Review Questions for Swanson and Baird
Chapters 1, 2, and 3

Be prepared to discuss the following:

1. What does Figure 1.1 tell you?

2. Of the many Issues to Consider from Chapter 1, which of those will likely matter the most to you?

3. Of the Entrepreneur's Profile, which of these describe you and which do not?

4. What is the general failure rate of start-ups? What about start-ups from MIT? What does that imply about Mudd?

5. Who are the "living dead?"

6. What kind of "life" or you likely to have if you become the kind of entrepreneur described by Chapter 1? Are you prepared for this kind of challenge?

7. Let's just generally discuss Table 3.1

8. Go to and peruse these tree website:

   http://www.motivps.com
   http://www.mavenlink.com
   http://www.swopethat.com

   These are all Mudd plays - founders are Mudd grads. Familiarize yourself with what they do - we will want to talk about them.