



# ENTREPRENEURS UNCOVERED SERIES

Why & How to create  
your own

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# MOTIVATION

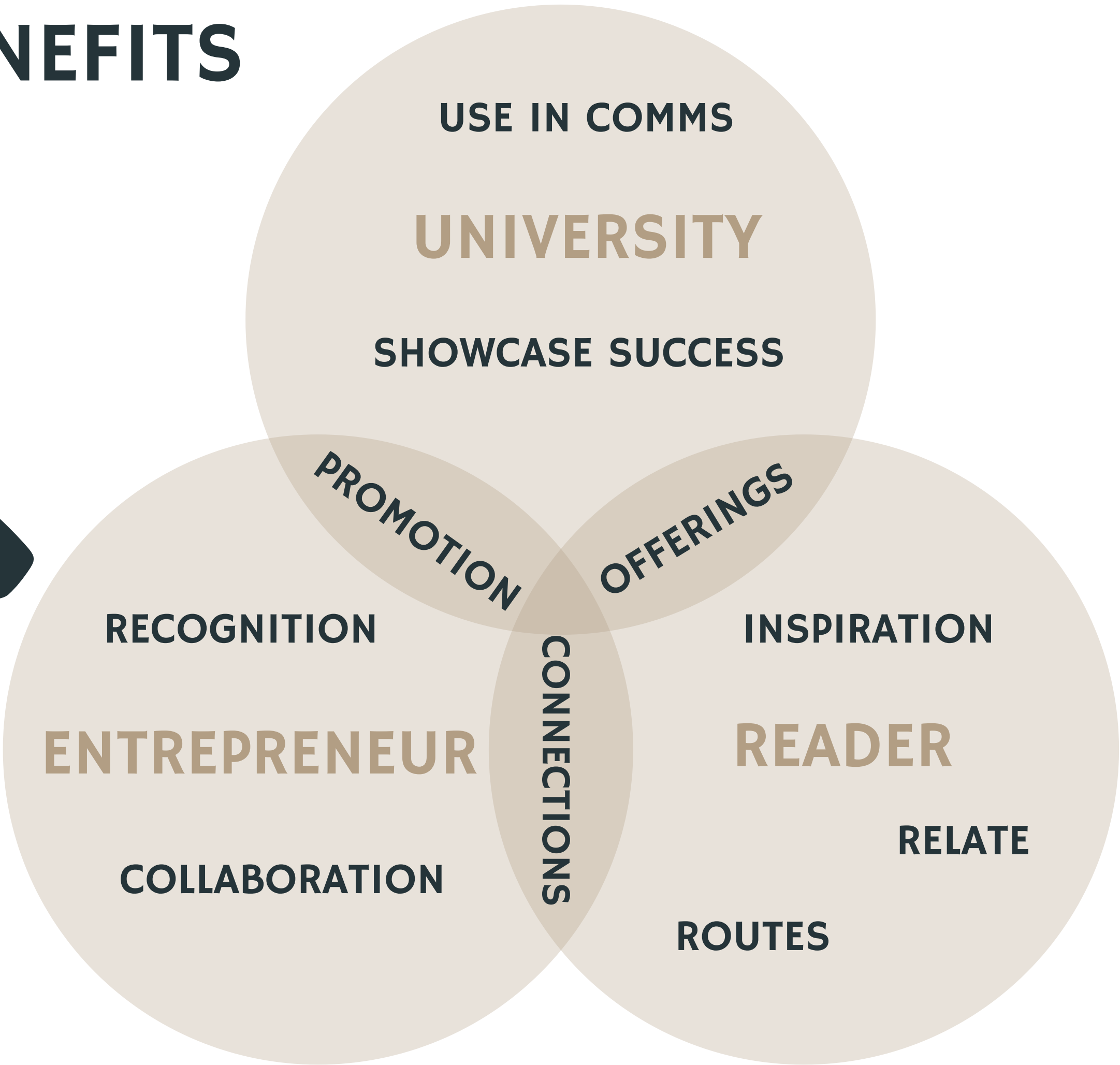
New ways to engage

Illustrate different routes;  
remove barriers

Promote own/local  
entrepreneurs



# BENEFITS





# HOW

## 5 easy steps to create your own series

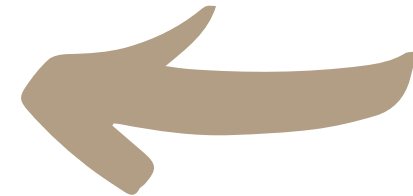
1. Decide on content & design form with questions



See Oxford's list in appendix

Entrepreneur Uncovered of the Week  
Alexander Wankel, Founder of Rooted Quinoa MilQ

[READ THE INTERVIEW](#)



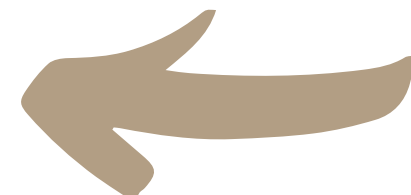
2. Create a web page & consider features like 'Search' & 'Ent of the Week'

3. Interview a few 'warm' entrepreneurs to get you started



Consider  
Googleforms/Word doc  
Maybe mandate for  
some?

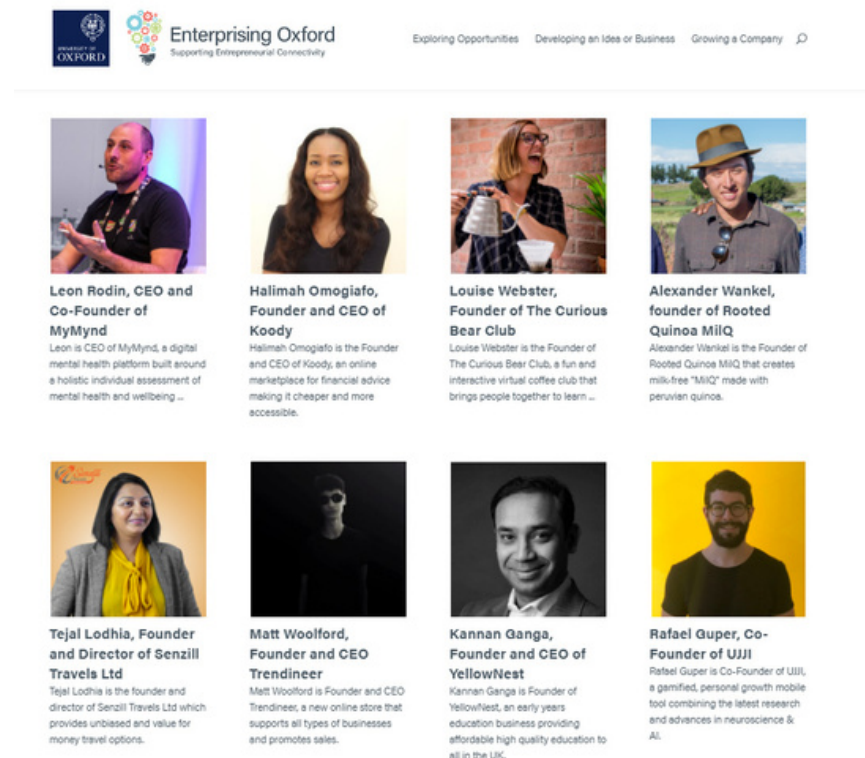
4. Publish the form and encourage others to fill it in



5. Moderate the submitted forms & promote



Links from key pages,  
newsletters etc.



# APPENDIX

## Questions from Oxford's Form

1. Company or Venture
2. Full Name
3. I am a ...
4. College, Course & Degree attained
5. Business or Entrepreneurship related courses
6. Who you are (short bio)
7. What is your background?
8. What is your definition of entrepreneurship?
9. How/when did you know your idea was good enough to develop?
10. Top 3 skills needed to be a successful entrepreneur? Why?
11. What is your favourite part of being an entrepreneur?
12. What individual, company or organisation inspires you most?
13. If you had 5 minutes with them, what would you want to ask/discuss?
14. What has been your most satisfying or successful moment in business?
15. What have been some of your mistakes/failures/lessons learned as an entrepreneur?
16. How have you funded your ideas?
17. Any sector-specific awards/grants/competitions that have helped you?
18. What is good (and bad) about being an entrepreneur in Oxford?
19. Where would you direct a new entrepreneur looking for resources (especially Oxford!)
20. Any last words of advice?
21. Website/email/Twitter/Facebook/LinkedIn/ Instagram/YouTube
22. Invitation to upload photo & company logo (and give consent to store/share)