



ISL4640 – Girişimcilik

Personal Report Assignment

Dersi Veren: Dr. Öğretim Üyesi Pınar BÜYÜKBALCI

Burak Erdilli 19011046

Note: These reviews of mine approaches two different topics from an entrepreneurship point of view. The first one is a report mentioning a revolutionary smartphone brand's product from my user experience as an interested buyer. The second one interprets and summarizes Jordan Peterson's speech on an interview about Entrepreneurship.

Product Report: OPPO FIND X

Product's Youtube Link: <https://www.youtube.com/watch?v=IGO36jxOQQQ>

The First Review Video I Saw Back In The Day: <https://www.youtube.com/watch?v=cV5TjZCJkuA>

Every year, Samsung spends untold amounts of money on ad campaigns more concerned with bashing Apple's iPhone than promoting its own Galaxy phones. But Apple has been selling the iPhone for a decade now, and that's hardly prevented Samsung from selling tens of millions of phones every year. It's Chinese Android manufacturers like Huawei, Xiaomi, and OnePlus that have emerged as genuine threats to mobile market sales around the world. Oppo is high on the list of serious rivals of the top brands in the market, and it has made its biggest push outside of China with the unique Find X back in 2018.

Recently OPPO released their brand new flagship smartphone OPPO FIND X 2. Almost two years ago during the time the first model of the FIND X series came out, it changed the perspective and expectations of the smartphone market majority. So this review will be focussing on the origin of the FIND X series.

What it did was the first mechanical implementation that provides an extreme screen to body ratio (which is astonishing 93.8% according to OPPO). The competition of the revolutionary screen designs first occurred during the release of the iPhone X back in November 3rd 2017. After the release every major brands such as Asus, Xiaomi, LG, Huawei, Motorola, General Mobile, Samsung were trying to get rid of or at least shorten the thick black bars on the top and bottom of the screen in order to create a clear and more UI friendly designs.

However, they were not able to completely accomplish that task as a result of the selfie camera and sensors' position in the front. Best they could do was stuck everything that will be on the screen side to a notch (as small as possible) on the top. And we have seen plenty of similar designs following that year.

What OPPO FIND X started was the ability to hide everything recently placed inside a notch by collecting them into one platform which is mechanically moving up and down when the function is needed and they also used that platform as a design element. Obviously that seemed like a vulnerable feature at the beginning due to being a representation a new concept of design. Some of the other questions were about how the protective cases are going to be, how durable is the motorized platform.

On top of the enterprising design attempt OPPO did not reveal this device with any lack of hardware inside. It has a Qualcomm Snapdragon 845 (which was the top of the class in 2018) , 8GB of RAM comes with 256GB of storage, 3730mAh battery , dual SIM tray, VOOC Fast Charge, 20MP+16MP dual camera on the back and 25MP Front Camera. It is critical to realize that fast charging thecnology used in this device was an origin of a new competition cathegory on charging speed. And more developed version of fast charging will be seen on OPPO FIND X 2.



Speech Report : Jordan Peterson on Entrepreneurship

Youtube Link Of The Interview: <https://www.youtube.com/watch?v=89Vpqm2IaPE>

I really like Jordan since the first time I saw his clips from the lectures he gives that are mainly about sociology and psychology that really builds you up motivationally. But also he is a very comprehensive author that he can back his ideas with his financial and academical suggestions. In the interview he speaks mainly of entrepreneurs and economical management on different jobs with his definition of succes.

Defining success in different domains across the lifespan requires proper cathegories. For example cathegorizing jobs which turns out to be quite difficult without the simplest conceptual scheme. It is like two by two matrix where there are simple and complex jobs. For simple jobs, once you are trained you have to repeat what you are doing such as working in a factory line or restocking grocery shelves. And the best predictor for success in this job cathegory is conscientiousness not the IQ. In other words taking the job seriously as a result of feeling guilty-disgussed and useless.

For the complex jobs where the demands change on a regular basis it is not possible to learn the job once and for all. Managerial/Administrative positions are turns out to be more conservative and require more IQ over conscientiousness as a predictor percentage. Other than these two job cathegories there are entrepreneurs against managerial/administrative workers. The best predictors for entrepreneurial success are IQ and trade openness. These two predictors set entrepreneurs as artists on creativity dimension and political liberals on trade openness. Which means if you are an entrepreneur you are going to be a lateral thinker which allows you to trigger whole bunch of different ideas once you hear an idea.

However, your downfall will be organizational abilities. So it is often useful for entrepreneurial types to pair themselves managerial and administrative types in order to ballance the tension between doing one thing right and scanning the landscape for something new to do that would be worthwhile. As the company gets more and more established the managerial and administrative types tend to dominate which becomes problematic for all big companies because it means it is a lot more difficult for he company to shift laterally when it has to.

The fundamental problem is most new ideas are dangerous , disruptive and often counterproductive. There is a subset of new ideas that are absolutely necessary and they are the thing you need to do next which is a very difficult inovational thing to solve. Another big mistake that new companies do is emhasize the developement of the company without forcing their entrepreneurs to find new customers.

As a business person, finding the first customer, someone who will actually pay you that first time, is the most difficult thing you will ever gain. Two main ways people decide whether they are going to buy something are knowing anyone else who is already bought it or if there is other people in their domain that are already using it.

Overall it is essential to interact with the right person. If you think your sales pitch is new and revolutionary you better be talking to someone who is entrepreneurial , risk-taking and interested in revolutionary ideas instead of middle manager in a company because last thing that person wants is putting his job and reputation on the line for your product even if it is revolutionary.