

Name _____

Mark Cuban: From Rags to Riches

Open-Ended Response Answer Key

1. Mark Cuban's entrepreneurial journey included key turning points such as his early ventures as a young entrepreneur, the co-founding of MicroSolutions, and the sale of Broadcast.com to Yahoo!. Each of these milestones contributed to his financial success and business acumen. His early experiences taught him valuable lessons about perseverance and seizing opportunities, while the sale of Broadcast.com during the dot-com boom catapulted him to billionaire status.
2. During the dot-com boom, Mark Cuban capitalized on the internet's rapid growth by founding Broadcast.com, which provided streaming services for audio and video. This allowed people to access media content online, making the company highly valuable. The sale of Broadcast.com to Yahoo! for \$5.7 billion in stock marked a significant achievement during this period.
3. (Answers may vary; e.g., "If I had the opportunity to seek advice from Mark Cuban, I would ask him about his approach to identifying and evaluating business opportunities. I believe his insights would be valuable because he has a track record of successful investments and a keen sense for emerging trends.")
4. Mark Cuban's ownership of the Dallas Mavericks goes beyond business. His passion for basketball and commitment to player development have contributed to the team's achievements. He invested in improving the team's facilities and resources, creating a winning culture. This dedication to both business and basketball has shaped his legacy as a successful entrepreneur and team owner.

