

Part A: You, The Entrepreneur**Business Name**

BatteryX, Inc.

What will you produce? For whom?

In a world where we are always on the go, and have our devices with us at all times, we always run into that situation where we need to charge our phones but do not have anywhere to plug them into. The current portable chargers we have today either need to be plugged into, making it hard to recharge, and those that are solar take up a big amount of space. My idea is to create a compact solar-powered portable charger that can fit into your pocket with no hassle, as well as a large charging capacity reducing the number of times that you need to recharge it. This product will benefit the everyday person, ensuring that their devices never go dead when they need them the most.

How will you produce?

Land – office space, elements for batteries, space for production

Labor – people for accounting/finance, marketing, management, logistics, engineering

Capital – equipment for office, phone/internet system, money to get company going

Entrepreneurship – gain network contacts, learn more about batteries and solar power, attend events, apply for loans, connect with potential funding sources

Anticipate and overcome roadblocks:

One challenge I would expect to face is a combination of land and labor. Due to the fact that my company would be making portable batteries, we need the elements to actually make those batteries; which at times can be a complex situation (such as during times of shortages or industry issues). To overcome this potential issue, I would need to find a way to set my company up in a place where we can get these materials ourselves as efficiently as possible, so that if let's say disputes within the industry occur in some form, we do not have to rely on other people to get the materials, my company already has access to them.

Part B: Your Business Role Model

Bill Hewlett, co-founder of Hewlett-Packard (HP)

Born in 1913 in Michigan, Bill Hewlett was the son of a medical professor. A few years later he and his family moved to California, where he eventually served as a Battalion Commander for his school's JROTC battalion. He went on to earn a bachelor's degree from Stanford in 1934, and a Master of Science in electrical engineering from MIT in 1936. In a partnership formed with a fellow student at Stanford, they formed the company Hewlett-Packard (HP) from a garage, to be later known as "The Birthplace of Silicon Valley." HP is a technology company that produces PCs, desktop computers, server software, printers, and various other related products. One's background is very impactful on how they make choices in life, in this instance business-related ones. The way someone grows up creates a foundation for their morals and what they establish as the way of life, and how they view it. Later in life when they go on to create a business and have to constantly be making decisions to keep it going, this foundation comes into play as it sets the way that they look at these situations, and what needs to be done to get through them. What makes Hewlett unique is that he set the precedent for the technology industry. There was not a lot established for it already (unlike today), so there was not much to go off of. His company has been able to innovate through one of the most rapidly booming industries the world has ever seen, and to this day continues to innovate.

Sources Used:

"Bill Hewlett." *Wikipedia*, en.wikipedia.org/wiki/Bill_Hewlett. Accessed 21 Sept. 2022.