**Bill Gates: The story of a successful entrepreneur**

Bill Gates is now one of the world’s wealthiest individuals, but he didn’t earn his fortune in a straight line to success. Gates entered the entrepreneurial scene with a company called Traf-O-Data, which aimed to process and analyze the data from traffic tapes (think of it like an early version of big data).

He tried to sell the idea alongside his business partner, Paul Allen, but the product barely even worked. It was a complete disaster. However, the failure did not hold Gates back from exploring new opportunities, and a few years later, he created his first Microsoft product, and forged a new path to success.

**Questions**

1. From the Bill Gates Documentary, identify 5 different examples of entrepreneurial skills/characteristics and highlight them in action.
2. If you were Bill Gates, what advice would you give entrepreneurs based on this documentary?
3. Develop a Marketing Mix for Microsoft, based on the information provided in the documentary.