

16.7: Case Questions

1. Explore the websites of Cratejoy and Prosperly. How did these venture founders follow the entrepreneurial journey?
 2. After researching Man Crates, explain how Man Crates has followed the model in Figure 16.3.9?
 3. What additional ideas can you think of for starting your own business, using Man Crates as a source of inspiration?
 4. Go back to the Work It Out: Startup Ideas Feature Box (Section 16.4). Select either an idea that you've created or an idea listed on either of the websites. Where could you go to gain more information about this idea? This might mean finding a business where you could shadow someone, or perhaps an internship, or research conducted in some other manner.
 5. Return to the Work It Out: Startup Ideas Feature Box (Section 16.4) and revisit the links to business ideas, using the same idea that you identified in question 1. What are five other businesses that could be spinoff ideas from your one new idea?
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