

APPLY YOUR KNOWLEDGE BUSINESS PROJECTS

PROJECT VIII I Love TED!

A small nonprofit started in 1984, TED (Technology, Entertainment, and Design) hosts conferences for “ideas worth spreading.” TED brings people from all over the globe to share award-winning talks covering the most innovative, informative, and exciting speeches ever given in 20 minutes. You can find TED talks by Al Gore, Bill Gates, Steve Jobs, Douglas Adams, Steven Levitt, Seth Godin, Malcolm Gladwell, and so on.

Visit www.ted.com and peruse the thousands of videos that are available; then answer the following:

- Review the TED website and find three talks you would want to watch. Why did you pick these three and will you make time outside of class to watch them?
- How can you gain a competitive advantage by watching TED?
- How can you find innovative ideas for a start-up by watching TED?
- How can you find competitive intelligence by watching TED?