

COMPETENCY TEST

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QUESTIONNAIRE

The text in green is technical in nature and NOT intended for display.

The title of the questionnaire, the reference to the project and the mandatory elements will be placed at the beginning.

It will be mandatory to answer all questions – the exceptions are marked!

Numbering the questions helps programming, however, the displayed online version will NOT require the numbers.

Pages:

- 1st page = Questions 1-6 – General
- 2nd page = Questions 7-15 – Related background/plans
- 3rd-8th pages = 5 questions/page (mixed: 1-1 for the 5-5 competencies, with only 4 on the last page)
- 9th page = 2 'celeb' questions
- 10th page = Contact information

GENERAL DATA AND ENTREPRENEURIAL EXPERIENCES

1. **Year of birth:**
2. **Gender:**
 - Female
 - Male
3. **In which country do you go to school?**
 - Hungary
 - Romania
4. **In which county do you go to school?** (drop-down menu – depending on the answer to question 3, they can choose one)
5. **In which city do you go to school?** (drop-down menu – depending on the answer to question 4, they can choose one)



6. **What type of school do you attend?** (drop-down menu – depending on the answer to question 3, they can choose one from the list)

In Hungary:

- Vocational School
- Secondary School
- Vocational Secondary School
- Secondary Grammar School
- Other:

7. **Do you have any entrepreneurs in your family?** (one answer)

- Yes, my parents and/or siblings and/or grandparents.
- Yes, my other relatives.
- No.

If there's an entrepreneur in the family (first two answers), the next 2 questions will appear, but they are NOT mandatory.

8. **Have you ever considered going into business with one of your relatives?** (one answer)

- I have already done it.
- I have thought about it; it would be a good idea.
- I would not like to go into business with them.
- I have never considered the option.

9. **How successful is your relative's business?** (one answer)

- It is doing great.
- It varies...
- They complain a lot about it.
- I have no idea.

10. **Have you ever thought about starting your own business?** (one answer)

- Yes, I have thought about it a lot.
- I've thought about it a little bit.
- I have never thought about it.



11. In which field would you start a business? Which are the areas you are interested in? (multiple answers)

- IT, programming, application development
- Science
- Online marketing, social media
- Construction industry
- Food industry
- Light industry (textiles, wood, leather, etc.)
- Extractive industry (mining), energy
- Manufacturing
- Agriculture, animal husbandry
- Fashion
- Education
- Real estate
- Trade
- Service industry
- Tourism
- Transportation
- Other:

12. Why do you want to become an entrepreneur? (not mandatory)

13. Do you have a role model in business? (one answer)

- Yes, I do.
- No, I don't.

If the answer is yes, the next question appears, but it is NOT mandatory.

14. Who is your role model?



15. Have you ever worked? Mark the jobs you have already tried. If you have not worked yet, you can skip this question. (multiple answers, not mandatory)

- Stock replenishment (in stores)
- Assembly line work, packaging, labelling
- Delivery (pizza, package, etc.)
- Tutoring
- Harvesting, pruning grape vines, any other physical work in agriculture/animal husbandry
- Administrative work
- Cleaning
- Receptionist, hostess
- Fast food chain worker, dishwasher
- Social media influencer
- Storekeeper, material handler
- Any job that requires linguistic skills (e.g. Translation)
- Handing out flyers
- Shop assistant (in ice cream parlours, gift shops, etc.)
- Waiter, bartender
- Babysitter
- Other:



COMPETENCIES

The questions will be mixed in the final questionnaire, not appearing by competency.

In line with duration of and the online interface for the questionnaire, our proposal for the competencies to be examined is:

- Communication style (assertive/aggressive/passive/manipulative)
- Responsibility
- Risk-taking
- Innovation skills, creativity
- Perseverance, failure tolerance

Communication style

Justification: In many cases, the style of communication is a way of life and reflects a general social attitude. It is not entrepreneurial competence in a strict sense, but nevertheless important for evaluation and can be easily measured and developed.

Conceptual approach: Communication is one of the means of expression; an ability to interpret things, a way of linguistic (verbal and written) contact.
(ASsertive/AGgressive/Passive/Manipulative)

1. **Your head teacher asks you to stay in school after class to help arrange benches for the school fair. What do you do? (one answer)**
 - I stay after class, though I feel upset about it. **P**
 - I don't care about it and I go home. **AG**
 - I check my schedule and discuss with my head teacher if I can stay. **AS**
 - I am sure I can convince my head teacher to let me go home. **M**
2. **You have a lot of homework – you are at home studying when you get a message from a classmate asking you to help them with their Maths homework. How do you react? (one answer)**
 - I don't help; I tell them to solve it on their own. **AG**
 - I tell them that I am busy at the moment and that I will help later. **AS**
 - Although I don't feel like it, I do explain the homework to them. **P**
 - I tell them to look through their notes and encourage them to solve it alone. **M**



3. **You have plans with your friends for the weekend, but on Saturday morning your mum asks you to help clean the house. What do you do? (one answer)**
 - I try to convince her that I'm going to a friend's house to study. **M**
 - I pout for a while, but I stay to help her. **P**
 - I try to explain to my mum how important my program for the weekend is to me, and I promise her to help around the house tomorrow. **AS**
 - I feel upset, and when she is not paying attention, I sneak out. **AG**
4. **You find out that your classmates got extra credit for their hard work picking up trash around the school. You were also there, but you did not get extra credit. How do you react? (one answer)**
 - I feel upset, but I don't say anything about it. Maybe I will get extra credit next time. **P**
 - In the next class, I politely ask my teacher why I was left out, even though I was picking up a lot of trash as well. **AS**
 - I immediately contact my teacher and demand an explanation. **AG**
 - I convince my classmates to bring up the topic in class. Maybe the truth will be revealed. **M**
5. **You break up with your significant other who wants to take away the fridge magnets you collected together during your outings. You would also like to keep the magnets. What do you do? (one answer)**
 - I don't negotiate. Those magnets are my property and I am keeping them. **AG**
 - I sit down with them to discuss how to share 'custody'. **AS**
 - I keep the magnets by telling my girlfriend/boyfriend that I have already got rid of them. **M**
 - I refuse to argue – I just let them take that garbage if they want it so badly. **P**



Responsibility

Conceptual approach: A person's ability to account for the consequences of their actions, make choices/decisions and take responsibility for them, or their work, performance and the things that were entrusted to them.

6. **Do you tend to call in sick just so you don't have to go to school?**
 - Often (0)
 - Rarely (0.5)
 - Never (1)
7. **Do you tend to leave your tasks until the last minute?**
 - Often (0)
 - Rarely (0.5)
 - Never (1)
8. **Do you tend to lose your way while doing a task, failing to finish it properly?**
 - Often (0)
 - Rarely (0.5)
 - Never (1)
9. **You are at a school contest with your team and the next question is about a topic you suggested not to review beforehand. As a result, your team falls behind in the competition. What do you do?**
 - I remain silent and hope that nobody suggests that I made a mistake. (0)
 - I admit my mistake and apologize to my team. (1)
 - I call my team's attention to the fact that everybody makes mistakes (not just me). (0.5)
10. **You go hiking on a school trip and you are entrusted to make sure that no one is left behind. At one stop, you realize that somebody is missing. What do you do?**
 - I tell the others and start looking for the missing person. (1)
 - I blame the missing person and convince the rest of the group to wait for them to catch up with us. (0.5)
 - I don't tell anyone – I'm sure they just had to "use the restroom". (0)



11. Your parents are on holiday. You are expected to water the plants while they are away. Unfortunately, you forget to do so and one of the plants dries up. How do you react?

- I throw the plant away. My parents will never notice that it is missing. (0)
- I rush to the store to replace the dried-up plant. (0.5)
- I pay more attention to the other plants and when my parents come back, I tell them the truth. (1)

Risk-taking

Conceptual approach: Taking risks is the ability to overcome fear and uncertainty. If you are a risk-taker, you will make bold, voluntary decisions and take on uncertain, not (completely) predictable situations.

12. You would like to buy a T-shirt for your friend's birthday, but you don't know their exact size. Would you still buy the T-shirt?

- I would definitely buy it since they want that T-shirt. (1)
- I'd rather look for some other gifts for which I don't need to know their size. (0)
- I will not buy it until I find out my friend's exact size. I don't mind being late with the present. (0.5)

13. Your otherwise strict and precise head teacher chose the location of your school trip. Unfortunately, she forgot where your class wanted to go originally and chose a different destination. Your class needs someone to talk to the head teacher to change the location of the trip. Are you the one speaking up for your class?

- If somebody else brings up the topic, and nobody gets upset about it, I will openly support changing the location. (0.5)
- Next time in class, I briefly tell our head teacher that the class would like to go somewhere else. (1)
- Although I don't want to go to the place chosen by the head teacher, I also don't want a confrontation, thus, I will not speak up. (0)



- 14. You are not really into exotic food, but your friend asks you to try a new sushi place with them. How do you react?**
- I join them at the restaurant, but I bring a sandwich with me (just in case). (0.5)
 - I'm happy to be invited; the restaurant could turn out to be great. (1)
 - I convince them not to go and I order a pizza instead to make it up to them. (0)
- 15. You travel abroad with your friends, but your suitcase gets stolen on the first day. What do you do?**
- I travel back home and scroll through my friends' pictures of the holiday resentfully. (0)
 - I stay with my friends and try to keep a positive attitude. I also borrow some clothes from them. (1)
 - I travel back home, pack my stuff again and return to my friends later. (0.5)
- 16. You go hiking with your friends. You make a wrong turn at some point and get lost. What do you suggest to your friends?**
- We should walk back until we find the right sign of the hiking path. (0.5)
 - According to the map, we are not far from our destination, so we should cut our way through the forest. (1)
 - I'm concerned about getting lost and suggest that we call for help. (0)
- 17. There was a theft at your dormitory. As the culprit was not identified, the college principal gave detention for everyone collectively. What do you do?**
- I don't mind being in detention. At least I can do my homework quietly. (0)
 - I try to convince the principal that this may not be a good method of punishment. (1)
 - I get angry and desperately try to find the culprit so that I could beat them up later. (0.5)



Innovation skills, creativity

Conceptual approach: The ability to create relationships between previously isolated experiences that take the form of new ideas/products. Creativity is the ability to create a new, original and valuable intellectual or material product. Innovation skills are an openness to new solutions, to creation and to discovering, searching for and receiving new things.

18. "I enjoy trying things I have never done before." Is this typical of you?
 - Typical (1)
 - Not typical (0)
19. "If something doesn't turn out the way I planned beforehand, I figure out another way. I never give up." Is this typical of you?
 - Typical (1)
 - Not typical (0)
20. "I often suggest to go on a trip or to a party. I also organize these events." Is this typical of you?
 - Typical (1)
 - Not typical (0)
21. "I'm afraid of new, unknown things." Is this typical of you?
 - Typical (0)
 - Not typical (1)
22. "When we discuss a new, interesting topic at school, I always ask a lot of questions." Is this typical of you?
 - Typical (1)
 - Not typical (0)
23. "I always get curious about tasks that are said to be very difficult or hard to solve." Is this typical of you?
 - Typical (1)
 - Not typical (0)



Perseverance, failure tolerance

Conceptual approach: The person can successfully deal with emotionally stressful and difficult situations, does not give up when experiencing difficulties or obstacles and tries again after a failure. If something goes wrong, they can move on.

- 24. You love photography and your friends praise you for the photos you take. However, whenever you submit a photo to a contest, you never win. What do you do?**
- I quit photography and start a new hobby. (0)
 - I take more pictures and go on submitting them to contests. Others will appreciate them eventually. (1)
 - I keep on taking photos, but only for myself. (0.5)
- 25. As a student, you work in a fast-food restaurant and one of your friends – who started at the same time – gets promoted while you are still washing dishes. What do you do?**
- I will work even harder than before – I believe that they'll promote me soon, too. (1)
 - I quit immediately – this is just not fair! (0)
 - I work with half-hearted effort, meanwhile looking for another job where my boss appreciates me more. (0.5)
- 26. You need to draw a still-life picture in class, but your drawing doesn't turn out the way you wanted it to (you've already restarted your work 5 times). What do you do?**
- I keep on drawing until it turns out the way I want it. (1)
 - I finish the drawing and hope that my teacher will be satisfied with it. (0.5)
 - I finish the drawing quickly and don't care about what others think about it. (0)
- 27. You would like your mum to have fresh herbs in her kitchen, but whenever you try planting some, you fail. What do you do?**
- I go to a store and buy the herbs instead of trying to grow them. (0.5)
 - I do some research on planting and try it again. (1)
 - Dried herbs did the job before, so they should be good in the future as well. I would rather spend my free time doing something else. (0)



28. You really like to play board games. However, you have been constantly losing against one of your friends at your favourite game. What do you do?

- Next time, we are going to play another game. (0)
- I won't play with my friend who I am constantly losing to. (0.5)
- I try to figure out a new strategy to win next time. (1)

29. You are trying to get your driver's license, but you have already failed your exam three times. What do you do?

- I quit because I'm sure that the examiner holds a grudge against me. (0)
- I change my current driving instructor/school and try again. (0.5)
- I try it again. I know I'm good enough to pass the exam. (1)

'CELEB' QUESTIONS

1. Your business is very successful, therefore, you consider donating part of your income. Which cause would you rather support?

- Nonsense! The money I make only belongs to me...
- I would support children – curing diseases, physiotherapy, education, etc.
- Environmental protection, saving life on Earth – or saving life by relocating to another planet (if it's already too late for Earth).

2. If you could afford anything as a successful entrepreneur, what would define your style?

- I am not particularly interested in this. I would have comfortable, normal clothes.
- Solid elegance, sophisticated appearance, nothing ostentatious.
- I would only wear high fashion items – if I am successful, I should dress accordingly.



After reading the assessment:

Did you like the test? Give us your contact details, and – if you're lucky – you can take part in an exciting training course (all costs are covered by us) where you can further develop your entrepreneurial skills (read more about the project here: www.yesbiz.eu). Your data will only be used to contact you if selected. As the purpose of this questionnaire is to assess your entrepreneurial skills, your responses will be kept confidential; neither your parents nor your teachers will receive feedback on them.

- Name:
- Phone number:
- E-mail address:



EVALUATION

For each competency, the participant will receive a brief feedback. Feedback on the different competencies is displayed one after the other (without the name of the competency!). For each competency feedback, there is a "Show more" button after the short text: if the participant presses it, the longer text of the evaluation will appear.

Communication style

Rating system:

- There are 5 questions, each with 4 styles to choose from.
- The style the participant chooses the most frequently will be their result.
- Since there are 5 questions, at least one style must be chosen twice.
- One problematic situation can occur: answering in a 2-2-1 ratio. In this case, either one of the two styles with equal answers is randomly selected as the result of the candidate – or the style to which the candidate first chose the same two answers.

The text of the assessment:

- **Assertive:** You can work greatly with others – when making a decision, you consider your own interests and also the interests of others, you speak your mind honestly, and you tend to listen to others. **Show more:** You can express yourself confidently in emotionally difficult situations. Your goal is to resolve the conflict while keeping in mind the needs of all parties involved – you do not surrender, but neither do you try to suppress others. You are able to compromise instead of always going after your own head – as a result, you are a very good team player; you can work well with others.
- **Passive:** You often set your interests aside – you let, and sometimes you explicitly need others to make important decisions for you, thus, you usually play a subordinate role in your relationships. **Show more:** You avoid problematic situations where you have to speak up for yourself. Many times you allow others to cross your boundaries in the name of peace. This could backfire in time as it can lead to legitimate outrage on your part. While it's not really worth



being stubborn in everything, try to play a little bigger role in your life – if you leave everything to chance, you'll miss out on many opportunities.

- **Aggressive:** You like to tell others what to do: you have a strong desire for control, and you usually get what you want. You stand up for your interests and insistently fight for your truth – you don't mind if others think otherwise. **Show more:** While it sometimes takes a bit of a push to reach your goals or to make your point understandable, only a very thin line separates your attitude from a hostile tone – try not to cross that line. Stick to being honest and confident yet calm and cooperative.
- **Manipulative:** You like being the leader but not on the front line – you tend to fight subtly for your interests and often people around you do not realize that you are influencing their decisions from the background. You use persuasion techniques covertly, rather than face-to-face – you like loopholes. **Show more:** You usually win over people by your charm and you often succeed in life. Try to use your power of persuasion more openly – if you convince others with logical arguments, you will be more satisfied with your 'victory' on the long run.

Responsibility

There are 6 questions with 1/0.5/0 point each.

Assessments:

- **5-6 points:** You think ahead and consider the consequences of your own actions, you are able to make choices and decisions. You take responsibility for your actions, and you don't get intimidated by fixing the mistakes you made. **Show more:** Your sense of responsibility and decision-making ability is sufficient to make you a group leader and it also lets you run your own business.
- **3-4.5 points:** Most of the time you take responsibility for your actions, but this often depends on your mood. You are able – and often willing – to make choices and decisions, but you only take responsibility for them if they turn out to be the appropriate ones. **Show more:** You can improve yourself by being a little more thoughtful and seeking the opinion of others when making decisions on matters you are less experienced on.
- **0-2.5 points:** You like to get away with not being held accountable for your actions. You prefer to have others make things done for you and you like to opt



out from decision-making. You do this either by letting others decide on your behalf or by taking actions from the background and not taking responsibility when something goes wrong. **Show more:** None of the above are good solutions for you in the long run – try to gain more experience by learning from others and take responsibility for the consequences of your actions: if you take your time when making decisions, you are more likely to succeed with them.

Risk-taking

There are 6 questions with 1/0.5/0 point each.

Assessments:

- **5-6 points:** You tend to take risks when needed, and you dare to make decisions in difficult situations; you are not intimidated by new challenges. You trust yourself and know that you will be able to deal with unexpected situations. **Show more:** By bravely taking risks, you will gain a lot of useful experience and eventually reach all your goals. Trust your abilities, be prudent and you will succeed in everything.
- **3-4.5 points:** Most of the time you tend to take risk. People can usually count on you, though you may not always dare to make decisions in difficult and uncertain situations. **Show more:** It is true that secure bases and a healthy sense of reality are important aspects, but never forget that there is no victory without taking risks! Start challenging yourself in difficult situations – trust yourself and you will experience great success eventually!
- **0-2.5 points:** You do not like risky situations and try to avoid them as much as possible. You rather strive for security and predictability and love to have everything planned in advance. **Show more:** If you want to have your own business, think about how to challenge yourself. Start with small steps and gradually develop your risk-taking ability!



Innovation skills, creativity

There are 6 questions with 1/0 point each.

Assessments:

- **5-6 points:** You are full of curiosity, creativity, and you love new and exciting things. You are open-minded and have lots of ideas. **Show more:** Your creativity has helped you in many situations; if an idea doesn't work, you come up with a new one right away. You make good use of the information at your disposal. Sometimes people around you are surprised by your ideas, but don't let that hold you back – use your creativity with courage!
- **3-4 points:** You usually find new, previously unknown situations interesting, and you often have creative ideas – but you rather don't share them with others. **Show more:** Try not to worry about being laughed at and don't mind others disagreeing with you – there is no wrong answer to solving a situation that demands creativity. It is still better to brainstorm ideas than to remain silent and opt out.
- **0-2 points:** Whenever you can, you stick with your well-known solutions, as new situations spook you. **Show more:** It is easy to build on the solid foundations of proven solutions, this is your forte. However, you might find that new things can actually be interesting every now and then. By trying out solutions you haven't employed before, perhaps you will end up becoming more successful.

Perseverance, failure tolerance

There are 6 questions with 1/0.5/0 point each.

Assessments:

- **5-6 points:** You can successfully face new challenges and obstacles, you don't quit easily, and you are persistent. **Show more:** Failure doesn't hold you back; you trust yourself and always give tricky situations another try – this is the key to your success! You know very well that not everything may work in your favour at first, but you can learn a lot from overcoming your obstacles, which subsequently can result in being even more successful.
- **3-4.5 points:** You are good at facing your obstacles, you don't give up easily most of the time and you are persistent. However, after experiencing a series



of failures, even you can be overwhelmed. **Show more:** In real life, it is often impossible to move forward without trying to solve a challenge. Don't give up too soon – trust yourself, because you can never know when you will succeed!

- **0-2.5 points:** You prefer your peace of mind more than trying to achieve something over and over again. **Show more:** Failure discourages you, but if you learn to trust yourself more and try to be a little more persistent, then – by lots of trials and gaining more experience – you can become more successful.



'CELEB' EVALUATION

Sentence + Photo and description

Selection method of the celebrity entrepreneur test:

- There are 9 possible results based on the two related questions.
- Within a type, the name of a celebrity entrepreneur is randomly selected to complete the sentence: „The business style of fits you the best.”

Celebrity-entrepreneur types	1	2	3	4	5	6	7	8	9
Random choices within a type	Steve Jobs	Vera Wang	Tommy Hilfiger	Mark Wahlberg	J.K. Rowling	Beyoncé	Mark Zuckerberg	Bill Gates	Larry Ellison
	Evan Williams	Jeff Bezos	Bernard Arnault	Pierre Omidyar	Elon Musk	David Beckham	Larry Page	Warren Buffett	Giorgio Armani
	Walt Disney	Henry Ford	Estée Lauder	Jamie Oliver	Oprah Winfrey	Rihanna	Ingvar Kamrad	Nathan Bleccharczyk	Reed Hastings
Other ideas	Amancio Ortega (Zara) Dietrich Mateschitz (Red Bull) Evan Spiegel (Snapchat)			Péter Árvai (Prezi)	Katinka Hosszú Gordon Ramsey				
Corporate social responsibility									
Nevermind	X	X	X						
Children				X	X	X			
Environmental protection							X	X	X
Appearance									
Not interested in the topic	X			X			X		
Solid elegance		X			X			X	
Luxury, glamour			X			X			X



Type 1

Steve Jobs (1955-2011) – Apple



Steve Jobs applied to university to please his parents. However, his family's savings were not enough to cover the extremely high tuition fees and he never finished university. Despite his circumstances, he obtained permission from his university's Dean to visit some of the classes even after he left school. He had several temporary jobs at the time to make ends meet. In 1976, he founded the Apple Computer Company (known today as Apple Inc.) with his friend Steve Wozniak.

Under his leadership, the company developed the Macintosh computer, the iPod media player, the iPhone smartphone and the iPad tablet.

Book recommendation: Walter Isaacson – Steve Jobs (2011)

Evan Williams (Twitter) and Walt Disney also belong to this entrepreneurial type.

Evan Williams (1972-) – Twitter



The founder of Twitter left the University of Nebraska after a year and a half to create his own business. However, he wasn't always lucky: once he wanted to develop a podcast platform called Odeo, but his idea failed soon with the release of Apple iTunes. Prior to becoming the chairman and CEO of Twitter (and gaining world fame), he worked in the fields of IT and marketing and was also a freelance programmer for Intel, Hewlett-Packard and Google.

Steve Jobs (Apple) and Walt Disney also belong to this entrepreneurial type.

Walt Disney (1901-1966) – Disney

The world's most famous cartoonist, who was quite poor at the beginning of his career, started out as a journalist who was fired for not having an imagination vivid enough for writing. Many of his early businesses went bankrupt before he found his true vocation. The Walt Disney Company, which was founded in 1923, almost went





into bankruptcy as well several times, and its cartoon characters were often used without permission (as Disney did not have appropriate legal protection at the time). Despite a difficult start, today the company employs more than 200,000 people worldwide and has ownership of movie studios such as Pixar (Toy Story, The Incredibles), Marvel (the Marvel Universe) and Lucasfilm (Indiana Jones, Star Wars).

Book recommendation: Bob Thomas – Walt Disney: An American Original (1987)

Steve Jobs (Apple) and Evan Williams (Twitter) also belong to this type of entrepreneurs.

Type 2

Vera Wang (1949-) – fashion designer



Wang's career as a fashion designer began when she couldn't find an appropriate bridal dress for her wedding and decided to design her own wedding gown. She later opened her own salon, where she initially sold other designer's collections, but then created her own brand. She has designed wedding dresses for celebrities like Jennifer Lopez, Sharon Stone, Sarah Michelle Gellar and Uma Thurman, while her evening dresses have been worn by Halle Berry, Charlize Theron and Meg Ryan at various galas.

Jeff Bezos (Amazon) and Henry Ford (Ford) also belong to this entrepreneurial type.

Jeff Bezos (1964-) – Amazon



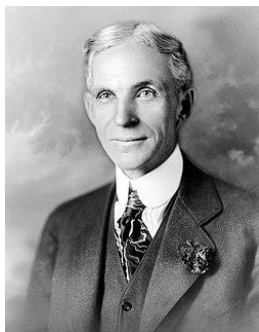
Bezos spent his childhood on a farm in Texas. As a student, he worked in a fast food restaurant, and later, he graduated from Princeton University as a software engineer. Amazon was originally a small business which was founded in a garage and aimed to become the world's largest online marketplace for books. Amazon eventually revolutionized the book market, and by gradually expanding its profile, it became the vendor of all types of products and web services and the main leader of e-commerce. Today,



Amazon Web Services is the largest cloud provider. After many tries and failures, Amazon was listed on the stock market in 1997. As a child, Jeff Bezos envisioned the future of humanity in space, which was one of the reasons for him to create his own aerospace manufacturer and sub-orbital spaceflight services company, Blue Origin. He owns several media platforms: he purchased the Washington Post and the Business Insider (an online business newspaper).

Vera Wang and Henry Ford (Ford) also belong to this entrepreneurial type.

Henry Ford (1863-1947) – Ford



Many don't know that the first two car manufacturing factories of the pioneer of car industry and modern mass-production went bankrupt. The Ford Motor Company, which is still led by Henry Ford's descendants, was Ford's third attempt at business. Ford was one of the richest and most famous men of his time: as an inventor, he owned 161 US patents. The famous phrase "*Any customer can have a car painted any colour that he wants so long as it is black.*" comes from him.

Vera Wang and Jeff Bezos (Amazon) also belong to this entrepreneurial type.

Type 3

Tommy Hilfiger (1951-)



Hilfiger is the epitome of the American dream: he went from being a short boy with feminine features to become a world-famous fashion guru. He started his first business (a clothing company) during his high school years, but it soon went bankrupt. Later, his comfortable red, blue and white clothes for both men and women became more and more popular. His designs were also closely related to different musical genres: the rappers of the 90's all wore his products. He believes that originality is the strength of his company: he does not follow but creates new trends. His famous quote "*Mediocrity is not an option*" also confirms this belief. In addition to clothing, the brand now designs shoes, watches, perfumes and home furnishings.



Bernard Arnault (Louis Vuitton) and Estée Lauder also belong to this entrepreneurial type.

Bernard Arnault (1949-) – LVMH-Louis Vuitton, Sephora, Dior, Bulgari, TAG Heuer



As the managing director of LVMH, the French businessman supervises 70 brands including luxury goods, wines, fashion products, watches and jewellery, perfumes and cosmetics. He is known to be a dreamer. He went from being an engineer of a family business to being an investor and financial specialist. When he was planning to develop LVMH into a luxury group in the early 1990s, he received a lot of criticism and many wanted to stop him from reaching his goal. Fortunately, he trusted himself, got enough courage and achieved his dream eventually.

Today, he is considered to be the example of creativity and innovation who is known for his quality-oriented business model. Many people try to follow his style of investment. He is always thinking in the long term – he is a great strategist who knows how to choose an efficient team to work with. In addition, he is an art collector and a great supporter of arts in general.

Estée Lauder and Tommy Hilfiger also belong to this entrepreneurial type.

Estée Lauder (1906-2004)



She was an American businesswoman of Hungarian origins who gave up her acting ambitions to launch her cosmetics brand. She got interested in cosmetic products when her Hungarian uncle, who was a chemist, made a face cream for her in his home lab based on a secret recipe. That particular cream became very popular with ladies looking for better skin care products. Estée recognized the potential in the popularity of the cream and co-founded her cosmetics company with her

husband, Joseph Lauder. Their marketing techniques of the 1940s are still relevant today: they displayed their products at busy malls and offered free facial treatments, they visited beauty salons, trained their own salespeople and offered free samples after each purchase. This marketing strategy led them to becoming incredibly popular. Lauder built her cosmetic empire from scratch, and soon became popular in the

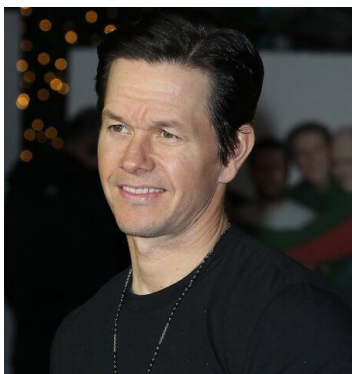


highest social circles. She believed in the power of female beauty and she often stated that *“there are no ugly women, only lazy ones”*.

Bernard Arnault (Louis Vuitton) and Tommy Hilfiger also belong to this entrepreneurial type.

Type 4

Mark Wahlberg (1971-)



Apart from having a music and acting career (The Departed, Transformers movies, etc.), the Oscar and Golden Globe-nominee Mark Wahlberg is also a co-owner of a fast food chain with his siblings. His fast food restaurants are present in 31 locations in North America. As an investor, he has a hand in other business branches as well: he has shares in a bottled water brand, Aquahydrate, he purchased a Chevrolet car dealership and also launched a sports nutrition company.

Pierre Omidyar (eBay) and Jamie Oliver also belong to this entrepreneurial type.

Pierre Omidyar (1967-) – eBay



The founder of eBay (who is now an American citizen) was born in France to Iranian and American parents. In 1995, at the age of 28, he founded eBay (then known as AuctionWeb). He wanted to create an online venue to enable the listing of a direct person-to-person auction for collectible items. The first item sold on the site was a broken laser pointer, and one year after the first sale, 2 million auctions have been run on eBay. Today, you can buy used and new products there, basically anything from ashtrays to luxury yachts. Pierre Omidyar became a billionaire at the age of 31 when eBay was introduced to the stock market. There have been many changes and transformations in the history of the company, but its growth is still uninterrupted.

Mark Wahlberg and Jamie Oliver also belong to this entrepreneurial type.



Jamie Oliver (1975-)



The British celebrity chef was discovered in a documentary in 1996: his first series was on BBC, called Naked Chef (the show that made him world famous). The series went on to last for several seasons, while Jamie did many other series as well (Jamie's Kitchen, Jamie at Home, Jamie's 30 Minute Food, etc.). He has published many books and appeared in several commercials. He has a high-quality franchise network of restaurants operating all over the world. Some of his restaurants are facing difficult times these days as the restaurant group

went under reform. Jamie has always prioritized tackling childhood obesity and began a campaign to improve the standard of school meals. He also stands for ethical animal husbandry and supports the employment and training of disadvantaged young people.

Mark Wahlberg and Pierre Omidyar (eBay) also belong to this entrepreneurial type.

Type 5

J.K. Rowling (1965-) – Harry Potter series



As a child, British novelist Joanne Kathleen Rowling often wrote fantasy stories which she frequently read to her sister and classmates. She received her teaching degree in England, but she also studied in Paris. Rowling was working as a researcher and bilingual secretary for Amnesty International, and later, as a teacher. She conceived the idea for the Harry Potter series while on a delayed train. She worked on the manuscript for years while raising her child in relative poverty. She could hardly find a publisher for her finished book, until the first novel of her series was finally

published in 1997. It was a huge success that received several awards, was translated into 65 languages and soon to be filmed. She no longer works as a teacher, but besides being a novelist, she is also a successful producer and screenwriter.



Oprah Winfrey and Elon Musk (Tesla) also belong to this entrepreneurial type.

Elon Musk (1971-) – Tesla



Musk (born in South Africa, living in Canada, then the US) is an entrepreneur, investor and engineer who is famous for his brilliant ideas and provocative attitude. At the age of 12, he wrote his first game program which he sold successfully. He studied physics and economics, but he left Stanford University after two days saying that *"he should be dealing with more important problems that influence the future of mankind"*. He is the founder of Zip2, X.com, PayPal, Tesla Inc., SolarCity and The Boring Company, and he is the visionary behind Hyperloop. It took him 10 years to design the SpaceX space capsule. Musk

hopes to send humans to Mars' surface (from private equity) and to develop a space vehicle for interplanetary travel or create a satellite-based, super-fast space Internet. It is not by accident that he is often referred to as the "Real Iron Man" because – in addition to being a billionaire, inventor and mastermind of many astonishing businesses – his style is similar to the cartoon hero's.

Oprah Winfrey and J.K. Rowling (Harry Potter series) also belong to this entrepreneurial type.

Oprah Winfrey (1954-)



One of the richest and most influential American was born into poverty. However, thanks to her persistent personality, even a consumer effect – the Oprah Effect – was named after her: when she promotes a product or service during one of her performances, its sales start to grow exponentially. At the age of 19, she began her

television career as a news reporter. Later, she started to produce her own content (series, films, websites, etc.). Most people know her from her talk show (that aired



between 1986 and 2011) which is still the most watched show in its category. She is an enthusiastic philanthropist: she gave away significant amounts of money to support the education of disadvantaged children, especially young African girls, whom she also teaches personally to develop their leadership skills.

J.K. Rowling (Harry Potter series) and Elon Musk (Tesla) also belong to this entrepreneurial type.

Type 6

David Beckham (1975-)



He is one of the most famous and respected European footballers who retired in 2013. However, his reputation has gone beyond the football fields: his name has been linked to several multinational companies such as Pepsi, Vodafone and IBM. He launched his own cosmetics brand in the United States in 2007. His menswear collection is available in H&M stores and he also produces whiskey with Diageo (one of the world's largest producers of spirits). As a UNICEF goodwill ambassador, he has pledged his support for the Unite for Children and the Unite Against AIDS campaigns.

Beyoncé and Rihanna also belong to this entrepreneurial type.

Beyoncé (1981-)



This American R&B singer is the most successful female performer of the 2000s who has won 23 Grammy Awards. Besides being the face of Pepsi and L'Oréal, she launched her own fashion brand in 2004. Her fashion company has stores in the United States and Canada where they sell sportswear and jeans with fur and matching handbags and footwear. In January 2008 she also launched a "high style" mobile game featuring her collection. Her charity organization, the Knowles-Rowland Center, supports the rights, education and healthy lifestyle of children.

David Beckham and Rihanna also belong to this entrepreneurial type.



Rihanna (1988-)



Rihanna is a Barbadian singer and one of the most influential, popular and successful performers who has already won 9 Grammy Awards. Her genuine style that embraces various musical genres fundamentally reformed contemporary pop music. She has won several awards for her music and she is also seen as a significant entrepreneur. As a businesswoman and fashion designer, she is the co-founder and owner of Fenty Beauty (with the LVMH luxury brand group) and she recently announced the launch of Fenty Fashion House, which will sell top-quality clothes, shoes, accessories and jewellery.

Rihanna is proud of her Barbadian roots, and in 2018 she became Barbados' Ambassador Extraordinary and Plenipotentiary for Education, Tourism and Investment.

David Beckham and Beyoncé also belong to this entrepreneurial type.

Type 7

Mark Zuckerberg (1984-) – Facebook



Mark Zuckerberg is an American technology entrepreneur, programmer and philanthropist. Zuckerberg is known for co-founding Facebook with his college roommates. Before Facebook, he built several programs that supported communication and data sharing (without much success). He got a degree in Literature and later went to Harvard University where he started developing Facebook. Instead of finishing university, he concentrated on his business. Several developers joined his company which soon became gigantic, acquiring Instagram and WhatsApp. Zuckerberg

took the company public in May 2012 with majority shares. He leads his company strictly and never lets anyone else to decide strategic questions. He always takes responsibility for the concerns and criticisms (mainly concerning data protection) about Facebook. Zuckerberg has previously launched a foundation for the development of "green energy" and also announced his decision to use a significant amount of his wealth for charity purposes.



Larry Page (Google) and Ingvar Kamrad (IKEA) also belong to this entrepreneurial type.

Larry Page (1973-) – Google

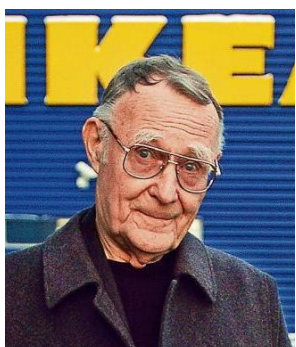


Lawrence Edward Page is an American computer scientist and Internet entrepreneur who co-founded Google with Sergey Brin. He enrolled in a PhD program at Stanford University (which he never finished) where he started to work on a web search engine which he later named Google. The website stood out from its rivals as it had a minimalist style but could efficiently and easily manage the ever-growing data content of the Internet. Google was incorporated in 1998 at a garage in

California (which the company soon grew out of). Today, Google has seven services, each with more than one billion users (Google Maps, YouTube, Chrome, Gmail, Search és Google Play). Despite his introverted personality, Page is considered to be one of the most influential people in the world. He is a supporter of renewable energy and alternative energy sources, supports related research and is committed to several charity programs.

Mark Zuckerberg (Facebook) and Ingvar Kamrad (IKEA) also belong to this entrepreneurial type.

Ingvar Kamrad (1926-2018) – IKEA



Ingvar Kamrad was a Swedish businessman, who founded IKEA at the age of 17. He came up with his business idea of selling flat-panel furniture when working as a furniture supplier. The concept has proven to be revolutionary in interior design and the company is now present in 49 countries with 494 stores. The company's products are so popular that one fifth of British children are believed to be conceived on IKEA mattresses. In spite of his wealth, Kampard always lived a modest life. He treated his employees as co-workers and he

often had lunch with his team at the company's restaurant. He often emphasized the principles of IKEA: cost-consciousness, helpfulness and responsibility. According to



his will, half of Kamprad's inheritance will go to business projects in Norrland, a sparsely populated part of Sweden.

Mark Zuckerberg (Facebook) and Larry Page (Google) also belong to this entrepreneurial type.

Type 8

Bill Gates (1955-) – Microsoft



Both the entrepreneurial and academic career of Bill Gates started with failure: he left Harvard University after two years and he had to stop his first business (Traf-O-Data) – the aim of which was to make traffic counters – due to state competition. But the setbacks never deterred him from his goal; soon, he founded the world's largest software company, Microsoft. He and his wife have been active philanthropists since 2000: their foundation has supported countless issues (reducing child mortality, a housing programme for homeless families, research on AIDS and malaria, sustainable agriculture development, etc.). He has considered their charity work to be the most important matter in his life, thus, he quit his day job at Microsoft to be able to spend most of his time at their foundation.

Warren Buffett (Berkshire Hathaway) and Nathan Blecharczyk (Airbnb) also belong to this entrepreneurial type.

Warren Buffett (1930-) – Berkshire Hathaway



Warren Buffett is an American business magnate, investor, speaker and philanthropist who serves as the chairman and CEO of Berkshire Hathaway since 1965. Buffet worked at his father's brokerage firm from the age of eleven. His favourite strategy is value-based investment and he always thinks in the long term. His business style is characterized by a conservative economic style. His most successful investments include the acquisition of shares in Gillette, the Coca-Cola Company and the Fruit of the Loom, but recently he also invested in Amazon. In spite of his wealth, he follows a



modest lifestyle, living in the same Omaha house he bought in 1958. He has been a generous philanthropist for a decade now. As the member of 'The Giving Pledge' charity movement, he has also pledged to donate most of his wealth to charities.

Bill Gates (Microsoft) and Nathan Blecharczyk (Airbnb) also belong to this entrepreneurial type.

Nathan Blecharczyk (1984-) – Airbnb



Airbnb was invented by three unemployed young adults in 2007 by leasing a mattress in their house to help their bad financial statuses. This idea has grown into one of the flagship companies of community-based economy: an online marketplace for arranging or offering short-term lodging, primarily homestays, in 200 countries worldwide. The company does not own any of the real estate listings, nor does it host events; it acts as a broker, receiving commissions from each booking. Airbnb now offers all kinds of accommodations: free rooms, whole flats, mansions, boats, wooden chalets or even islands! With this system, the average person has been brought into the world of global tourism and can contribute to facilitating international socializing. However, the immensely popular community-based business bypasses most of the current legislation and raises many legal and tax issues.

Bill Gates (Microsoft) and Warren Buffett (Berkshire Hathaway) also belong to this entrepreneurial type.

Type 9

Larry Ellison (1944-) – Oracle



He was Oracle's Chief Executive Officer and Chief Technology Officer from 1977 to 2014, and since then he is the CEO. While managing his business, many times he went for solutions only he believed in – everyone else found those ideas ridiculous and impossible. But eventually he made it! Oracle became one of the largest software companies in the world by focusing on the Internet since the 1990s. On the other hand, it offered a complete



e-Business solution, not just for a single product. Today, Oracle Corporation is the world's largest provider of business software solutions and the number one database provider worldwide. Ellison is a strong supporter of open source communities and helps to unify industry standards. He became a billionaire without a university degree, and today he only owns luxury estates in the US.

Giorgio Armani and Reed Hastings (Netflix) also belong to this entrepreneurial type.

Giorgio Armani (1934-)



The Italian fashion designer formed his company, Armani, in 1975, and by 2001 was acclaimed to be the most successful designer of Italian origin. He left medical school to accomplish his dreams in the fashion industry. The Armani style is known for its clean, tailored lines and sophisticated elegance. He is also known to be a pioneer of the red carpet. Since his clothes appeared in several Hollywood productions, he has been designing clothes for movie stars, politicians and public figures as well. His brand focused on menswear in the beginning, but later he began to work on women's collections, and the brand now includes lingerie, sunglasses, bags, perfume and jewellery, along with many other accessories and home furnishings. Even a hotel chain has become a part of the empire. One of his well-known quotes describes his brand perfectly: *"Anyone can buy fashionable clothes, but not style"*.

Larry Ellison (Oracle) and Reed Hastings (Netflix) also belong to this entrepreneurial type.

Reed Hastings (1960-) – Netflix



Marc Randolph and Reed Hastings founded their company, which offered an overnight DVD delivery, in 1997. Their streaming service was launched in 2007, completely revolutionizing the world of television. Since 2013, the company has also been offering its own production of films and series. Hastings is the CEO and also the main reason for the success of the company (without having a close relationship with the entertainment industry prior to launching



the business). Due to its advertisement-free content, reasonable pricing, freedom of choice of content and convenient services, Netflix quickly became a global brand from just a US provider. Today, the company is the world's largest video streaming service provider, and it's increasingly focusing on producing its own content as well as producing and buying local content.

Larry Ellison (Oracle) and Giorgio Armani also belong to this entrepreneurial type.

