follow his childhood dreams are much more complex than you think. In 2008 he had to borrow some money from his friend to cover his house rent. However, today, in 2021, he is known as the second richest person in the world. Thus, how did he achieve this glory?

The question to be asked is how can a person earn so much money in such a short time?

Elon Musk was born on June 28, 1971, in Pretoria, South Africa. No matter where he was born, he became the second richest person in the world. Her mother Maye Musk was a model and dietitian born in Canada, yet raised in South Africa. Errol Musk, his father, was a South African-born electromechanical engineer, pilot, sailor, consultant, real estate developer, and entrepreneur. His brother Kimbal Musk who is 1 year younger than him, is now known as the CEO of Passionflix. Further, he has a sister whose name is Tosca is 3 years younger than him. After his parents divorced in 1980, he began living with his father and continued his life in Pretoria.



During this time, Elon Musk learned to program and code software on his own. Even though he was 12 years old, he managed to sell his space-themed game called Blastar for \$ 500. After finishing eighth and ninth grades at Bryanston High School, he moved to Pretoria Boys High School and graduated from there. After graduation, he left his home in 1988 at the age of 17 to avoid enlistment. He

said, "I have no problem with doing military service, but serving in the South African army and trying to suppress black people didn't seem like a good way to spend time for me." Elon Musk's time was precious, and that's why he didn't even enlist. He wanted to continue his life in America. For this reason, in 1992, after studying at Queens University in Ontario for 2 years, he left Canada to study business,

and physics at the University of Pennsylvania. He then received a bachelor's degree in Economics from the University of Pennsylvania.

Currently, Elon Musk is the world's second-richest person. But as you can see from his biography, he is not the son of a royal family.



TESLA

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As a matter of fact, it is easier to find a job and become an entrepreneur in metropolitan cities, however, Elon Musk's life has not even started in a metropolitan city but in Africa. There was no teacher to teach him how to code, therefore he had to learn it by himself. Like once he said: "Perseverance is very important. Unless you are asked to quit by force, you should not give up on that thing." There will always be ups and downs in our lives. You don't know what will happen and when will happen. In addition, the decisions you make can change your life forever. What Elon Musk was trying to do was very risky. In fact, being an entrepreneur is always risky. Note that, if you are producing something that didn't exist before, you can have 2 possibilities; you will either be very successful, or you will fail and sink. For Elon Musk, failure was not an option. Even when he borrowed from his friend to pay the house rent, he did not give up yet put forward every required effort to achieve his goals.

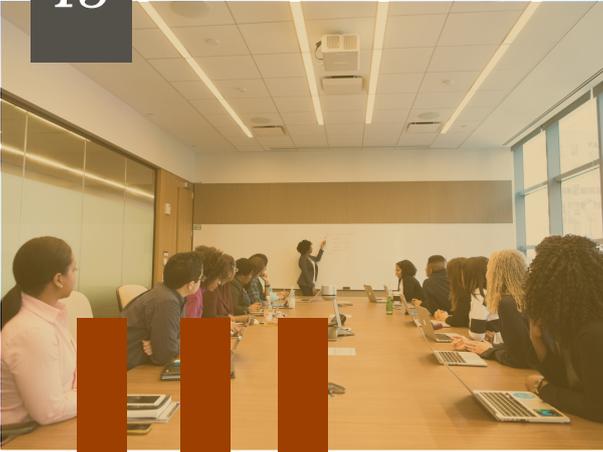
Elon Musk share similar characteristics like other entrepreneurs. However, several aspects set him apart from other entrepreneurs. Firstly, he never thinks he won't be able to achieve. Secondly, he reads as many as books he can. Thirdly, although Elon Musk often smiles on the cameras, you may have seen him on a few sites in which he transforms into a different person in the business environment, is always being serious and disciplined. In conclusion, the combination of these aspects led him to be who he is today, the founder of SpaceX and Tesla Motor.



HOW TO BE A GOOD ENTREPRENEUR?

An entrepreneur is a person who sets up a business or businesses, taking on financial risks in the hope of profit. To be a successful entrepreneur, wide range of skills are needed. In this article you will find the qualities of a good entrepreneur and how to train yourself to be a successful entrepreneur.

First of all, the leadership skill is one of the most required skills to be an entrepreneur. Before being the leaders of others, you need to be the leader of yourself. This may sound a little weird at the beginning but you will need to have a strong ability to control yourself before leading others. You need to be disciplined. When necessary, you should give up your pleasures and focus on work. Then, you need to be able to lead a group of people. You should be able to distribute tasks, check the completed work and give feedback to your team members. So, how can you improve your leadership skills and train to be leader? If you are a student, joining school clubs such as an entrepreneurship club is the best way to improve your leadership skills. You can also get involved with team sports such as basketball to learn how to be a part of a team.



Secondly, planning is another important point for being a successful entrepreneur. You need to have a very detailed plan before starting a project or a business. Every key point should be included in this plan. For example, the audience, the workers, the place, the time, expenses, incomes and many more things. You need to make sure that your plan and your goals are achievable and make sense. Having a detailed plan is not enough. As an entrepreneur, you also need to be in control of your plan. You need to make sure that your team is following the plan. Again, you can practice creating plans starting on your personal life. Have an agenda and plan your weeks, months so you will get used to create plans.

Sometimes, a plan might not be enough because there are always going to be some problems on the road of success. That's when your problem-solving skills are needed. Entrepreneurs should be able to quickly create plan B and plan C when a problem occurs. An entrepreneur always knows what to do in chaos and he/she has good problem-solving skills. Your practice for improving the problem-solving skills will be the life itself!

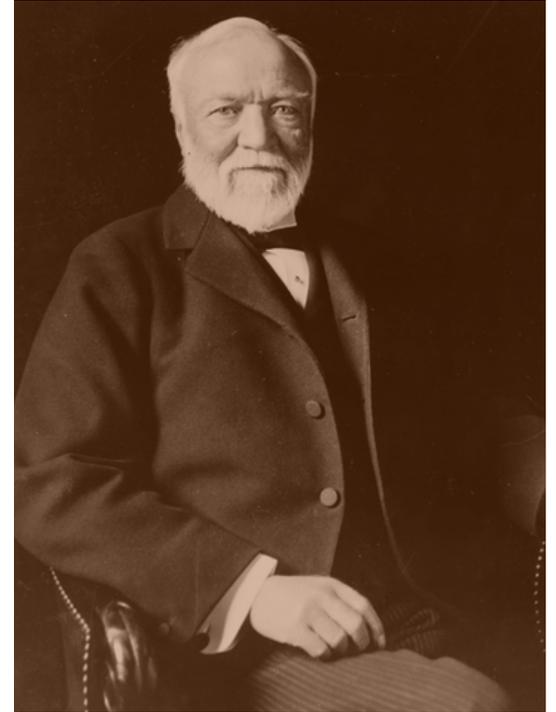
All in all, leadership, planning and problem solving are some of the skills needed to be a good entrepreneur. All of these skills can be practiced in the real life. If you train yourself as an entrepreneur and be able to take risks and take the correct steps, nothing can stop you!

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ANDREW CARNIGIE

He was born on October 25, 1835, in Scotland in a house with only one room. In 1836, his family moved to a larger house and he continued his at the Free School in Dunfermline. The country was in starvation when Carnegie was 12, so they had to move out from the country and they chose to live with Carnegie's uncle for a better life. In 1848 Andrew got his first job as a bobbin boy and he started to earn \$1.20 per week. At first, he was working in the same place as his father but then his father left the job and turned back to his old job. Carnegie continued this job but he told that there were very hard times while he was working in there. He started to increase his salary year by year. In 1849, he followed his uncle's recommendation and became a telegraph messenger boy. By this way, he had so many connections. 15 years later, under his organization, the telegraph service gave a very efficient service to Union and helped so much for victory.



Carnegie became famous with industrial products. At the beginning of 1870s, Carnegie co-founded his first steel company. He created a steel empire in the following years, making the most of money and making the inefficiencies as small as possible through ownership of factories, raw materials and transportation of basic equipment needed for a business or society to operate. Everything was good for him and his company but his reputation took so much damage by "Homestead Strike." While it was happening he was out of the city but the general manager of Carnegie Steel, Henry Clay Frick, locked the workers out of the company. Carnegie sent some help for Frick but there was a battle between the striking workers and the Pinkertons. Then, union leaders were arrested and Frick hired new men for the company.

He retired and devoted himself to philanthropy after selling his steel company. He wrote an article about how he wanted to spend his Money. He said that "The man who dies thus rich dies disgraced." So, he wanted to increase the happiness and welfare of people.

His mother, who had affected Carnegie's whole life, lived with him until her death. The next year, Carnegie got married to Louise Whitfield and they had one child. They lived in a Manhattan mansion and spent their summers in Scotland. He died on August 11, 1919, at age 83 in Massachusetts.

Besides these, I want to talk about how Andrew became successful in his job, his formula for reaching achievement and the mistakes he made. Firstly, he never gave up. In 1848, Andrew Carnegie got his first job as a bobber in a cotton mill. Here he worked 12 hours a day, six days a week, earning a starting wage of \$1.20 a week.

Then he started to his second job as a telegraph messenger. While working as a telegraph courier at the Pittsburgh office of the Ohio Telegraph Company, he was proved to be a hard worker and was promoted to be an operator within a year. The important thing about Andrew here is that he never gave up hope when his salary was very low. He worked hard and changed his position in the workplace which resulted in an increase in his salary.



While working for the Ohio Telegraph Company, 14-year-old Andrew Carnegie came to the attention of Pennsylvania Railroad Company chief Thomas Scott. Carnegie rose quickly through the company's ranks, eventually taking his place as chief of Scott's Pittsburgh division. Seeing Carnegie's accomplishments, Scott decided to help Carnegie launch his investment career. When Scott informed him of the impending sale of 10 shares in Adams Express Company, Carnegie took no time to think about what to do next. Risking everything her mother Margaret has, he mortgaged their house to get the \$500 needed to buy the shares. Thanks to his hard working personality, risk-taking spirit, and success in investments, Carnegie went from earning \$1.20 a week to \$50,000 a year.

Carnegie used the money from his investments to start the Carnegie Steel Company in 1892. Thanks to his revolutionary production methods and having everything he needed at every step of the production process, Carnegie was able to dominate the industry. About ten years later, in 1901, he sold Carnegie Steel to banker John Pierpont Morgan for \$480 million

Andrew Carnegie succeeded by establishing the Bessemer steel plant. He saw the need to produce more durable railroads and then realized how effective and successful steel would if it could replaced iron rails. To do this, Carnegie realized it was necessary to build a steel mill and placed it strategically close to rail lines, the Monongahela River, and a highway. With its ideal location and fast steel production rate, it was no surprise that Carnegie was successful. Like any businessman, he sought ways to maximize his profits, which led to the creation of "vertical integration." He was determined to run the steel business with just one-way: his way.

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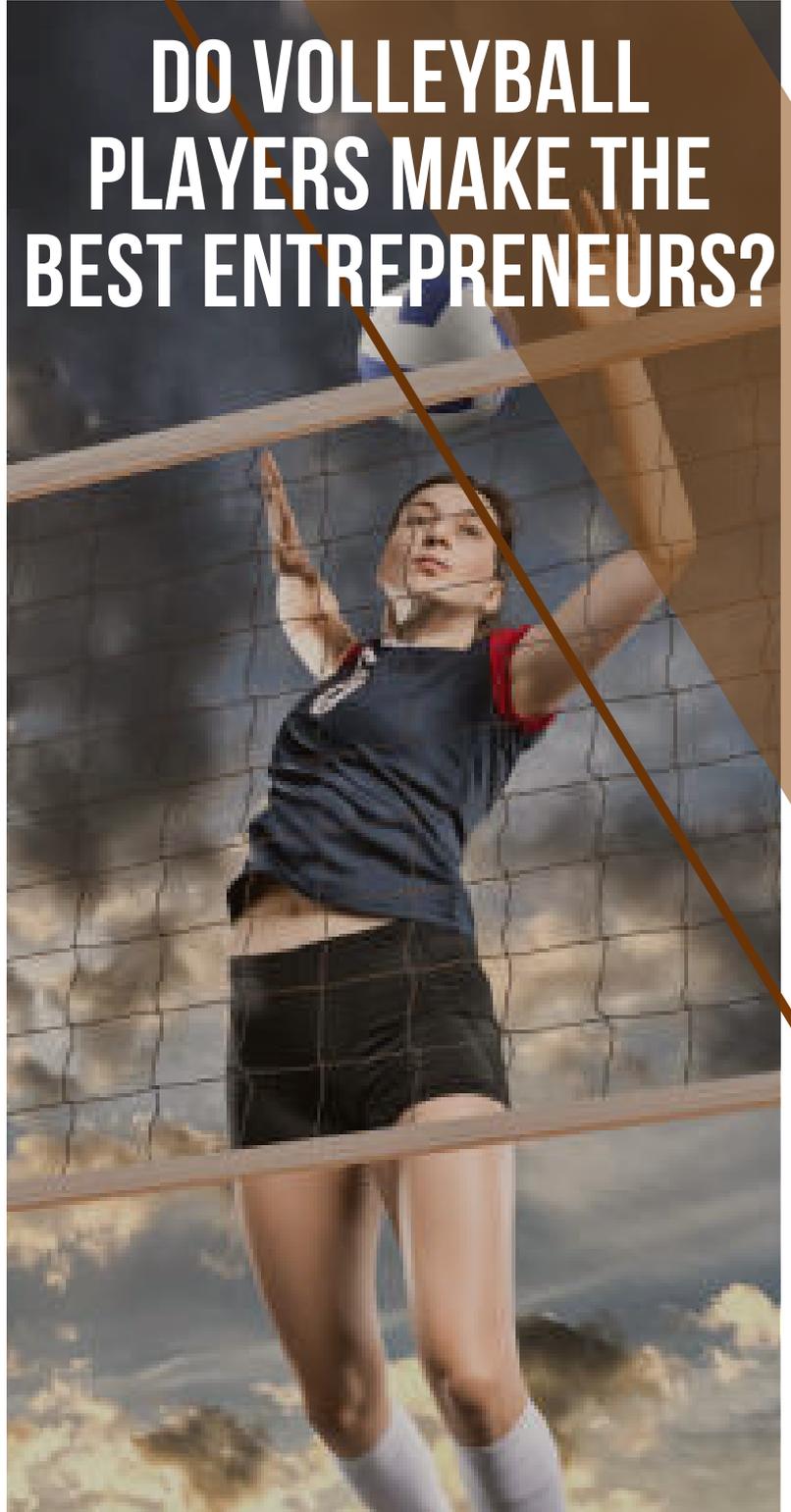
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Just like any other job, entrepreneurship requires a particular set of skills that can be gained from various sources. My thesis is; the team sports which a child contributes to and the skills he/she gains from these experiences accumulate and result in a strong, agile personality. Speaking from experience, there are three topics that team sports prepare you for in a future entrepreneurial career; authority figures, teamwork, and sudden decision making.

Being in a sports team develops a person's perception of authority in two ways: being the authority or listening to the authority. In volleyball, even if you are not the team captain, you get to make game-changing decisions about your position. If you are a defensive player, your job is to arrange your teammates in such a way that is impossible to breach. If you are an assister, you will be in charge of the attacks and breaching the opponent's defense. No matter what position you play in, you will always be in charge of something. Being the boss will change how you communicate with others. For instance, you will have to start analyzing the emotional state your teammates are in; which will drastically affect your communication skills in the long run.

DO VOLLEYBALL PLAYERS MAKE THE BEST ENTREPRENEURS?



The second lesson we can learn about authority figures is that there will always be one above you. The people above you are not always going to be supporting, constructive or understanding. You will have to pick these traits out and listen to them accordingly.

In volleyball, when your coach yells at you for something and there is not enough time to answer, you will have to grasp what the constructive part of his/her speech means, and then focus on your game before it gets demotivational for you and your team.

The teamwork clause is quite clear, just like the process of doing any group project; playing volleyball strengthens your communication skill and emotional intelligence. Not just the match part, but the absolute fear you see in your friends' eyes in the locker room before an important game changes you both as a player and a friend.

You start to understand the balance between comfort and stress, and how these states affect a person's performance.



When the required skill is quick decision making, an entrepreneur is the first person that comes to mind. You could be in finance, engineering or you could even be presenting your ideas via a presentation to your high school friends in a club called TED Imagineers. It doesn't matter who you are or which position you are in, you will be forced to eliminate the options and decide on one expressive action, and it will not be easy. The momentary decision-making in team sports is the most important trait of them all. Let's say you are an assister, you have your best attacker behind you. In this case, the rational thing to do would be thinking ahead of the opponent and handing the ball to someone else, predicting that they will be focusing on the best player, you would be leaving your other teammate without a block and a window to score.

Entrepreneurship is hard, really hard. It requires a lifelong accumulation of skill, traits, and features. Because of the aforementioned reasons, team sports (notedly volleyball) have a huge role in your development as a person and an entrepreneur.



Behind The Scenes: Culinary Entrepreneurs

Every day thousands of people dine out at different types of restaurants, pubs, and bars. Grabbing a couple of drinks with friends, stopping by for a bite and fine-dining takes the majority of our lifetime. We tend to spend most of our time outdoors, and this time is based on restaurants and cafes. Well, even though there are big food chains, the market is competitive and a culinary entrepreneur must be open to all the challenges to stay at the game

A culinary entrepreneur is defined as “someone who starts their own business in the food or culinary industry.” It could be someone who creates a food kit, owns a food truck, owns a food chain, or a bakery owner. Basically, anyone who does business with food could be classified as a culinary entrepreneur. In order to become a culinary entrepreneur, there are lots of skills you need to have other than baking and cooking. These skills include, but are not limited to financial reporting and budgeting, business planning, public speaking, management and leadership, culinary knowledge, creative problem-solving, and team building.



Since it's culinary, you need to follow every new food trend, diet type, country food, etc. For example, suppose you own a standard restaurant you must involve all the keto, vegan, vegetarian, gluten-free, dairy-free, nut-free alternatives in your menu.

The worst thing a food entrepreneur could do is to expect success to come as they blink. A majority of people who struggle with jobs end up in the food industry. If you study the major and graduate, it will take years for you to start your own business since the first step of this industry is to start from the deep end and learning every single thing you can.





Gastronomy and all types of culinary arts are magical and it is a safe space. There is no such thing as going bankrupt if you believe in yourself and work hard. Every day, something new happens in someone's kitchen, a new recipe or new combinations of food emerge. Food is proven to be the basis of most memories. So be a part of someone's memories, someone's smile. Get in the kitchen and create something new. Create a place that people can dine, a new recipe to remember someone by, there are literally no rules or boundaries. Don't forget, you only fail when you accept failure.

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THE SUCCESS STORY OF MICHAEL DELL

Entrepreneur and business persona Michael Dell (born February 23, 1965) founded and built the world's one of the largest computer companies, Dell Inc. Michael Dell became one of the richest men in the world.

In my research about Michael Dell, I have questions like: "How did he grow up?, What kind of education did he have?, How did he become a successful entrepreneur?..." because it is not possible to identify skills and mindsets of Michael Dell which enabled him to become successful without looking at a holistic and detailed perspective. So in this research, I briefly mentioned on Michael Dell's early age life, education and entrepreneurship trials.

Michael Dell grew up in an upper middle-class family with his brother. The Dell family atmosphere was warm and close. Dell was lucky because his father was a blockbuster and her mother was a money manager. They helped Michael while he was establishing his company.

Dell showed early signs of being curious about technological devices when he broke his calculator and computer into pieces to examine how they worked. His idea of developing a computer showed up at that time. He was also a very successful and an ambitious student. At the age of 12, he started his very first business: He created his stamp auction and earned \$2000. This was his first business attempt. Also when he was 16 years old, he got a summer job selling newspaper subscriptions to The Houston Post and learnt some precious selling strategies. At that time, he made cold calls and learned that the newlywed couples or new comers in the area were easy-to-convert prospects. In a year, Dell managed to earn \$18,000.

He was a very successful student in Memorial High School. Thus, he was accepted to "University of Texas". When he was a student in college (in 1984), he began his computer company "PCs Limited" with his pocket money of \$1000. Also, his family financed him \$300,000 so Dell started assembling computers and selling with a year free service warranty. His dedication to service got him thousands of satisfied customers.



The next, Dell took a big decision; he quit his studies from the university to devote whole time in business and started selling PCs. After that, company was renamed as Dell Computer Corporation and moved in North Austin. In 1992, Fortune Magazine claimed Dell Computer Corporation among top 500 companies and with that he became the youngest CEO at the age of 27. Then Dell began selling computers online and launched a server and the growth doubled within the next years and became world's largest PC manufacturer.

However, in 2004, his position of CEO was taken over by his partner Kevin B. Rollins but 3 years later again he became the president and the CEO of the company.

Dell was always determined, creative and he was never afraid of taking risks and failing and also he worked hard. These were Dell's most important characteristics which helped him to be a successful entrepreneur. In one of his speeches he told that "There are a lot of things that go into creating success. I don't like to do just the things I like to do. I like to do things that cause the company to succeed. I don't spend a lot of time doing my favorite activities."

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OPERATING AND SWOT ANALYSIS



Operating is a very important part of any business. It is necessary for every business to launch. Each entrepreneur should have an opinion about operating. Operating is all about starting with small pieces, but also having a big vision. It means that we should keep up with the pace of our century to adapt new business workplaces. You should always remember that you can become accomplished if you believe in yourself but you need to overcome initial problems. You will need a good idea combined with a good business plan, an entrepreneurial spirit, business intelligence and determination to deal with disruptions. You will need these skills to overcome your problems but also to a proper space for your business.

Many of the places surrounded by businesses are crowded. As a result, the potential number of businesses that can become your competitor increases. If sales decrease, the profits will also be lower. In the same token, for these sellers competition lowers profitability. Therefore, a term known as market gaps comes into the play. Market gap is the opportunity to make and sell something that is not available yet. On the other hand, costumers must have positive views about emerging products. We can also get the all information about how competition works and how you can operate a business from SWOT analysis. A SWOT Analysis is a technique used to determine and define your strengths, weaknesses, opportunities and threats.

Strengths are the things your company is good at. They are the qualities that separates you from your competitors. For instance, internal resources such as skilled and knowledgeable staff and tangible assets such as intellectual property, capital, technologies are examples of your strengths. There could be other factors which are intangible such as your company's brand attributes, or something more easily defined such as the unique selling proposition of a particular product. It could also be your employees, your human resources and strong leadership skills.

Once you figured out your strengths you need to figure out your weaknesses to keep the balance in between. You should be able to know what your company lacks in the marketplace and things your competitors do better than you. In short, this element of a SWOT Analysis covers everything you could do to improve sales, grow as company, or advance your organization's mission.



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Next up is opportunities. They are the chances for something positive to happen. There are some clues for you to use your opportunities in the best way: Underserved markets for specific products, a few competitors in your area, emerging needs for your product, media coverage of your company. In short, this element of a SWOT analyses covers everything you could do to improve your sales and advance your organization's mission. The final element of a SWOT analysis is threats: everything that poses a risk to either your company itself or its likelihood to success or grow. There are some triggers you should know about threats: emerging competitors, changing regulatory environment, negative press coverage, changing customer attitudes toward your company. These could include things like emerging competitors, changes in regulatory law, financial risks and everything that could potentially jeopardize the future of your company.

To sum it up, SWOT Analysis is an effective and useful way to run a business. It has been proved that SWOT Analysis helps people with operating in the best way. Moreover, most of the successful entrepreneurs have gotten help from SWOT Analysis at least once in their lifetime.

A BRIEF SUCCESS STORY: MELANIE PERKINS



In our daily lives, we all need some practical methods; sometimes when making brewed coffee, sometimes when cleaning the house. However, in a student's life nowadays; nearly the most important issue is to prepare nice-looking and remarkable presentations, graphics, lists, etc. in order to get high grades from their homework or to win a contest with their projects. For this reason, numerous students from all over the world get help from the website called "Canva".

Canva is a graphic design platform which allows its users to create presentations, social media graphs, posters, and other visual content using simple tools; which helps people all over the world to design and create documents online conveniently. In the first paragraph it was mentioned that people seek practical and simple methods, thus how is Canva related to this issue? The answer is that Canva was founded due to the adversities in graphic design, so it is one of the materials which facilitate our lives by offering easy ways to create visual content. Therefore, we, as students in TED magineers club, have used Canva to prepare presentations about our entrepreneurial projects for three months.

Canva's success story was written by a women entrepreneur: Melanie Perkins. Melanie Perkins is the CEO and a co-founder of Canva. She was born in Perth, Australia. By the time she was fourteen, she had started to sell her handmade scarves at stores. After high school, she began studying at the University of Western Australia. While being a student at university, she was also a private educator for students who were learning graphic design. When she was with these students, she realized that the students were having some difficulties in learning and understanding design programs. Even explaining the basic features of the software was too complex. She decided on starting a business to facilitate designing programs by creating an easier one. At this point; she dropped out of university at the age of 19 to start her first business, Fusion Books, with Cliff Obrecht.



Fusion Books was a program that enabled students to design their yearbooks by adding photos, pictures, illustrations. Her main goal was to develop a software which facilitated the whole designing process. However, because of the rivalry with large companies, this would not be a logical attempt, she thought. Five years later, in 2012, Perkins founded Canva with Obrecht and Cameron Adams. Currently, Canva has a worth of nearly 6 billion dollars and has had approximately 30 million active users by the year 2019.

When we take a look at Perkins's characteristics, we can conclude that she has the skills and mindset belonging to an entrepreneur. However, the most meaningful and influential point is; she has thought of an idea which is now really helpful for students, teachers, and even for businessmen/businesswomen. When we think of our needs in our lives, we see that the idea of helping other people can be immensely valuable. And this was exactly what Melanie Perkins did.

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PRINCIPLES OF ENTREPRENEURSHIP



To make a general definition, entrepreneurship is known as the activity of setting up a business and hoping to make worthy profit out of the business. Just like the other vital activities, entrepreneurship has some principles that everyone who is interested in this particular field, should follow strictly. As principles are the most crucial key, address the journey of becoming an entrepreneur. Some people may argue that accomplishment can be achieved without principles and that principles don't have any effect on the employees, employers and the business itself, on the other hand there are solid examples indicating the importance of having principles in a workplace. From beginning to end, this essay could be used to highlight the importance of principles of entrepreneurship and what they actually stand for.

“Look for a way to make life easy for others”

Over the years, some successful entrepreneurs had implied that what bring success to their business is passion, not something else. In addition to this, every business is bounded to an issue, a problem. As a result, the team works harder to solve problem which leads workers to try harder and bond with the work they are occupied with. Considering all the facts mentioned above, it could be said that one must be a passionate solution provider in order to bring success to the table.

“Good teamwork builds speed”

If a team has energy and dedication, they will be successful in their business. They will exchange information, help each other out and most importantly work in harmony as they will be listening to each other's ideas and be open minded. As a result, having the corresponding mindset and dedication will provide them with a healthier environment to produce for their business.



“Capital isn’t scarce, vision is”

When starting a business, source of income becomes as vital as a good plan and of course, principles. Walking on a planned path should be a must-have for a business. However, entrepreneurs should worry that much, capital could be found anywhere if the one looks closer enough. To give an illustration for that there are foundations and governments that created loans for entrepreneurs.

“Always treat your customers as special guests”

The much, the merrier. This statement also applies to business as more costumers mean that the money you will get increase. Customers should be greeted with kindness. Also, in order to get more costumers the business should give importance to the customer feedback. Because the journey of a business is noteworthy, principles of entrepreneurship take an important part of all the process. In conclusion, one should learn and apply the principles in order to get worthy results in their business.

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Red Bull's Marketing Strategy

When you hear the words 'energy drink', most probably, the first brand that you will think of is Red Bull. Red Bull has the highest market share of any energy drink in the world, with a revenue of approximately 6 billion euros in the year 2016. In 2019, they sold 7.5 billion cans of Red Bull, which is almost equal to the entire population of the world. How did they get to this point by only selling energy drinks? What was their marketing strategy and what did they do different from the other brands?



Red Bull was founded by the Austrian entrepreneur Dietrich Mateschitz and a Thai businessman Chaleo Yoovidhya in 1984. The idea of creating an energy drink first came out after Mateschitz took a plane to Thailand and was jet lagged after he arrived. To ease his jet lag, Mateschitz drank an energy drink called Krating Daeng. After this, him and Yoovidhya got inspired by this and created their own energy drink and introduced it to the market in 1987. Since there were no other energy drinks in Europe, there was no market for them to sell their product. Therefore, they created their own market by simply approaching their target audience by themselves. Their target audience was people around the ages 18-35, both male and female, so they went to college parties, coffee shops and bars and brought free samples of their drink. By doing this, they slowly grew their brand and reached out to more people. When you look at their marketing strategy today, they still use the same method: be at the same place with your audience.



While you are in a concert, festival, party or a public sports event, it is very likely that you have seen a Red Bull logo or a stand. They do a very great job reaching out to their target audience by selling energy drinks, where people need/want energy. Moreover, they do not only sponsor these kinds of events, they host them. Up to this day, they hosted countless events of skydiving, snowboarding, motocross, cycling and climbing. When you click on Red Bull's official website, the sections 'Events' and 'Athletes' come before the section of 'Products'. This is the point which makes Red Bull different from the other energy drink brands and makes them the greatest brand of energy drinks, without actually advertising energy drinks. Red Bull never pushes their audience to buy their product, they associate their brand with extremity, thrill, and adventure. Their famous line 'Red Bull gives you wings!' implies concepts like freedom and independence. They never advertise their product, they advertise their brand. Hence, when people are buying a Red Bull, they are not buying an energy drink, they are buying a lifestyle.

The best example of Red Bull's extremity is the Red Bull Stratos Event, in which an Austrian skydiver, Felix Baumgartner, made a free fall from 39 kilometers into the stratosphere over United States on 14 October 2012. He broke the record for the highest altitude free jump and broke the sound barrier with a speed of 1,357.64 km/h while 52 million of people were watching it live from many platforms. This event embodied their slogan 'Red Bull gives you wings!' in the most impactful way possible.

Concisely, Red Bull made an excellent job in reaching out to their target audience and creating an idea of their brand. They never pushed people to buy their product or made unnecessary advertisements of their energy drink, instead they created a whole new concept of extremity and thrill which hooked people to their brand. When people associated adrenaline and excitement with their brand, they bought countless cans of Red Bull automatically. Their untraditional marketing strategies made them rise against many other cold drink products and made them the biggest energy drink brand in the world.

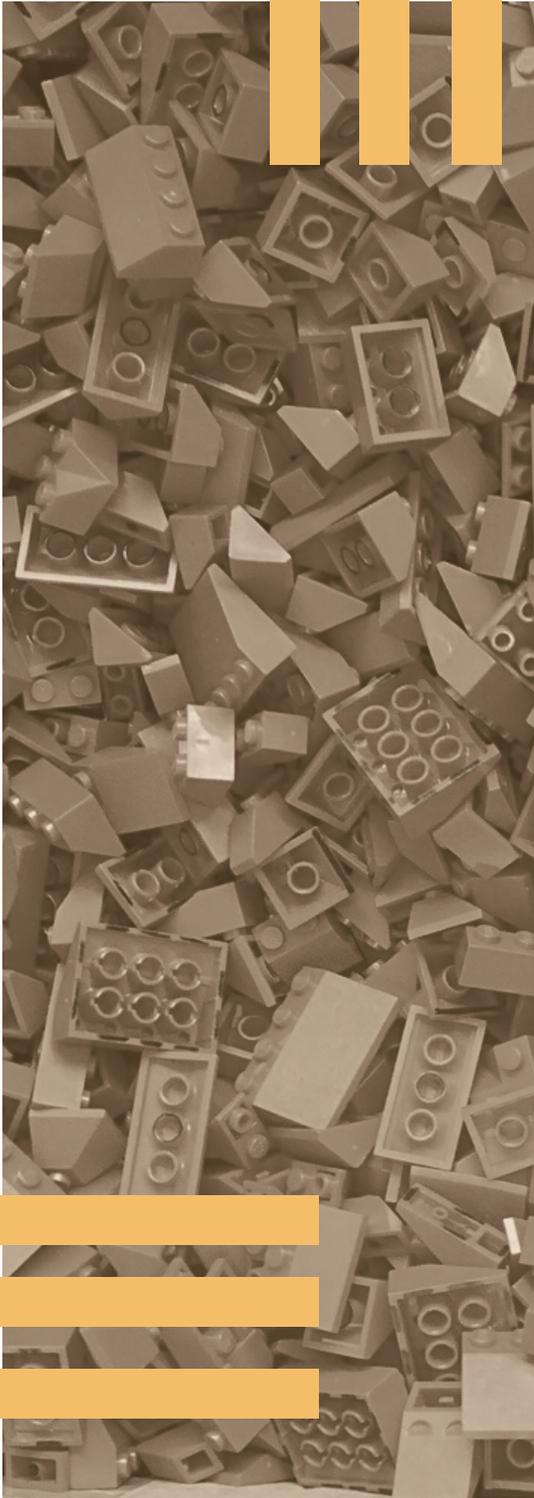
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OLE KIRK CHRISTIANSEN

Ole Kirk Christiansen (April 07, 1891 – March 11, 1958) is the founder of the most famous toy company “LEGO”. Ole Kirk's first products were made of wood. He first got money from selling ladders and ironing boards whose request had fallen sharply during the global financial crisis. Ole Kirk had to find a new way to save his business. And he found it in the production of wooden toys because the request for them continued to be unabated even during the hard economic times. Ole Kirk's assistant was his son -Godtfred Kirk Christiansen- who started working with his father at the age of 12. Having launched a toy production, Christiansen started looking for the name of his company. He instructed all employees of the factory to suggest a future company's name. There were many ideas, but in the end, he chose the name that came up with himself -Lego- which is derived from Danish leg and got, which together means “play well.” A few years later, Ole Kirk learned that the phrase Lego means “I put together” in Latin. Obviously, awareness of this fact had a serious impact on the future history of the company. When they just started, only 7 employees were working at LEGO; they were all very creative at creating new things and cared about the quality of products. Ole Kirk Christiansen had a personal motto: “Der bedste er ikke for godt” or “Only the best is worthy” which his son Godtfred Kirk Christiansen wrote on a sign and nailed on the wall above the employees' jobs places.



The time when Lego started to produce plastic pieces was risky. They were good at wooden toys and if they can't do a good job at plastic pieces they could have went bankrupt. This was time when Ole took the biggest risk. They started to produce plastic toys and by time, they became good at it. Today, they have their own big plastic piece producers in their factories. They make millions of pieces in one they. They also start to pack and number their all pieces. If Ole didn't take this big risk, they won't be able to get bigger and become popular. These days, they have different pieces for all age groups. Like Little babies play with sets which include big sized pieces but teenagers and young adults play with sets which contain small parts and technical pieces.

The first reason why LEGO Company got this big was Ole's passion for making toys and sticking to that passion for many years. The second reason wasn't giving up as he always tried to make better things although he lost his all products. Also, his advanced skills in making wooden toys made him popular at that time in Denmark. His son is also taking big steps to improve the company. The biggest step is making sets for all gender, age, style. In the first times of their company, they only had several sets but today they have over 100 kinds of sets. The most popular sets are "Star Wars" sets. They make too many sets for every episode for Star Wars and even for their TV series. Today, Lego doesn't only produce sets: they produce books for movies, pencil cases and backpacks for children.

Lego is always open to new ideas. People want more set ideas when LEGO is in production but LEGO doesn't always have brilliant designs. As a result, day by day, their revenue decreases which makes them to lose a lot of money. After a while, people voted for the best idea and send it to LEGO. One of the most liked ideas was a high skyscraper. Today, the person who made the skyscraper is the founder of the sets called "LEGO Creator". This idea rescued the company from bankruptcy and made a good long-term profit.

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WHO IS BILL GATES?



William Henry Gates III, who was born in United Nations, October 28, 1955, is an American business entrepreneur, software developer, investor, author, and philanthropist. Gates was born and raised in Seattle, Washington. Gates was a genius in most subjects when he enrolled at Seattle's exclusive preparatory Lakeside School. He had no trouble with English, Science, or Math. Later on, Gates became fascinated with computers and what they could do, owing to a Seattle tech company that provided students with computer time. He was working on a project at the time that required him to write a program in a simple programming language. A user would be able to play against the computer as a result of this programming. He graduated from Lakeside in 1973 with a fantastic 1590 out of 1600 grades.

When he was 13 years old, he wrote his first software program. In high school, he was part of a group of programmers that computerized his school's payment system and launched Traf-O-Data, a firm that marketed traffic-counting equipment to municipalities. In 1975, while still a sophomore at Harvard, Gates collaborated with his hometown friend Paul G. Allen to create software for the first microcomputers. They started by porting BASIC, a popular programming language for big computers, to microcomputers. With the success of this project, Gates left Harvard during his junior year and co-founded Microsoft with Allen. When Microsoft leased an operating system called MS-DOS to International Business Machines Corporation for use on its first microcomputer, the IBM PC, Gates' clout over the newborn microcomputer industry grew significantly (personal computer).

Bill Gates skills:

He is the antipode of what one would expect from a leader. He dropped out of school, followed a dream, and took risks based on his own knowledge and creativity rather than what others had taught him. Those risks paid off for Gates. He often switches spots as the world's richest person in the world with Jeff Bezos.

His leadership style fits the characteristics of a transformational leader. That is because he pursued a strong vision, was passionate about the work he was doing, and that emotion served to energize those who would begin to follow him.

Gates focuses on the one thing he knows best, software, and then improves it to the highest level possible. He worked hard to lead his industry, identifying and committing to the skills he considered to be his best. This commitment can still be seen in the work he does for his charitable foundation. Rather than remaining in his comfort zone, Gates pushed himself and his team to embrace innovation. Individual experiences generate fresh ways to discuss concepts, so his leadership style empowers people. Many people followed Gates because they believed he could help them become better leaders as well.

1) AT THE AGE OF 31, HE WAS DESCRIBED AS THE WORLD'S YOUNGEST SELF-MADE BILLIONAIRE.

Bill Gates was listed among the 400 wealthiest people in America in 1987 as an issue of Forbes magazine. He was the world's youngest self-made billionaire to be honored by the publication, with a net worth of \$1.25 billion. He was 31 years old at the time. In 2008, at the age of 23, Facebook founder Mark Zuckerberg was awarded the title.

2) HE HAD AN INFLUENCE ON HOW THE WORLD WORKS

More than a billion PCs are in use today, more than four decades after he dreams of "a PC on every desk." The Microsoft platform has attracted a large developer community, which has contributed 16 million programs to Windows. Windows, Microsoft Office, Azure cloud services, Skype, and other Microsoft-based IT infrastructure are used by the majority of global businesses. Many governments around the world prefer Microsoft software, and they also play an important role in educational institutions around the world.

3) HE ESTABLISHED MICROSOFT, THE MOST SUCCESSFUL COMPUTER SOFTWARE COMPANY

In January 1977, while studying at Harvard, Bill Gates and his friend Paul Allen read a cover story in Popular Electronics. The story concerned a \$350 Altair 8800 microcomputer developed by MITS, a company that takes place in New Mexico. Bill Gates later recalled that they realized at the time that computer prices would start falling to the point where selling software for them would be profitable. Gates dropped out of Harvard to pursue a career in the computer software industry. He soon co-founded Micro-soft (later called Microsoft) with Paul Allen, and the two created the world's most profitable software company in over a decade and a half.

4) LAUNCHING WINDOWS 95

When you think of Bill Gates' career, it's easy to concentrate on Microsoft's most popular product, Windows. Windows models can now be used on almost 90% of the world's computers. Company servers, cell phones, cash machines, retail displays, set-top boxes, and consoles are all controlled by it. Windows 95 was, without a doubt, a game-changer. The original Windows 1.0 operating system was essentially a graphical version of MS-DOS, designed to compete with Apple's 'Lisa' GUI. Windows 95, on the other hand, was created to replace MS-DOS and included advanced features including multitasking and Plug and Play.



Bill Gates is now one of the world's wealthiest men, a man to whom every tech enthusiast owes their thanks. However, not everyone is aware that the billionaire wasn't always as successful as he is now. In reality, before reaching the top, Bill Gates had to overcome failure. Luckily, he was still determined to pursue his dream and succeeded. We can learn from Bill's story that sometimes letting go of things to fulfill our greatest dreams is the best decision we've ever made. When you consider Microsoft's success and the money he made from it, you can see why Gates dropped out of college.

Bill Gates is a true inspiration; he followed his dream, which was inspired by a simple interest in computers and how they function. He wasn't a failure because he dropped out of Harvard University; he pursued his passion and became a billionaire. So, in life, you should not give up easily. If you have a dream that you can't stop thinking about but are afraid of failing. Pursue it, and remember what Bill Gates taught you: failure isn't the end.



"Don't compare yourself with anyone in this world ... if you do so, you are insulting yourself."

We have our own special abilities and ways of contributing to the common good. When you compare yourself to someone else, you're making assumptions based on your standards and expectations of the person you're comparing yourself to. People often want to show their best selves, so you may be discouraged if their lives seem to be more put together than yours. This prevents you from understanding yourself and finding your own strengths, as well as from taking chances that others may not be willing or capable of taking.

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SOME OF THE PROBLEMS OF BUSINESSES -ESPECIALLY THE NEW ONES-

In this technological era, every second new businesses are being started all around the world. However, since tons of problems appear with time, starting a business is not as easy as you think. Some of these problems include: Uncertainty about the future, financial management, monitoring performance, technology, customer service, and embracing changes.

First issue, which is related with the issues of adapting new technological developments, customer and market trends, is uncertainty about the future. For instance, let's think about a new fashion company in USA that sells clothes for public. This company manufactures its clothes in China and get them shipped from there. However, shipping takes more than 3-4 weeks, thereat new trends may appear and displace the ordered ones. Thus, when ordered clothes are received, due to misprediction of future trends, this new company might not sell its clothes as assumed and go bankrupt in long run. This example is generally prevailing for new businesses which have unexperienced managers. Uncertainty about future is mostly depend on customer service side of the businesses. It is known that if a company wants to become successful, it should appeal the needs of society. However, since trends and demands are changing jointly almost in every second, determining and providing for society's needs is getting difficult. Therefore, this ends up being of the biggest problem of businesses, especially the new ones.

In the 21st century, technology is developing at the speed of light. This is one of the good news for customers since their lives are becoming easier and easier with the development of technology. However, rapid development is not as beneficial as for companies and businesses, especially the new ones. In order to lower the risk of these kinds of problems, companies should be innovative. Further, they should adapt to changes by being aware of the news. They should embrace necessary changes. However, some businesses don't have the power and capability to follow these obligations since they have less experience in overcoming other problems. Therefore, if this problem is not solved, the business can be destroyed completely.

On the other hand, financial management which includes managing cash flow, profit margins, and reducing costs, is another critical need of all businesses. Being related to money, the financial side of a business controls nearly every action in our lives. Therefore, without solutions to this issue, new businesses are doomed to be destroyed. Contrarily, with an advanced financial management capability, company owners can detect, control, and respond to issues as quickly as possible regarding financial decisions, by not letting these problems get complicated. Unfortunately, some of the new businesses which have less experienced finance assistants, can't avoid these problems from becoming intractable. All in all, lack of financial management skills will slow down the development process of every business.

Besides the new businesses, in every type of business, these problems can be encountered. There are many other issues to point out regarding businesses. In general, the most common reason is not having experienced managers who can cope with difficulties and bring efficient solutions. Thus, employers must bear these problems in mind while hiring an employee and act accordingly.

***The rich
invest in
time,
the poor
invest in
money***

BUSINESS

News
Long ha
for Tesc
Company
halts sales
spiral but
profits fall

Commodities
Gold
AU 100
\$1146.06
(£748)
-0.94 (-0.08pc)

Currencies
£
Rate
1.5311
Change
-1.03c

FXD: JPY	FXD: AUD	FXD: NZD	FXD: HKD
100.00	74.00	70.00	7.80
100.00	74.00	70.00	7.80
100.00	74.00	70.00	7.80

Business Week
Analysis

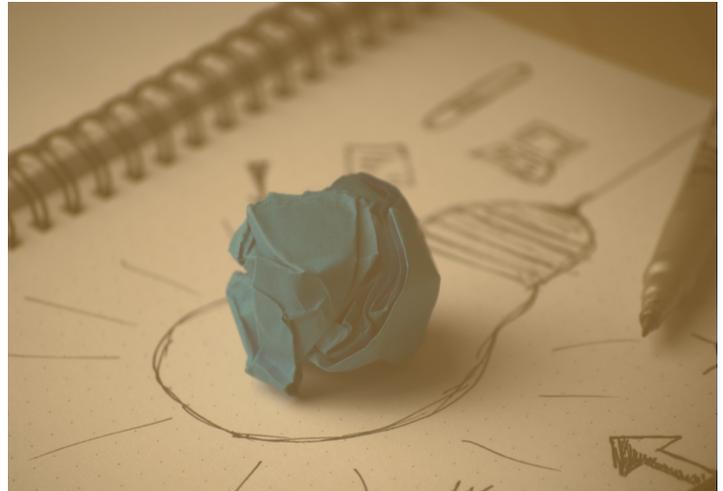
THE DIMENSIONS OF INNOVATION

Innovation is among the most important factors for firms and countries today. Countries and firms which innovate increase their welfare and competitive advantage.

An innovation is the implementation of a new or improved product, service, process, a new marketing format or a new organizational practise. Innovation requires creativity for people to design advanced products, products that are ahead of their time.

Accordingly, there are different dimensions of innovation. A product innovation is introduction of a good or service which is new or improved with respect to its characteristics or intended uses. For example, the American company, 3M, is known to be a very innovative company with its products like post-its or Scotch Brite.

Yemeksepeti, from Turkey provides us with service innovation by linking restaurants and customers. We see many service innovations in the retail and finance sector as well such as smart cards along with internet banking.



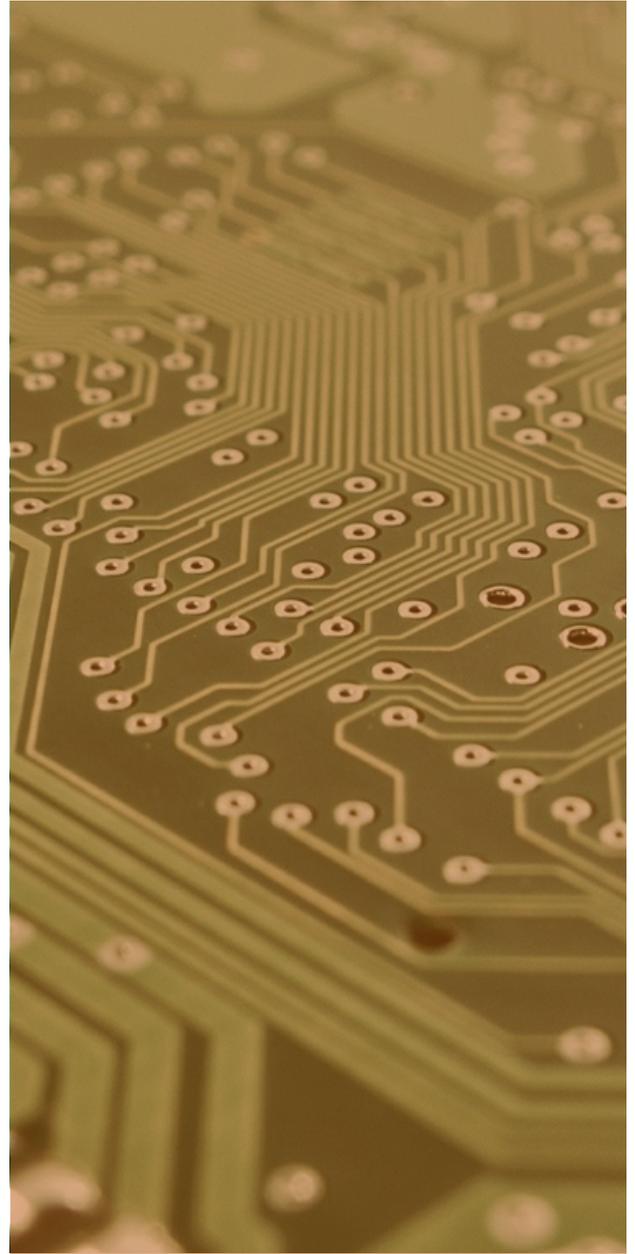
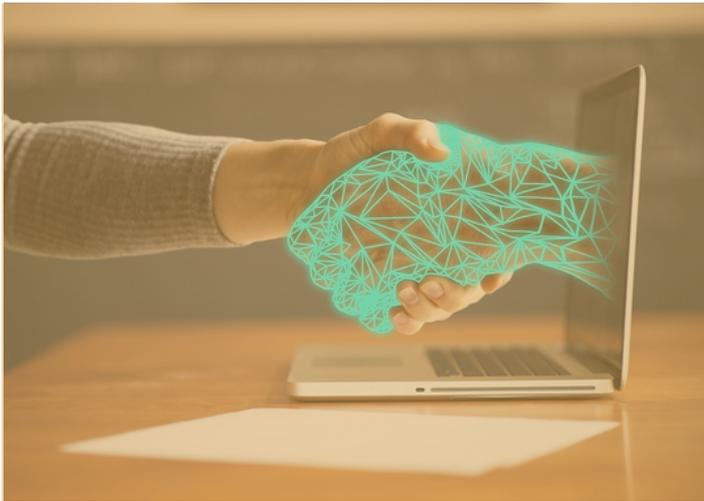
Companies can also come up with process innovations where they employ new elements in their production or operations. For instance, Jeff Bezos, who is the founder of the famous company Amazon, uses many process innovations to send customer orders to warehouses. Additionally, customers are attracted to marketing innovations that belong to product design, packaging and product promotion. An adequate example is the introduction of sales rooms for furniture which allows customers to view products in fully decorated rooms.



Lastly, we can also see organizational innovations applied by several companies. For example, a company in Norway have many employees who travel by train for nearly 1 hour to go to work everyday. Therefore, the company decided to rent some wagons of the train and designed them as offices. As a result, employees started working immediately when they get into the train. This saved the employees at least 2 hours a day.

HOW DO SOME COMPANIES INNOVATE?

Firstly, it is the leadership that matters the most. Steve Jobs from Apple, Larry Page from Google, Elon Musk from SpaceX, Bill Gates from Microsoft are some of the most well-known and visionary leaders of innovative companies. Moreover, the most common characteristics of these leaders is that they value creativity and support their employees for their distinct ideas. They build organizational cultures which encourage innovation. To give a more concrete example, Google and many other companies have a “thinker time” where employees spend 1 work day for brainstorming. These companies also have enjoyable workplace with bicycle rides, swimming pools, sport facilities and so on...



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For those companies who want to be innovative, they should be open to imagination and creativity in the first place. And then expect their employees to come up with different dimensions of innovation. As stated by Albert Einstein “Imagination is more important than knowledge.”



George Lucas

While he was in university he made several short films. One of these films was "Electronic Labyrinths THX 1138 4EB". It was about a futuristic society where people are identified by four-digit numbers, and all their movements are monitored by cameras. The story was evolving around a man who is trying to escape from the system, is numbered 1138. With this film, he earned his first award in

George Walton Lucas Jr. is an American filmmaker, director, and writer. He is most known for creating the Star Wars and Indiana Jones series. Today he is considered to be one of the most important filmmakers of Hollywood. George Lucas was born on May 14, 1944, in Modesto, California. In his high school years, he was interested in drag racing and he wanted to be a professional race driver. However, just after he graduated from a terrible car accident, his views on life changed permanently. He decided to go to film school and enrolled at the University of Southern California.

1967 at National Student Film Festival. This award paved the way for him to win a scholarship at Warner Bros. During this period he met with Francis Ford Coppola who would become a very good friend and set up a film studio together called American Zoetrope. As time passed Lucas started to feel uncomfortable about the situation company led to. He decided to separate ways with Coppola while he was filming The Godfather. In 1971, Lucas founded his own company "Lucasfilm Ltd." which is now the worlds' leading entertainment company.



In 1973 he wrote and directed *American Graffiti*. This was a semi-autobiographical film and he won The Golden Globe and five Academy Award nominations. At the same time, he began writing the screenplay which became *Star Wars*. Several studios turned down this movie before 20th Century Fox gave him a chance. Lucas gave up his directing salary in exchange for 40% of the film's box office take and all merchandising rights. The movie was a great success and broke all box office records and earned seven Academy Awards. Then he wrote the scripts and produced five more *Star Wars* movies and a tv series. As a result, he created a new franchise.

Along with Steven Spielberg, he created the *Indiana Jones* series. After his intense work related to "*Star Wars*," he needed a break and he went to Hawaii for a vacation where he met his old friend Steven Spielberg. The two decided to make a movie together so Lucas wrote a James Bond-like film about an archeologist. *Indiana* was the name of Lucas's dog but Spielberg hated the name so the name changed to *Indiana Jones*. *Indiana Jones* has become a serial like *Star Wars* and has won six Academy Awards.

He produced several other movies like *Willow* and *Red Tails* before he decided to retire in 2012 to sell Lucasfilm Ltd. to Disney and became co-chair with Kathlyn Kennedy. He is still Disney's largest chair holder. George Lucas is not only a filmmaker and producer yet he introduced innovations in filmmaking technology. He continues to be one of the biggest role models in the film industry for both children and successful entrepreneurs.

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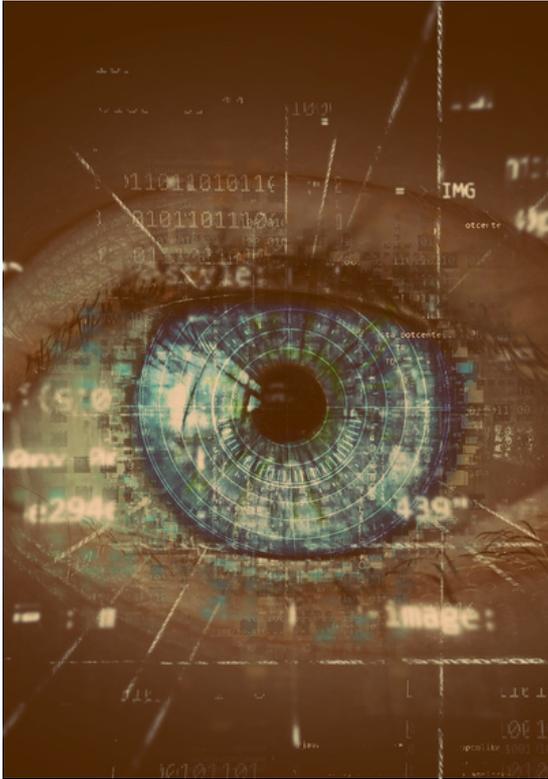
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ENTREPRENEURSHIP IN THE 21ST CENTURY

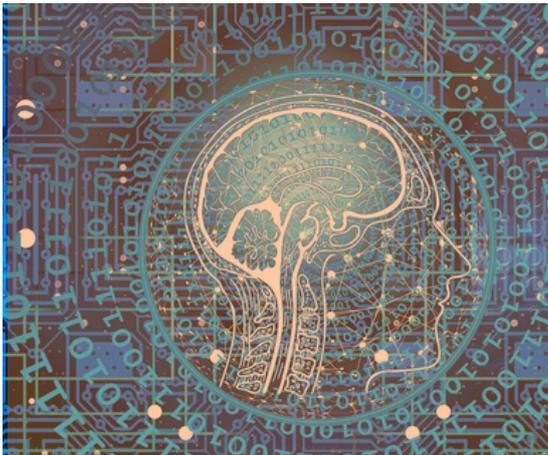
As entrepreneurship is a major motion, its space in growth is not shocking. Over the past years, especially in the 21st century, entrepreneurship has developed in many aspects and technological enhancement guided the way for it. Entrepreneurship is defined as the activity of setting up a business or businesses, taking on financial risks in the hope of profit. Entrepreneurial requirements have changed as time passed just as everything else in the world. Because the concept of modern economy and modern technology are on the verge of change constantly, in order to be a successful entrepreneur you should be open to changes.



Since the inception of entrepreneurship, it has shown remarkable development as it is a very unique and an influential profession. Back in the time, entrepreneurship only required people to be venturesome and bold along with having logical marketing abilities. However, contemporary entrepreneurship requires keeping up with trends, being familiar with social media platforms, compensate the needs of consumers and high power of persuasion. New innovative ideas and new modern perspectives are compulsory to survive this race. In the 21st century, business has shifted in more technology than ever before. In order to have an outstanding business, technology should be benefitted from, such as using cloud technologies, AI (artificial intelligence) systems, social media platforms and robotic mechanisms. Since technology has been significantly embedded into entrepreneurship, new fields of businesses have arisen. Techniques in making profit have evolved into tricking customers.



As the rules of the competitive game keep changing, companies begin to realise that sustainable products and continual innovations are requisite. Also, the role of entrepreneurship has a huge impact on economy. As a matter of fact, entrepreneurship has a huge influence on local business development and national income. There are also many studies that have been conducted over the years, such as the study by Schumpeter which highlights the crucial role of entrepreneurship as a major element of economic growth. Likewise the study of Romer also states that entrepreneurship is the instrument that converts knowledge to economic development.



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In a nutshell, entrepreneurship stands a high position in the 21st century world, as it is the key to innovative success. Entrepreneurship takes the country to the next level, provides new ideas to the world, carries humanity one step forward and opens new doors for innovation. Therefore, the significance of the continuity of entrepreneurship throughout all history is non-negotiable.

ANYONE CAN BECOME AN ENTREPRENEUR

Anyone can become an entrepreneur because everyone needs some skills that an entrepreneur has, in order to be a successful person in their lives. These skills are not only important for starting a business, but also beneficial for social life. In my opinion, being creative and open minded is the most important quality for an entrepreneur. Unless he/she is not creative, he/she will not be able to improve, create, design, discover, innovate or develop things. Therefore, he/she cannot start his/her own business; or he/she cannot market his/her new, functional and interesting idea. Secondly, being able to come up with new ideas has a great importance. An entrepreneur should be both creative and good at solving problems. Any of us can encounter problems in our lives. Being a good problem solver makes our lives much easier. Therefore, being able to create or offer new, logical and realistic ideas in a short time is really important.



Additionally, a successful entrepreneur should be precise, hard-working and practical. I strongly believe that any person who is hard-working can shine out. Being different from other people -of course in a positive way- has an important role in not only entrepreneurship, but in every aspect of life.



Furthermore, an entrepreneur should be able to understand his/her clients' wishes easily. By understanding the people's needs, one can innovate or develop his/her own business flawlessly. Actually, being able to understand the thoughts and the wishes of the people whom we talk to can facilitate our lives. This skill is absolutely necessary for a person who wants to have good social skills.

Being realistic and being able to set logical objectives is also a must to be a successful entrepreneur. Most of the people can rely on people who are logical and realistic much easily. One would be able to convince his/her clients. As a result, he/she can be much more successful. Setting realistic goals will also help the entrepreneur to reduce his/her stress. As he/she will be peaceful, he/she can be more creative and innovative.

Taking risks is the most dangerous, but also the most important and the most courageous thing while starting a business or creating a new idea. Life itself is a risk. Unless you take risks, you cannot develop yourself and you are not able to rise in your career. Even starting to read a new book is a risk. You may not like the book you have started to read. While reading it you might think that it is a waste of time. However, you could not know that you would not like the book if you have not taken that risk. Therefore, everybody should take risks in their lives.



In conclusion, there are many skills that a successful entrepreneur must have. Each person should have and use those skills in their daily life. Therefore, we should not forget that everyone has a potential to be an entrepreneur.

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OPRAH WINFREY



Oprah Winfrey is a living proof that people can be successful regardless of what. Brought into this world as the illegitimate daughter of a Mississippi sharecropper, she overcame poverty, parental neglect, and racism in order to become one of the richest and most powerful women in the entertainment industry. She is the highest-paid performer on television, the richest self-made woman in America, and the richest African-American of the 20th century. Under her production company, also known as Harpo Productions, she has become a television pioneer, an editorial director, a producer, actress, a satellite radio producer, and a philanthropist. As of 2016, her estimated net worth is \$2.9 billion. While Winfrey's life has not been easy, she has become a hero and icon to women with her perseverance and diligence. "The big secret in life is that there is no big secret," she said. "Whatever your goal, you can get there if you're willing to work." Much of Winfrey's success comes from her self-reliance and willingness to work around the clock.

In 1986, Winfrey launched the "Oprah Winfrey Show" as a national talk show. Her show was placed on 120 channels and with an audience of 10 million people; the show grossed \$125 million by the end of its first year. Oprah was honored with the foremost prestigious awards in broadcasting, including the George Foster Peabody Individual Achievement Award and the IRTS Gold Medal Award. Oprah and The Oprah Winfrey Show received a total of 39 Daytime Emmy Awards.





Some of Oprah's companies include Harpo Studios, Oxygen Media, O Magazine, and Oprah.com. She created The Oprah Winfrey Foundation in order to support the education and empowerment of women, children, and families in the USA and around the world. Her organization has funded many organizations around the world, donating millions. Moreover, by founding Oprah's Angel Network, she inspired a lot of people who have the resources and opportunities to help the ones in need.

Winfrey used her success to create a national database of convicted child abusers. So far, her organization has accumulated over \$80 million from donations and celebrity contributors, including building schools, providing scholarships, and helping families in need. Winfrey also opened the \$40 million-plus Oprah Winfrey Leadership Academy for Girls in South Africa.

Even to this day, she is considered one of the greatest female entrepreneurs of all time whom made a difference through her fame and power. Oprah lives her life for the good of others by inspiring many people, especially women, around the world. A true role model to look up to. As she always says: "Know who you are, let excellence be your brand, when there is no struggle, there is no strength, there's a price that comes with success and service plus significance equals success."

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The Importance of Believing Yourself in Entrepreneurship

As human beings, we are programmed to think of the negativities, risks and the losses before starting or throughout a new journey. While it is important to think of these aspects, we forget to count our wins, the rewards and the positives things that might happen or has happened. As a business owner or entrepreneur, you will taste failure and experience a loss or setback at some point in the future. If it hasn't happened already, it eventually will happen to you. But that isn't to discourage you, it is to motivate you as many people who are now successful were in your place at some time and it means you might be on the right track as no one knows the right track.

You can't find an extremely successful person who haven't failed once in their lives and didn't still believed themselves. Steve Jobs, Elon Musk, Bill Gates, Jeff Bezos, Michael Jordan are just a few of the individuals who believed themselves and worked towards their goals even after failures. Their belief in themselves was what created a vision so big that they didn't care how many times they failed at something. They were only able to keep going and achieve success because of the level of belief in themselves despite the amount of failures they had experienced and learned from for years leading up to their successes. A defining qualification of being a successful entrepreneur is the willingness to re-evaluate a situation that's not working and improving yourself upon that failure. That is what makes an entrepreneur successful, learning how not to fail after learning many ways of failing.



"You have to have confidence in your own ability, and to focus in on what you are doing. Sometimes, this can be to the exclusion of other things, particularly in the first few years," according to Mr. Fitzgerald, managing director of Radox Laboratories who was also named the overall winner of Ernst & Young Entrepreneur of the Year Award several years ago. "People are resistant to change and if you are an entrepreneur you are a change-maker. So that can be a bit surprising," he says. He also talks about being an entrepreneur, although can provide more freedom than any other job, can also bring certain responsibilities to your staff and your investors. But the rewards of such an approach are worth the effort, he says.

"You have got to be able to inspire first of all your family, then your team, your customers, the banks and investors. Most businesses go through the so-called "valley of death" after the initial hype so you have to be able to inspire both your own staff and your customers. You are selling something they may not be able to see and feel yet." Dr Fitzgerald says.

There will be so many unknowns in an entrepreneurs career. But one thing to not forget is that entrepreneurs must believe in themselves even when others don't. Own the fact that it's your life that you're living and trust yourself to make good decisions while others don't believe in you. Believe yourself.

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WALT DISNEY

Did you know that Walt Disney holds the record of having the most Academy awards individually? He has 22 Oscars from 59 nominations. To reach this level, he took many risks and worked really hard. Walter Elias Disney was a successful entrepreneur, animator, writer, voice actor, and film producer. He revolutionized the film industry. Walter Elias Disney was born on December 5th, 1901 as the fourth child of a poor farmer family in Chicago, Illinois. When he was only 4 years old, he and his family moved to a farm in Marceline, Missouri. Thereat, Disney discovered his interest in drawing by using crayons and watercolor.

When Disney was 10, his father quit farming and his family moved to Kansas City. There, he attended the Benton Grammer School, the place he met his friend who introduced Disney to the motion picture. His father bought a newspaper route, and Disney helped his father deliver them before and after school. As he said, later on, the discipline of his father played a big role in Disney's self-development. This exhausting routine caused Disney to have low grades. However, he continued this tight schedule for 6 years. Further, he attended Saturday courses at the Kansas City Art Institute and took a correspondence course in cartooning.



In 1917, the family moved back to Chicago. Walt Disney joined McKinley High School, where he became the cartoonist of the school's newspaper. He usually drew pictures of the World War I. The restless teenager also took night courses at the Chicago Academy of Fine Arts. When he was nearly 17, Disney requested to join the US Army, to fight the Germans. Because he was underage, his offer was denied. He didn't give up, and he faked his age, with this way he was able to attend the army in the position of an ambulance driver. At the age of 19, in October 1919, Disney moved back to Kansas City. His brother Roy found him a job as a commercial illustrator at the Pesmen-Rubin Commercial Art Studio. Disney also became friends with Ubbe Eert Iwwerks, also known as Ub Iwerks there. After that, he started working for the Kansas City Film Ad Company. It was then when Disney took a camera and started experimenting, making hand-drawn animation. He finally decided to start his own animation company.



Disney's first employee in his new business was Fred Harman who was worked in the ad company. They named the cartoons they produced "Laugh-O-Grams", and the pair agreed with a local theater to show their animations. The cartoons became so popular that Disney obtained a personal studio. The studio was also named "Laugh-O-Grams". They hired a bunch of new employees including Iwerks and Harman's brother Hugh. The studio produced a series named "Alice's Wonderland". Unfortunately, Disney's studio had to go bankrupt after they got overwhelmed by the debts.

The genius animator then moved to Hollywood, Disney and his brother Roy opened the Disney Brothers Studio there, which later on would become The Walt Disney Company on Roy's offer. There, he signed a contract with Margaret J. Winkler for 6 Alice Comedies based on Alice's Wonderland. They persuaded Iwerks to come to Hollywood and work with them.

The Alice series continued to the year 1927 until Walt Disney got tired of it, and Charles Mintz, the former distributor, and Winkler's husband requested him to create something different. For that matter, Walt Disney and his fellow Iwerks created Oswald the Lucky Rabbit. Due to a conflict between Mintz and Disney, the studio separated ways with the man. Because of this controversy, Walt Disney lost many people from his animation staff including Harman. The only loyal one was Ub Iwerks.

Disney and Iwerks started working on a brand new character: Mickey Mouse. They had planned on an introduction movie called Plane Crazy and Gallopin' Gaucho, The Jazz Singer featuring the popular singer Al Johnson and Steamboat Willie which was different from the other two because it included audio. When Steamboat Willie was first shown in theatres, it was adored.

A new campus for The Walt Disney Studios was opened in Burbank in 1939. In 1941, an obstacle had occurred with their new distributor of the sound cartoons: Pat Powers. Many people from the staff went on strike and quit their jobs. It was extremely difficult to fix all the damage, so the studio was closed. To recover Disney and Lillian went on a holiday.



UB Iwerks

After the separation from Powers, Disney signed a contract with Columbia Records to distribute Mickey Mouse cartoons which became internationally famous. He was always open to changes, so he filmed a new movie called "Flowers and Trees" in Full-Color Three-Strip Technicolor(a series of processes to produce color in movies ex: The Wizard of Oz). The movie won the Academy Award for Best Short Subject. Furthermore, Mickey Mouse won an Honorary Award.

Since then, Disney Studios has produced hundreds of films and achieved so many things. Some of the films they produced are still incredibly well known and popular in our day. Peter Pan, Pinocchio, and Sleeping are only some examples. In conclusion, Walt Disney had a life full of obstacles. However, his key to success was ambition and bravery, as he said in the following quote: "All our dreams can come true if we have the courage to pursue them."

If you can **dream** it, you can **do** it.

- *Walt Disney*

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FEMALE ENTREPRENEURS IN BUSINESS

Since last decade, entrepreneur and entrepreneurship concepts have become excessively important for the business world. Everyday something new emerges and these new things must be introduced to the markets. In that point, entrepreneurs take place in the business world. To make a better definition, entrepreneur is the person who wants to start a business, take financial risks and works to reach his/her dreams, achieve his/her goals. In addition, entrepreneurship is the activity of these conditions. People who want to start their own business are really valuable and their interference are being appreciated. However, some of these entrepreneurs are not successful and they don't satisfy their exceptions due to insufficiency. To become successful and a well-known entrepreneur, he/she has to have some skills and be well-prepared for every circumstances. Nevertheless, there are not any obstacles to become an entrepreneur such as age, gender, race or religion. Anyone who has the ability to achieve and make a foresighted plan, can become a prosperous entrepreneur.

On the other hand, females are underestimated in the business world. Although gender inequality decreased throughout the years, it still continues to exist. Even though females have the skills to manage and organize, many of the companies, especially in the marketplace, believe that females are incapable of managing a business which demoralizes females. Every person who lives in this world is equal regardless of age, gender, race or religion and has an opportunity to be an entrepreneur. Females struggle with a wide variety of challenges in the business world. Furthermore, the challenges that females deal with, are really different from the challenges which are being handled by their male co-workers. These challenges include: accessing funding, struggling to be taken seriously, defying social exceptions, owning their accomplishments and coping with fear of failure. Most common challenge, nearly every woman faces, is the fear of failure because it is the most basic and fundamental one. Confident women entrepreneurs who have coped with this are taking place in the market. There are famous female entrepreneurs who show that women can have a place in the business world. Oprah, J.K Rowling and Cher Wang are some of the female entrepreneurs who prove that women have power in the business world.

Cher Wang, one of the most successful and well-known women entrepreneurs, has a very fascinating and an admiring story. She is the co-founder and the chairperson of HTC Cooperation. Firstly, what is HTC Cooperation? HTC Cooperation is one of the big Taiwanese technology company and its name stands for high tech computer cooperation. It is founded in 1997 and that was the year in which Cher Wang started to be known and officially entered the business world. Although she born in Taiwan, she completed her education in USA. She received her bachelor's degree in economics from the University of California, Berkley (UC Berkley).



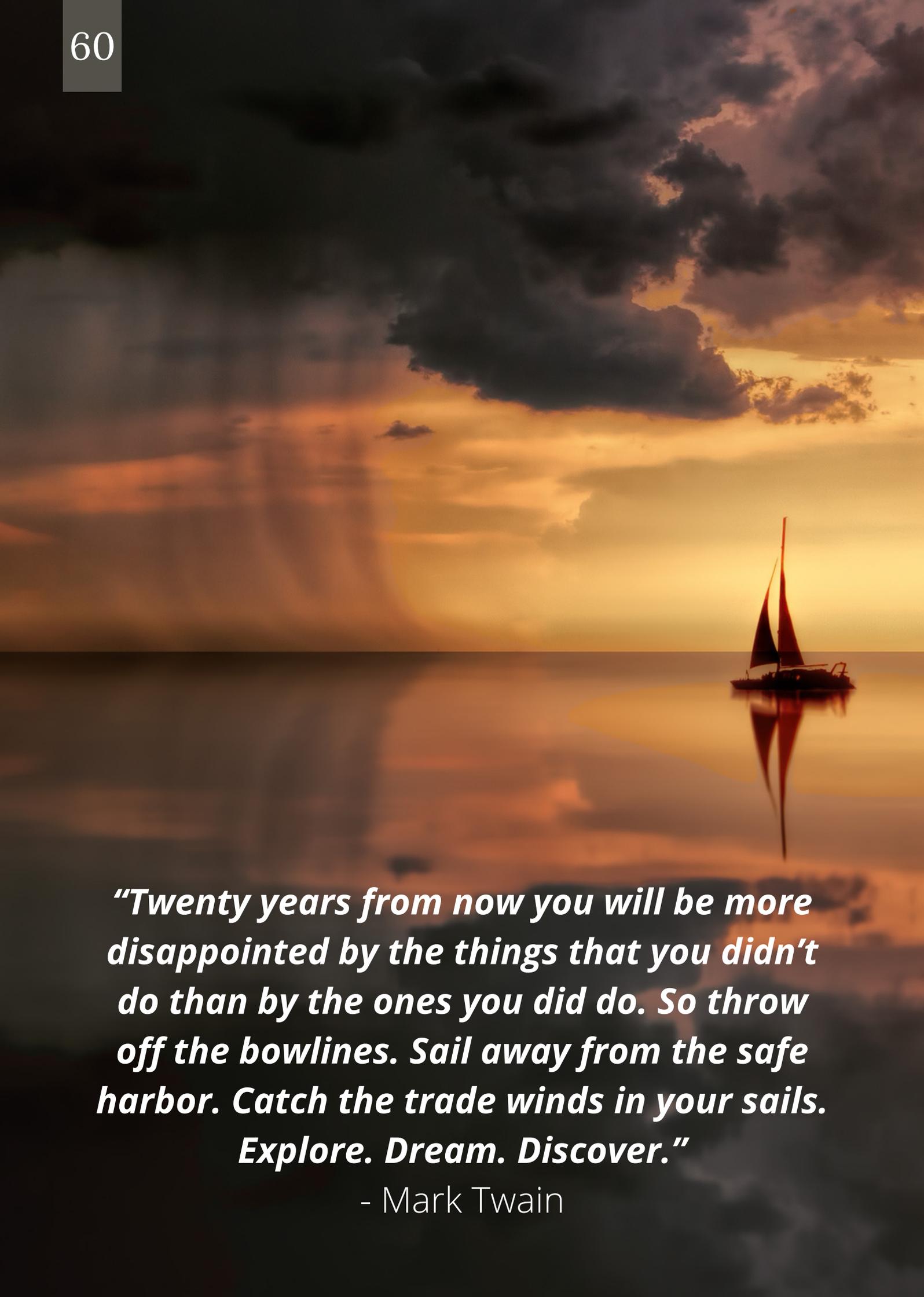
Cher Wang is known for creating an early model of smart phones. Wang is an enthusiastic philanthropist who says that despite her many successes, she prefers to stay out of the limelight. In spite of the female minority in the business world in that decade, she overcame the challenges and the pressure on herself. She showed that females can achieve anything they want, even if there are difficulties in the way. There are many factors which create the fear of failure but without failure, one can't gain any experience or knowledge. As a result, she indicates that people should not be afraid of making mistakes. These mistakes will bring people to better places with the experiences they have gained.

In conclusion, women like Cher Wang want to make a difference and become a part of business world without having to face any kind of judgment. No matter how condescending they are, there is also some people and founders who support female entrepreneurs. Women should not be afraid of difficulties as they will eventually become successful and well-known entrepreneurs and reach their ideals. Additionally, they should remember that making mistakes will give them experience and make them stronger. We believe that women entrepreneurs will be more involved and active in the business world day by day.



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A sailboat with two sails is silhouetted against a vibrant sunset sky. The sky is filled with large, dark clouds that catch the low light of the sun, creating a mix of deep oranges, yellows, and dark blues. The water is calm, reflecting the colors of the sky and the silhouette of the boat. The overall mood is serene and contemplative.

“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

- Mark Twain