

ENTREPRENEUR VIDEO ACTIVITY SEED LAW

FEDERAL RESERVE BANK of KANSAS CITY

DESCRIPTION:

The following questions connect to the entrepreneurship video series on black female entrepreneurs. The videos can be found at <https://www.kansascityfed.org/community/economic-and-small-business-development/black-women-business-startups-a-report-by-the-federal-reserve-bank-of-kansas-city/> and run from four to twelve minutes each.

GRADE LEVEL: 6-12

CONCEPTS:

Entrepreneurship, business, diversity

TIME REQUIRED:

15-20 minutes (including Seed Law video, 4:04 minutes)

MULTIPLE CHOICE ANSWER KEY:

- 1. Before starting her entrepreneurial-focused law firm, what type of business did Adrienne own?**
A: Accounting firm
B: Ice cream shop
C: Painting company
D: Shoe store
- 2. When was Adrienne first exposed to the idea of entrepreneurship?**
A: As a child by her parents
B: From a middle school teacher
C: In high school working for a business owner
D: During a law school apprenticeship
- 3. What kind of foundation did Adrienne say is best to create when starting a business?**
A: Firm
B: Wide
C: Specialized
D: Creative
- 4. Adrienne discovered her own entrepreneurial passion working for a company that sold ice cream and _____.**
A: Baked goods
B: Health food
C: Yogurt
D: Coffee
- 5. To what did Adrienne compare collaboration when it comes to entrepreneurship?**
A: A collective
B: Currency
C: Timely

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D: Costly

6. Which of these is NOT a challenge Adrienne faced as an entrepreneur?

- A: How to build her business well
- B: How to price services
- C: Where to get support
- D: Where to find partners

7. Sustainable business solutions and transferable wealth strategies are a part of Adrienne's business _____.

- A: Ecosystem
- B: Mission
- C: Pitch
- D: Incubator

8. Why did Adrienne start the multicultural business coalition?

- A: To avoid operating in a silo
- B: To increase her hourly rate
- C: To discover her passion
- D: To feed her curiosity

9. How did Adrienne describe the ideal entrepreneurial ecosystem?

- A: As a financial investment
- B: Pricing should match the market
- C: Give as much as you take
- D: It should expose your purpose

10. Adrienne started the nation's first incubator related to what industry?

- A: Hair care
- B: Homebuying
- C: Construction
- D: Clothing

OPEN ENDED ANSWER KEY:

1. What do you think the "idea of entrepreneurship" is?

Answers will vary but may include focusing on the ability to form and create your own business and business plan.

2. How did Adrienne use her thoughts on entrepreneurship to fix a problem she saw?

By attending law school and starting her own business to engage with business owners and help them to grow their businesses, and by starting a multicultural business coalition so entrepreneurs could have a support system.

3. Adrienne shared her goal to "help companies develop sustainable business solutions." What problems or issues do you think could be solved with an original product or service?

Answers will vary.

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4. Why might a business owner want to contract with a consultant or outside source for assistance?

Answers will vary, but may include: receiving help with a problem when they do not have the resources or expertise; for hiring positions that are needed; etc.

5. How does the mission of Adrienne's company help entrepreneurs?

Answers will vary but may include: helping companies and businesses develop sustainable business solutions and money-making strategies/methods.

6. What is the first piece of advice you would give an entrepreneur in need of help?

Answers will vary.

7. When has collaboration helped you to achieve a goal?

Answers will vary.

8. What characteristic or trait do you have that could benefit you as an entrepreneur?

Answers will vary.

9. Adrienne used the phrase "give as much as you take" when talking about her entrepreneurial ecosystem. What phrase or saying do you think applies to owning a thriving business or being a successful entrepreneur?

Answers will vary.

10. Adrienne's business model includes the transfer of wealth. Do you think this is positive or negative and why?

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