ENTREPRENEURSHIP

... and five extraordinary men
BERRY GORDY

— With a $700 loan from his family, Gordy, choosing music over a career as a fighter, founded Motown Industries.

— 20 years later, the recording company has produced Diana Ross and the Supremes, the Jackson Five, Gladys Knight and the Pips, as well as the motion pictures “Lady Sings the Blues,” and “Mahogany.”

— Today, Motown’s entertainment empire is one of the most successful black enterprises in the U.S.

SOICHIRO HONDA

— In 1948, with an eighth grade education, and a job as a car mechanic, Honda began Honda Motor Company.

— Using 500 surplus military engines purchased after WWII, he produced an inexpensive motorcycle with mass appeal.

— In 1958, the 1st Honda motorcycles were sold in the U.S.; 16 years later, the Honda CVCC was introduced. Today, Honda cars and motorcycles are manufactured in nearly 40 countries.

RAY KROC

— Worked for 17 years as a salesman for Lily Cup and another 17 selling multi-mixers.

— In 1954, he discovered the McDonald brothers, signing a 99 year contract to open stores.

— Today, McDonald’s covers the world with 5,000 stores and 25 billion burgers sold thus far.

ROYAL LITTLE

— In 1923, Little founded Textron a small textile company, today a $2.5 billion conglomerate.

— By 1955, he bought 5 companies, while building a 6th, AMTEL, to over $400 million in sales.

— Writes a book entitled “How to Lose $100,000,000 and other valuable advice.”

KEN OLSEN

— While at M.I.T., developed a high-speed transistor computer.

— American Research puts up $70,000 for 80% of Olsen’s new company, Digital Equipment.

— Digital makes a profit in its first year.