Compare/Contrast 3 Entrepreneurs – Vignettes. This is an individual assignment. Please compare and contrast the resources from three different entrepreneurs: Sir Richard Branson, Elon Musk and Jack Ma. Develop this assignment as follows: 1. Create a MS Word document. Include your identifying information using conventions described in the Syllabus for file names and content (your name, assignment name, etc.). In your comparison and contrast, we are looking for an analysis of their characteristics as entrepreneurs. Essentially, identify and expound on what is both similar and different about them as innovation leaders in terms of: • Personalities • Motivations • Impetus for Starting New Venture • Vision Building • Execution and Management • Life Philosophy • Business Model • Performance Indicators • Measures of Success (their own) • Measures of Success (for their organizations) We are not looking for a history lesson or re-hashing of what they have done (the video vignettes tell us that quite well), except insofar as it relates to their character as entrepreneurs listed above. In other words, one thing they clearly have in common is that they've each accumulated different levels of both organizational and personal financial achievement. This alone is not an adequate contrast. In general, be careful about getting too awe struck by their various degrees of wealth or flamboyance. Look for indicators of values and principles, not dollars.