**Titan Tea**

**Entrepreneur, risks, innovation**

Description: Titan Tea is an organic line of teas with organic cane sugar. The tea is steeped for 12 hours. It was founded by John Gagliardi, who has been a tea lover since childhood. He funded the company with his own money after having successfully run and sold a small business called Maverik Lacrosse. In this clip Gagliardi is looking to expand Titan Tea. He is seeking advice from expert small business advisor and angel investor Barbara Corcoran.

*Use with:* <https://www.youtube.com/watch?v=FrClyHl7WmM>

1. How does Vidal Sassoon embody the qualities necessary to be a successful entrepreneur?
2. Describe some of the risks Vidal Sassoon took in trying to popularize his hairstyle vision.
3. How did Vidal Sassoon use innovation to become such a key player in the haircare industry?
4. Why do you think the services industry is attractive to emerging entrepreneurs like Vidal Sassoon?
5. What market opportunities did Vidal Sassoon take advantage of as an entrepreneur?
6. What reasons do you believe are behind Vidal Sassoon’s success?