

ACTIVITY B

1. Read the following text written by Ricardo, a young entrepreneur.

WE are the people we have been waiting for

My name is Ricardo Sousa and I am a young entrepreneur and consultant passionate about education. It all started in September 2011 when I decided to stop studying for a year and take an internship that would allow me to get a better sense of how it is like to work at a startup. This experience in the “real world” would help me both with my studies and with whatever my
5 future is.

When searching for internships, I decided to move to Berlin, where I started working for 6Wunderkinder (6Wk). Wunderkinder is German for Wonder kids. The reasoning behind this decision was simple at the time: the startup was cool, had huge hype, was working on an area
10 that interested me (productivity) and I loved the products and focus on design.

Bags packed, I moved to Berlin and started my internship at 6Wunderkinder as Brand Evangelist. As strange as the name might sound, it was some
15 sort of community management position with a focus on how to increase brand awareness. It sounded great! Around 3 months later I resigned. I was sure I wanted my own startup.

Now I am the founder and CEO of ColorElephant, a startup that delivers creative solutions
20 for its clients and awesome products to the world. I am also the founder and producer of SWITCH Conference – called “One of the TOP 10 Tech Conferences in Europe” by *WIRED* magazine – and the creator of the Movement for Change in Education, through which I hope to bring change to the education landscape in western countries. I am a frequent speaker on conferences and my favourite topics are teen entrepreneurship, 21st century education
25 model and the importance of personal branding. I have already worked for companies such as Microsoft, BMW, Sofitel, Wooga, Evernote, TNW and others and I have already been quoted on international publications such as *The Economist*, *Smashing Magazine* and featured on France 24, and TV Tokyo, just to give you some examples.



Ricardo Sousa

www.iceefest.com/academy/speakers/ricardo-sousa/,
<http://ricardosousa.me/blog/2012/03/6wunderkinder-experience> (adapted and abridged), accessed in January 2014