

RESEARCH: Great Innovators & Innovations

Entrepreneurship and innovation often go hand-in-hand. As people become frustrated at the way something works or doesn't work, they set out to solve the problem and create a new product, service or industry. As with all industries, there are people and products within entrepreneurship who gain fame.

PART 1: GREAT INNOVATORS

Select 3 people from any of the lists below and complete the table.

[10 Most Successful Women Entrepreneurs of the Decade](#) - Investopedia

[12 Greatest Innovators of All Time](#) - The Startup Guide

[Entrepreneurs](#) - bio.

Entrepreneur's Name	Business Name/s	What The Business Does / Did

PART 2: GREAT INNOVATIONS

- Select 3 innovations from the [Best Inventions of 2018](#) that interest you and list them in the middle column.
- Think about these innovations through a problem/solution lens. Identify what possible problem the innovation is solving.
- Finally, identify and describe what kinds of people might purchase the product or service.

Problem	Innovation (Solution)	Target Market Demographics