

March's Must See Movie For  
*Entrepreneurs*



*The Social Network*

**A**s the spring season approaches, being outside is one of the most important ways to spend your days - but when the evening arrives, cozying up and watching a movie will keep you on your toes and entertained.

There are many areas in the life of an entrepreneur that can become difficult to manage, including friends, school, family and money, but in the movie *The Social Network*, you'll see how famous entrepreneur Mark Zuckerberg handles these issues.

## THE PLOT

Entrepreneurs all over the world know who Mark Zuckerberg is - the founder of Facebook.

The movie begins with Harvard student Zucerkberg, played by Jesse Eisenberg, being dumped by his girlfriend. After a splurge of revenge, he creates a "hot-or-not" website, rating college students, but it ultimately winds up crashing Harvard's computer network, putting him on academic probation. After the Winklevoss twins, two upperclassmen at Harvard, see the popularity the site received, they ask him to join their project: a social dating network for students at Harvard.

The plot thickens, as Zuckerberg agrees to the project, then receives funding from a personal friend to begin his own project: Thefacebook. Zuckerberg's project hits the floor running, with expansion from Harvard to Yale to Columbia and more.

The Winklevoss twins, who are certain that Zuckerberg stole their idea, plan to sue the company for theft of intellectual property. Not only does Zuckerberg face this problem, but his investor, co-founder, and friend, Eduardo Saverin, is slowly being removed from his position and is ultimately dropped from the project entirely.

The film elaborates on the stories of each individual and the situations they are dealing with, including the Winklevoss twins and their persistence on receiving the credit they deserve, as well as Saverin, who is unsure as to why his shares on Facebook went from 34% to .03%.

The movie winds down with Zuckerberg being required to settle his claims. The epilogue also

states that the Winklevoss twins ended up receiving a \$65 million settlement and Eduardo Saverin receiving an unknown settlement, as well as his name being restored as co-founder of Facebook.

With Facebook valuing at \$25 billion, Zuckerberg was the world's youngest billionaire until March 2014.

## WHY YOU SHOULD SEE IT

The film is not only riveting and suspenseful, but when you think of Mark Zuckerberg, you don't think of an individual who is cut-throat, willing to take risks and willing to cut off friendships in order to succeed. In fact, it's hard to see any billionaire this way.

The Social Network will not only inspire you to work hard for what you want, but it is a good reminder that as an entrepreneur, you're going to be faced with major decisions, immediate changes and that failure can sometimes mean success. Zuckerberg created the rating website as a vengeful way to get back at the girl who dumped him - imagine what would have happened if they would've stayed together?

There are several important things you can take away from the film:

- You're going to be faced with decisions that aren't always going to be easy to make. It's crucial to your own success and future that you choose the path that is going to benefit you in the long run, but try to do so without burning any bridges.
- Luck can change in the blink of an eye. Although Saverin did get dropped from the company, he was absent during the rise of Facebook. How would you have reacted if the co-founder of your company disappeared when you needed them the most? Remember that your time and presence is an important part of running a business.
- On your journey to success, you aren't going to be able to please everyone. Money isn't everything, but don't sacrifice your success for poor relationships.