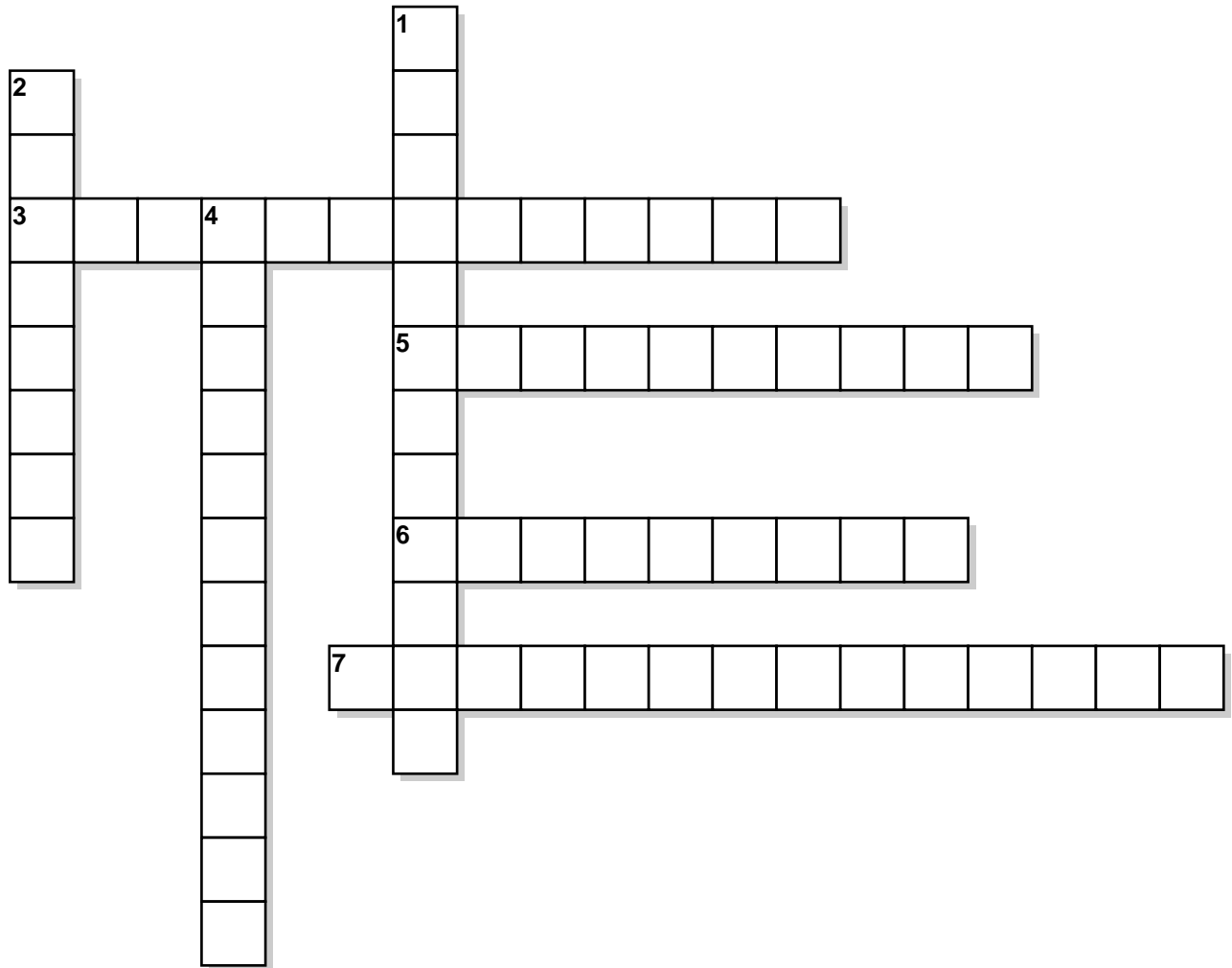


IET



Across

- 3 The drive to keep going - a common characteristic of an entrepreneur.
- 5 Rewards for successful _____ are considerable.
- 6 Trial model
- 7 A method of finding out more information about potential customers.

Down

- 1 All start-up businesses need a well worked out _____.
- 2 An entrepreneur must identify the target _____ for their product or service.
- 4 James Dyson is an example of a modern engineer _____.