Entrepreneurship Journal Article Reflection Paper. Paper details Please do a close reading of the four articles listed below and write a critique of these as they apply to your learning about the lean launch approach to building a venture. While the approach has been extremely helpful, as I indicated during lectures, the approach is not without its shortcomings. The purpose of this assignment is for you to draw on your experiential learning of the lean launch approach in class (as you worked on a team building a virtual prototype and creating a pitch for the business concept) and to critically evaluate the method. The articles will help you to do that critical evaluation. Please: 1. Relate the key concepts about the entrepreneurial method from the perspective of each of the authors. What are the hallmarks of the “method” that each author is discussing, and what are the shortcomings? 2. Use lecture materials from class to help you evaluate perspectives. For instance, Saras Sarasvathy is an author that I lectured about early in the semester and she has videos that I shared in my slides in which she speaks about "effectuation" and the way that entrepreneurs think. Use that material and be sure to cite it. 3. Consult your notes from class and critically evaluate the perspective of each author. I encourage you to draw on your experiences of working on a team building a business concept into a virtual prototype. You should submit an individual paper, no longer than five pages (5) in length. Your cover page and reference page are not included in that five page limit. Ensure that you integrate the materials from class as references. Here is the rubric I will use to evaluate your paper: Rubric for Final Reflection Paper.docx. Consult the rubric and be sure to use in-text citations following APA format. Your references MUST include the articles you have read, notes from class and any materials you wish to add to supplement and strengthen your arguments. Articles to read: Blank, S. (2013). Why the lean start-up changes everything. Harvard Business Review, May 2013. Available at: https://hbr.org/2013/05/why-the-lean-start-up-changes-everything (Links to an external site.) Ladd, T. (2016). The limits of the lean startup method, Harvard Business Review, March 16, 2016: https://hbr.org/2016/03/the-limits-of-the-lean-startup-method (Links to an external site.) Porter, M. E. (2008). The Five Competitive Forces That Shape Strategy. Harvard Business Review. 86, 1, 78-93, Jan. 2008. ISSN: 00178012. Sarasvathy, S. (2012). Everyone should Learn the Entrepreneurial Method, Harvard Business Review, March 15, 2012. https://hbr.org/2012/03/everyone-should-learn-the-entr