

Nesha Sanghavi, University Girls Apparel 9-12 Lesson

Young Entrepreneurs in Action: Nesha Sanghavi
Video Link: <http://youtu.be/icq5s233sz0>

OVERVIEW:

Students will explore entrepreneurial traits. Through evaluation of multiple famous entrepreneurs and the featured young entrepreneur, Nesha, students will be able to identify different traits and paths that can lead to entrepreneurship.

NEXT GENERATION STANDARDS:

ELA.9.R.C1.5 determine a central idea of an informational text and analyze its development over the course of the informational text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the informational text. (CCSS RI.9-10.2)

ELA.10.R.C1.5 determine two central ideas of an informational text and analyze their development over the course of the informational text, including how they emerge and are shaped and refined by specific details; provide an objective summary of the informational text. (CCSS RI.9-10.2)

ELA.11.R.C1.5 determine two or more central ideas of an informational text and analyze their development over the course of the text, including how they interact and build on one another to provide a complex analysis; provide an objective summary of the text. (CCSS RI.11-12.2)

ELA.12.R.C1.5 determine two or more central ideas of an informational text and analyze their development over the course of the text, including how they interact and build on one another to provide a complex and critical analysis; provide an objective summary of the text. (CCSS RI.11-12.2)

ENTREPRENEURSHIP STANDARDS:

- A.01 Explain the need for entrepreneurial discovery
- B.12 Describe desirable entrepreneurial personality traits

LEARNING OBJECTIVE(S):

- Appreciate that different paths can lead to entrepreneurship.
- Recognize traits of entrepreneurs.

MATERIALS:

- The Entrepreneurial Evaluation Worksheet (attached)
- The Entrepreneurial Traits Worksheet (attached)
- Internet access

ACTIVITIES:

Show students the University Girls video, so that they can begin to think about what entrepreneurship means. Give each student a copy of the Entrepreneurial Traits Worksheet and facilitate a discussion about each of the traits and how they relate to entrepreneurship.

Once the discussion is complete, put students in small groups and give each group one of the Entrepreneurship Evaluation Worksheets. Each worksheet contains questions about a famous entrepreneur. Students should complete the worksheet by either reading the indicated article or watching the indicated video and answering the corresponding questions. Upon completion of worksheets, have each group present their findings to the class. Answer keys for each Entrepreneurial Evaluation Worksheet are provided for teacher use.

Entrepreneurial Trait Worksheet

1. **Willing to fail:** ready to take measured risks with the understanding that not all risks will lead to success.
2. **Confident:** believing in oneself.
3. **Self-motivated:** willing to work hard without other people constantly pushing.
4. **Persistent:** ability to come back and keep trying time after time.
5. **Delegator:** ask people with different skills for help.
6. **Patient:** understanding that success can take time.
7. **Passionate:** loves what he/she is doing.
8. **Driven:** has an urge to achieve a goal or satisfy a need.
9. **Flexible:** able to learn new skills to improve the business.
10. **Resourceful:** expertise to make the best of what is available.
11. **Open-minded:** willing to try new approaches.
12. **Independent:** motivated to do what is needed to achieve success.
13. **Knowledgeable:** if they don't know the answers, they know how to find them.
14. **Promoter:** they constantly share information about their business with others.
15. **Connection-maker:** ability to build key relationships to grow their business.



Entrepreneurial Evaluation Worksheet – Steve Jobs

Answer questions 1-4 based on the article at <http://www.biography.com/people/steve-jobs-9354805#synopsis>. Answer questions 5-6 with your partner.

1. Who was the co-founder of Apple? _____

2. In your own words, explain why Apple was so ground-breaking.

3. Today Apple is the most valuable brand in the world, how do you think it has been able to achieve this notoriety?

4. In 2007, Apple stock prices reached \$_____, an all-time high. Profits this year were \$_____.

5. Choose three traits from the list of entrepreneurial traits that apply to Steve Jobs. Be sure to explain why you chose these traits.

Trait #1

Trait #2

Trait #3



6. Choose two traits from the list that you think are most important to being an entrepreneur and explain why you think they are important.

Trait #1

Trait #2



Entrepreneurial Evaluation Worksheet – Nesha Sanghavi

Answer questions 1-5 based on the video about Nesha. Answer questions 6-7 with your partner.

1. What is Nesha’s biggest distribution channel?

2. Name three of the stores or types of stores in this distribution channel.

3. What was Nesha’s takeaway from seeing her father and uncle own their own businesses?

4. In your own words, explain how customer service has helped to shape University Girls for the better.

5. According to Nesha, what is the attitude of a true entrepreneur? In your own words, explain why this is important.

6. Choose three traits from the list of entrepreneurial traits that apply to Nesha. Be sure to explain why you chose these traits.

Trait #1



Trait #2

Trait #3

7. Each group member should think back on their experiences – have you already had any entrepreneurial experiences like Nesha’s hair clip sales? If not, think of something that you may be able to market right now. Be ready to share one of these two situations with the class.



Entrepreneurial Evaluation Worksheet – Sara Blakely

Answer questions 1-4 based on the article at http://www.spanx.com/-cms-spx_saras_story_20130613_150822. Answer question 5-6 with your partner.

1. What did manufacturers originally think of Sara’s idea?

2. Why did a manufacturer finally agree to help her?

3. Where does Sara say that her inspiration comes from?

4. Explain how Sara chose the name SPANX for her product.

5. In your own words, describe why you think Sara was successful. Be sure to use at least three traits from the entrepreneurship traits list.

6. Choose two traits from the entrepreneurship traits list that you think are most important to being an entrepreneur and explain why you think they are important.

Trait #1

Trait #2



Entrepreneurial Evaluation Worksheet – Jack Dorsey

Answer questions 1-5 based on the article at <http://www.biography.com/people/jack-dorsey-578280>.
Answer questions 6-7 with your partner.

1. Explain what Jack’s first software was designed to do.

2. In 2000 Dorsey dropped out of college, why?

3. When did Twitter become widely accepted and a pivotal tool for important matters?

4. When did Twitter become an international network? Why did this happen?

5. What other successful business venture did Dorsey lead? What does it do?

6. Choose three traits from the list of entrepreneurial traits that apply to Jack Dorsey. Be sure to explain why you chose these traits.

Trait #1

Trait #2

Trait #3



7. Choose two traits from the entrepreneurship traits list that you think are most important to being an entrepreneur and explain why you think they are important.

Trait #1

Trait #2



Entrepreneurial Evaluation Worksheet – Arianna Huffington

Answer questions 1-4 based on the video at <http://www.biography.com/people/arianna-huffington-21216537#synopsis>. Answer questions 5-6 with your partner.

1. What did Arianna study in college?

2. Explain what The Huffington Post does.

3. What is Arianna’s job at the Huffington Post?

4. Once the website was built up, what happened to it in 2011?

5. What three traits from the list of entrepreneurship traits do you think Arianna Huffington had to have to create such a successful company? Be sure to explain why you chose these traits.

Trait #1

Trait #2

Trait #3

6. Choose two traits from the entrepreneurship traits list that you think are most important to being an entrepreneur and explain why you think they are important.

Trait #1

Trait #2

Entrepreneurial Evaluation Worksheet – Steve Jobs **TEACHER KEY**

Answer questions 1-4 based on the article at <http://www.biography.com/people/steve-jobs-9354805#synopsis>. Answer questions 5-6 with your partner.

1. Who was the co-founder of Apple? Steve Wozniak

2. In your own words, explain why Apple was so ground-breaking.

Sample: Apple was revolutionary because it was the first company to provide consumers with a personal, more compact computer. Prior to this time, computers were so large that they took up entire rooms. Apple has remained a technology leader because it continues to bring value to consumers with this type of innovation. Innovative products like the iPod, iPhone, and iPad, have helped make Apple a household name.

Answers will vary by group.

3. Today Apple is the most valuable brand in the world, how do you think it has been able to achieve this notoriety?

Sample: Through the offering of innovative products Apple has shaped the landscape of technology. Throughout the years, Apple has become the leader in all things technology - competitors are always trying to imitate the latest Apple creation.

Answers will vary by group.

4. In 2007, Apple stock prices reached \$199.99, an all-time high. Profits this year were \$1.58 billion.

5. Choose three traits from the list of entrepreneurial traits that apply to Steve Jobs. Be sure to explain why you chose these traits. **Answers will vary by group.**

6. Choose two traits from the list that you think are most important to being an entrepreneur and explain why you think they are important. **Answers will vary by group.**

Entrepreneurial Evaluation Worksheet – Nesha Sanghavi **TEACHER KEY**

Answer questions 1-5 based on the video about Nesha. Answer questions 6-7 with your partner.

1. What is Nesha’s biggest distribution channel? Retailer stores
2. Name three of the stores or types of stores in this distribution channel. The Book Exchange, sporting good shops, department stores, specialty fan shops, and Amazon marketplace to name a few.
3. What was Nesha’s takeaway from seeing her father and uncle own their own businesses?
The hard work they put in directly impacted their businesses. They were self-made and able to easily see the results of their hard work.
4. In your own words, explain how customer service has helped to shape University Girls for the better. Nesha’s customers gave feedback about clothing size. Nesha followed through with good customer service and made the clothing bigger for the average woman. This was a good business decision that improved sales and made customers feel like their opinions were valued. Nesha explains how she now receives positive feedback from customers about the clothing fit.
5. According to Nesha, what is the attitude of a true entrepreneur? In your own words, explain why this is important. A true entrepreneur doesn’t talk himself or herself out of the thing they want to do; they believe in their capabilities and their vision. This is important because if you, as an entrepreneur, don’t have confidence in your business, it won’t be successful and other people won’t be confident in your abilities either.
6. Choose three traits from the list of entrepreneurial traits that apply to Nesha. Be sure to explain why you chose these traits. **Answers will vary by group.**
7. Each group member should think back on their experiences – have you already had any entrepreneurial experiences like Nesha’s hair clip sales? If not, think of something that you may be able to market right now. Be ready to share one of these two situations with the class. **Answers will vary by group.**

Entrepreneurial Evaluation Worksheet – Sara Blakely **TEACHER KEY**

Answer questions 1-4 based on the article at http://www.spanx.com/-cms-spx_saras_story_20130613_150822. Answer question 5-6 with your partner.

1. What did manufacturers originally think of Sara's idea? It was crazy.
2. Why did a manufacturer finally agree to help her? He talked with his two daughters who liked the idea.
3. Where does Sara say that her inspiration comes from? It comes from creating products that are comfortable and empower women to feel confident.
4. Explain how Sara chose the name SPANX for her product. Sara followed a traditional naming convention and chose a name with a strong "K", then added an "X" to make it unique and catchy.
5. In your own words, describe why you think Sara was successful. Be sure to use at least three traits from the entrepreneurship traits list.

Sample: Sara was perseverant – even when she people told her that her idea was crazy she kept moving forward because she was confident in her abilities and her vision. Along the way Sara built relationships with people who were able to help her with various tasks related to her project. For example, her friends helped her promote SPANX and Richard Branson gave her the start-up funds for her charity. Sara also heavily promoted her product by going to meetings and making calls to anyone who would listen.

Answers will vary by group.

6. Choose two traits from the entrepreneurship traits list that you think are most important to being an entrepreneur and explain why you think they are important.

Answers will vary by group.

Entrepreneurial Evaluation Worksheet – Jack Dorsey **TEACHER KEY**

Answer questions 1-5 based on the article at <http://www.biography.com/people/jack-dorsey-578280>.
Answer questions 6-7 with your partner.

1. Explain what Jack's first software was designed to do. It was designed to help taxi drivers coordinate in real-time. Some companies still use it to this day.
2. In 2000 Dorsey dropped out of college, why? To move to California and start his own company, called Obvious, which eventually evolved into Twitter.
3. When did Twitter become widely accepted and a pivotal tool for important matters? In 2008 when Presidential hopefuls, Obama and McCain, started using it for their campaigns.
4. When did Twitter become an international competitor? Why did this happen? In 2009. During the Iranian presidential election the government blocked texting and satellite feeds because of protesters. They, in turn, began using Twitter.
5. What other successful business venture did Dorsey lead? What does it do? Square, which allows credit card payments to be processed on handheld devices by using a small device that plugs into the phone or computer.
6. Choose three traits from the list of entrepreneurial traits that apply to Jack Dorsey. Be sure to explain why you chose these traits.

Answers will vary by group.

7. Choose two traits from the entrepreneurship traits list that you think are most important to being an entrepreneur and explain why you think they are important.

Answers will vary by group.

Entrepreneurial Evaluation Worksheet – Arianna Huffington **TEACHER KEY**

Answer questions 1-4 based on the video at <http://www.biography.com/people/arianna-huffington-21216537#synopsis>. Answer questions 5-6 with your partner.

1. What did Arianna study in college? Economics

2. Explain what The Huffington Post does.

It reports news about various topics, like sports, politics and business. It started as a blogging site, but has grown to be an inclusive news source.

3. What is Arianna's job at the Huffington Post?

Editor-in-chief

4. Once the website was built up, what happened to it in 2011?

AOL purchased it for \$300 million.

5. What three traits from the list of entrepreneurship traits do you think Arianna Huffington had to have to create such a successful company? Be sure to explain why you chose these traits.

Answers will vary by group.

6. Choose two traits from the entrepreneurship traits list that you think are most important to being an entrepreneur and explain why you think they are important.

Answers will vary by group.

Entrepreneurial Trait Worksheet – Teacher Version with Sources

1. **Willing to fail:** ready to take measured risks with the understanding that not all risks will lead to success.
2. **Confident:** believing in oneself.
3. **Self-motivated:** willing to work hard without other people constantly pushing.
4. **Persistent:** ability to come back and keep trying time after time.
5. **Delegator:** ask people with different skills for help.
6. **Patient:** understanding that success can take time.
7. **Passionate:** loves what he/she is doing.
8. **Driven:** has an urge to achieve a goal or satisfy a need.
9. **Flexible:** able to learn new skills to improve the business.
10. **Resourceful:** expertise to make the best of what is available.
11. **Open-minded:** willing to try new approaches.
12. **Independent:** motivated to do what is needed to achieve success.
13. **Knowledgeable:** if they don't know the answers, they know how to find them.
14. **Promoter:** they constantly share information about their business with others.
15. **Connection-maker:** ability to build key relationships to grow their business.

List adapted from the following sources:

<http://www.forbes.com/sites/womensmedia/2014/09/03/checklist-of-traits-of-a-successful-entrepreneur/2/>

<http://articles.bplans.com/5-key-traits-of-successful-entrepreneurs/>

<http://www.entrepreneur.com/article/232991>

<http://www.forbes.com/sites/elainepofeldt/2014/05/31/gallup-the-10-qualities-of-highly-successful-entrepreneurs/>