

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font, centered within a black rectangular background.

The Role of Innovation and Enterprise

Innovation and Enterprise is a key component of **Unit 1 Exploring Business** which is one of the first units you complete in the first year of your course. This homework task will prepare you for your first assignment.

Innovation and Netflix

Innovation is the development of a creative idea into a new product, process or service. Since its launch in 1997 as a mail-based rental service, Netflix has gone on to be the most successful on-demand video streaming service in the world, leading the way with its innovation.

Task one

Investigate Innovation at Netflix:

- How does Netflix look today compared to when it first started?
- How has innovation progressed over time in Netflix?
- What are Netflix's most recent innovations? (over the last 5 years).

(750 – 850 words)

Task two

Investigate the entrepreneurs behind Netflix – Marc Randolph and Reed Hastings:

- Explain the entrepreneurial skills and personal qualities for which they are both known.
- Discuss their education and experience prior to starting up Netflix.

(400 – 500 words)

Please produce your work on a Word document and provide the web links of the Internet articles used as part of your research.