

Name: \_\_\_\_\_ Date: \_\_\_\_\_



## Chapter 2 Review

### Read and Write

#### Instructions

Review **Ethics in Entrepreneurship**, which was about a mobile app developer automatically signing users up for a subscription. After reviewing the case study, write a 1–2 page essay about what you would do if you were in a similar situation by answering the following questions:

1. Do you agree or disagree with Trevor's business model? Why?
2. What other business model concepts might Trevor consider?
3. If you were Trevor, how would you structure the business?