Question 1: This week’s reading focuses on the early research that an entrepreneur has to do to determine whether her business idea is feasible or not. For this assignment, I would like you to think back to the parts of Shoe Dog you have read so far (at least until the end of what happened in “1968”), and write about the micro level ‘market research’ that the team had completed by then. Please make sure to carefully read the “My opportunity: why will or won’t this work?” chapter by Mullins (in the book “The New Business Road Test”), and especially the parts that talk about micro level market research. In your answer, provide at least three specific and separate examples from Shoe Dog (from the pages up to the end of “1968”) that demonstrate how the founders tried to understand the market at the micro level. Do not use the idea or text provided in the ‘Nike wins at the micro level’ box that is a part of “My opportunity: why will or won’t this work?” chapter by Mullins. The answer to this question has to be a minimum of one page and can be a maximum of two pages long. It is graded based on content, not length. Use 1-inch margins on all sides, line spacing at 1.5. Do not leave extra space between paragraphs. -------------------------------------------------------------------------------------- Question 2: Watch the three video clips from entrepreneur talks at Chicago Ideas Week (CIW): One: A Dignified LIfe : https://www.chicagoideas.com/videos/a-dignified-life Two: Saving Lives One Text at a Time : https://www.chicagoideas.com/videos/saving-lives-one-text-at-a-time Three: Hustles and Myths. : https://www.chicagoideas.com/videos/hustles-and-myths There is a lot of talk these days about social entrepreneurs. Do some research on what social entrepreneurship and social entrepreneurs are? Do you think each of these three entrepreneurs featured in the videos fits the definition of "social entrepreneur"? Why? Why not? Which one of the three is your favorite "problem solver" entrepreneur, and why? The answer to this question has to be a minimum of one page and can be a maximum of two pages long. The video clips that are a part of this question do not count toward the minimum of two relevant, reputable, referenced sources (APA style) that need to be a part of your answer.