

### 3 Famous Intrapreneurs

Please fill in the blanks in each statement below.

1. The name of Sir Richard Branson's first record shop came to mind because he and one of his employees realized they were \_\_\_\_\_ in the record business.
2. In a published article, Sir Richard Branson mentions that corporate executives and entrepreneurs must empower their intrapreneurs to \_\_\_\_\_.
3. Jobs and Wozniak started Apple, Inc., in \_\_\_\_\_ from the comfort and convenience of Jobs' family home.
4. The \_\_\_\_\_ computer developed by Jobs and his team was the first computer with a graphical interface that was controlled by a mouse.
5. Lack of networking features, memory, and hard drive made the computer Jobs designed a failure to the \_\_\_\_\_.
6. Ken Kutaragi observed his daughter playing with the new Nintendo game but was displeased with the quality of the \_\_\_\_\_ of the game.
7. In a life changing twist of fate, Nintendo elected not to go forward with the \_\_\_\_\_ system developed by Kutaragi.
8. Most of Sony's senior management considered Kutaragi's gaming system not worthwhile for Sony because it was a \_\_\_\_\_.
9. Thanks to his pioneering intrapreneurship, Ken Kutaragi was awarded the \_\_\_\_\_ Award at the Game Developer's Choice Awards.

# Intrapreneurship: 3 Famous Intrapreneurs

## Answer Key

1. virgins
2. “break the rules”
3. 1976
4. Macintosh
5. board of directors
6. sound
7. CD-ROM
8. toy
9. Lifetime Achievement