



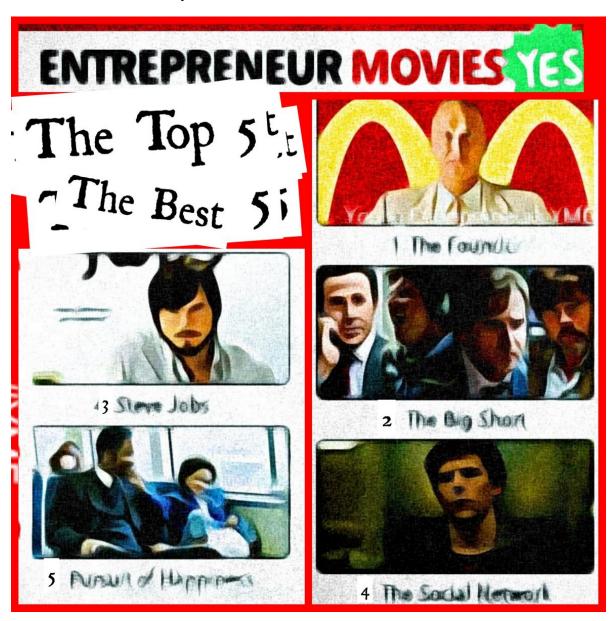
# **Chapter 1**

# **An Entrepreneurial Dream**

In this chapter we have made a selection out of the inspirational video's to promote and raise awareness and reel young migrants into entrepreneurship

## 1.1. The Best Entrepreneurship Movies (and their trailers)

What are the best #Entrepreneurship movies of all time? Below 5 movies, personally picked, for you to see. Enjoyable and full of entrepreneurship lessons and qualities you need to succeed! Don't miss out our list. But please watch and read the lessons learnt!







### 5. The Pursuit of Happyness

This movie tells the story of Chris Gardner, an American businessman and motivational speaker. During the early 1980s, Gardner struggled with <a href="https://homelessness">homelessness</a> while raising a toddler son. He became a <a href="stock broker">stock broker</a> and eventually founded his own <a href="brokerage firm">brokerage firm</a> Gardner Rich & Co in 1987. In 2006, Gardner sold his minority stake in the firm and published his memoirs and that book was the script of motion picture <a href="mailto:The Pursuit of Happyness">The Pursuit of Happyness</a> starring <a href="Will Smith">Will Smith</a>. The movie grossed \$163 million domestically at the box office and over \$300 million worldwide. As a result, it earned Will Smith an <a href="mailto:Academy Award">Academy Award</a>-Nomination for <a href="mailto:Best Actor">Best Actor</a>.

The movie took some liberties with Gardner's true life story, but in essence tells that you have to pursue..., no matter how hard it gets, you have to keep on going, and not give up. Having lots of confidence in yourself is essential to succeed as an entrepreneur: 'Don't let anybody tell you can't do something. If you have a dream you got to protect it. You want something, go get it. Period'. The life story of Chris Gardner is a true inspiration! #MustSee!

#### 4. The Social Network

In 2003 Harvard student Mark Zuckerberg invents Facebook. It quickly becomes a global phenomenon and a revolution in communication. Six years later, Mark is the youngest billionaire in history, but not without legal complications. *The Social Network (2010)* tells the entrepreneurial tale of Facebook.

The script is more or less based on the book <u>The Accidental Billionaires</u> (2009). The movie portrays the founding of <u>social networking</u> website <u>Facebook</u> and the resulting lawsuits. The movie tells the entrepreneurial tale of the 19-year-old <u>Harvard University</u> student <u>Mark Zuckerberg</u>, who creates a campus website called <u>Facemash</u> by hacking into college databases to steal photos of female students, then allowing site visitors to rate their attractiveness. After traffic to the site crashes parts of Harvard's computer network, Zuckerberg is given six months of <u>academic probation</u>. However, Facemash's popularity attracts the attention... Zuckerberg approaches his friend <u>Eduardo Saverin</u> with an idea for The Facebook, a <u>social</u> <u>networking</u> website that would be exclusive to <u>Ivy League</u> students...

The movie is about the bumpy road of entrepreneurship, with a lot of quarrels around who came up with the original idea, lots of court cases, broken friendships, to... the big success of Facebook!

It stars <u>Jesse Eisenberg</u> as founder <u>Mark Zuckerberg</u>. Neither Zuckerberg nor any other Facebook staff were involved with the project. *The Social Network* won Oscars for its direction, screenplay, acting, editing, and score.





### 3. Steve Jobs

The movie of Steve Jobs (February 24, 1955 – October 5, 2011), the personification of Icon Apple, an American <u>business magnate</u>, <u>industrial designer</u>, <u>investor</u>, and <u>media proprietor</u>, with Syrian roots. He was the chairman, chief executive officer (CEO), and co-founder of <u>Apple Inc.</u>, the chairman and majority shareholder of <u>Pixar</u>, a member of <u>The Walt Disney Company</u>'s board of directors following its acquisition of Pixar, and the founder, chairman, and CEO of <u>NeXT</u>. Jobs is widely recognized as a pioneer of the <u>personal computer revolution</u> of the 1970s and 1980s, along with Apple co-founder <u>Steve Wozniak</u>.

The movie is centered around Steve Jobs most important presentations, launching his new innovative products, his entrepreneurial focus, not willing to give what clients ask for, 'because they don't know what they want'... The story of Steve Jobs shows that success does not come easy and not necessarily mean that you are as happy as you can be if you are successful. His complicated personality, and one-way-thinking destroys ultimately almost all his competitors, but along the way also a lot of relationships with colleagues, friends, and his own family and his own child... Lots of private problems and issues don't get in the way to his ultimate entrepreneurial goal: Making Apple the biggest and successful Company in the World...:

#### 2. The Big Short

The Big Short (2015) is an entrepreneurial movie, which catches the feel of the current #Corona #Crisis situation the most. It's based on the 2010 book <u>The Big Short: Inside the Doomsday Machine</u> by <u>Michael Lewis</u> showing how the <u>financial crisis of 2007–2008</u> was triggered by the <u>United States housing bubble</u>. The film stars <u>Christian Bale</u>, <u>Steve Carell</u>, <u>Ryan Gosling</u>, <u>Brad Pitt</u>, and many more.

The movie is noted for the unconventional techniques it employs to explain financial instruments, explain concepts such as subprime mortgages and collateralized debt obligations as a meta-reference. Several of the film's characters directly address the audience, most frequently Gosling's, who serves as the narrator. This is been done in a really good way, so everyone understands ultimately how the Banks were all fooling us with their definitions and complicated terms (which was plain and simple: Fraudulent behavior). A few entrepreneurs see what's happening and jump in...

The movie won the <u>Academy Award for Best Adapted Screenplay</u> in addition to nominations for <u>Best Picture</u>, <u>Best Director</u>, <u>Best Supporting Actor</u> (Bale), and <u>Best Film Editing</u>. Bale is the personification of the entrepreneur who walks way in front of the pack. He is the one who sees the opportunities and everyone says he is crazy and his boss and colleagues are losing faith in him. He becomes the laughing stock, but he stays persistent end confident and pursues it till the end. You have to watch yourself if he fails or succeeds –either way it's a great entrepreneurial lesson.





## 1. The Founder

The Founder (2016) is a <u>biographical comedy-drama film</u> directed by <u>John Lee Hancock</u> and written by <u>Robert Siegel</u>. Starring <u>Michael Keaton</u> as businessman <u>Ray Kroc</u>, the film portrays the story of his creation of the <u>McDonald's</u> fast-food restaurant chain. <u>Nick Offerman</u> and <u>John Carroll Lynch</u> co-star as McDonald's founders <u>Richard and Maurice McDonald</u>.

The movie received generally positive reviews from critics, who praised Keaton's performance. Many obstacles and disappointments are shown but Ray does keeps on going: Not giving up and the perseverance of Ray leads ultimately to the phenomenal success on what McDonalds is today. The movie tells the highs and lows of entrepreneurship with the quarrels and setbacks, misunderstandings and how simple innovation can have a huge impact. It also explains that although you don't have the original idea you can develop and built on other ideas and become even bigger!

After watching these movies, you are interested, excited and motivated to start as an entrepreneur?:

Go to the **self-assessment** !!!

Always remember Why do you want to be an entrepreneur ?!

Motivation is key!