

# ENTREPRENEUR VIDEO DISCUSSION

FEDERAL RESERVE BANK of KANSAS CITY

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## RDQLUS CREATIVE

Steve Gordon

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(Teacher Note: Student answers to discussion questions may vary; possible answers are provided below.)

1. What are the unique features of RDQLUS Creative? *(It helps businesses brand their identities and designs materials for their brand.)*
2. Steve Gordon mentioned “not being groomed” for entrepreneurship. What difficulties did he overcome to start his own business? *(He grew up in the projects of north Omaha and didn't have the background and opportunities that many others had in their environments. He mentioned he was ignorant as to how to start a business. He taught himself the needed skills along the way.)*
3. All entrepreneurs face risk when starting a company. What did Steve Gordon mean when he said to “respect risk”? *(He said it was important to have a “healthy dose of fear” regarding starting a business. You should be aware of and understand where the risk is so you can survive as a business owner.)*
4. Steve Gordon emphasized the value of not confining your creativity. Why is creativity so valuable to entrepreneurs? *(Creativity is key in developing a unique product or service. Creative ideas keep your business flourishing and your customers excited about your business.)*



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