DISCUSSION GUIDE

January 11, 2012

Generation Money: My Yearbook

- Who is Catherine Cook?
- How did Catherine come up with the idea for My Yearbook?
- What was the first step in the process?
- Why did Catherine's older brother decide to invest in her idea?
- What was the next step after Catherine and her brother got their start-up money?
- How did Catherine market her idea?
- What are venture capitalists and what role do they play in the business process?
- How did Catherine use the money she got from the venture capitalists?
- Why was Catherine's idea a big winner?
- Why did Catherine and her brother decide to sell the company?
- What advice does Catherine have for other teens who have an idea?
- Do you have a good idea for a new business?

DAILY QUIZ

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1. **True** or False — Catherine Cook's brother jump-started her idea by putting up the seed money to get her started.

2. **True** or False — Venture capitalists are people who help others start new companies.

VOCABULARY

1. Entrepreneur (n) person who organizes and manages an enterprise
2. Surreal (adj) dreamlike, fantastic