



## How I Built This

Insights from Innovators, Entrepreneurs, Idealists, and the Stories Behind the Movements they built.

### Assignment (50pts total--written and verbal)

You will research an entrepreneur, someone who shares their story on How I Built This, a podcast program on NPR (National Public Radio).

There are many, many people from which to choose. Please be thoughtful with your selection.

I. You need to listen to the podcast, or you can read the transcript. Get essential information using this worksheet, and introduce this person to the class.

II. Scroll through the NPR website to find a podcast that interests you:

<https://www.npr.org/podcasts/510313/how-i-built-this>

On a separate document, find the following essential information:

1. Who is this person, what did they create, when, and where did it start?
2. What inspired this person to create it?
3. What else was the person doing during the time they were also working on their product/service?
4. What were some mistakes? Challenges? Any legal issues?
5. Did this person go to college? What were some of their other life experiences?
6. Related to NPR: Who are the sponsors for the program--they funded the segment.
7. Explain the process of turning an idea into a product/service.
8. Your Personal Reflection: What made you choose this person? What surprised you? How can this story help others? Even if you are not interested in being an entrepreneur, what can you take away from this talk that serves you and your life? There is definitely something in there--think about skills, abilities, attitudes. Be a critical thinker, a curious learner!