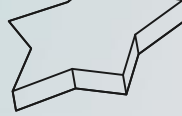




UNIT I: INTRODUCTION TO ENTREPRENEURSHIP

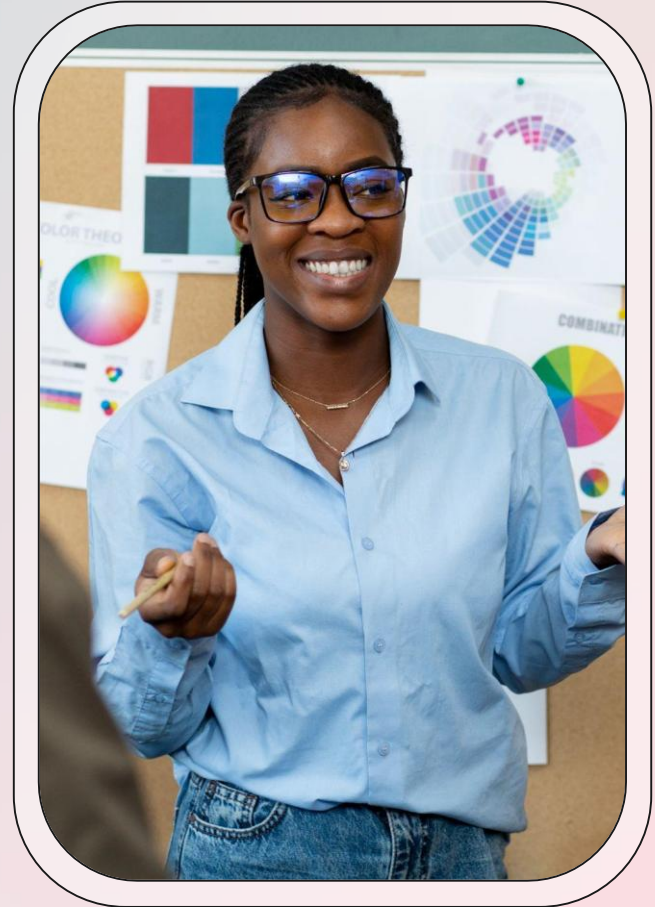
Lesson 2:



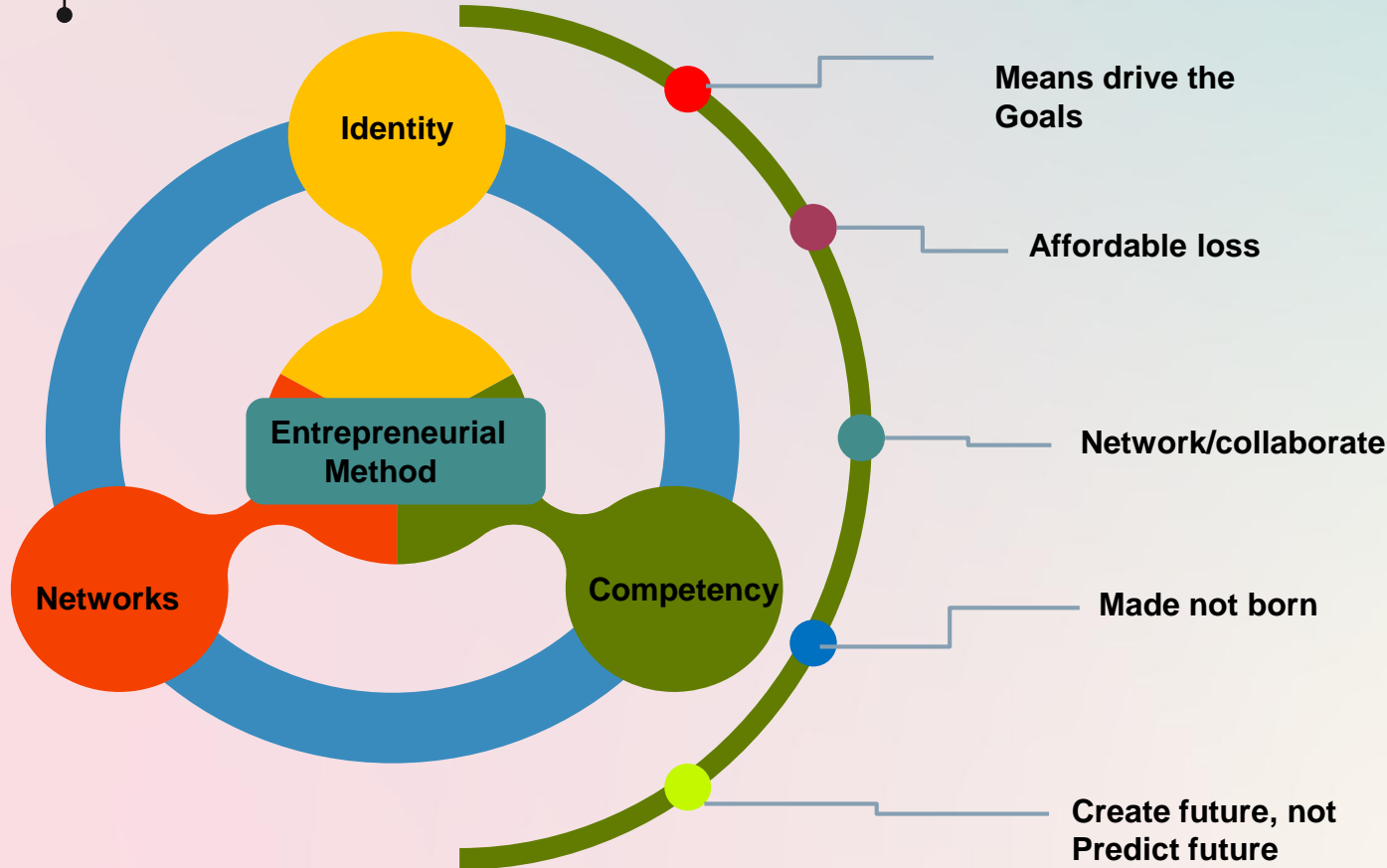
Trust your instincts, no idea is foolish



Prepared by: Sangay Phuntsho
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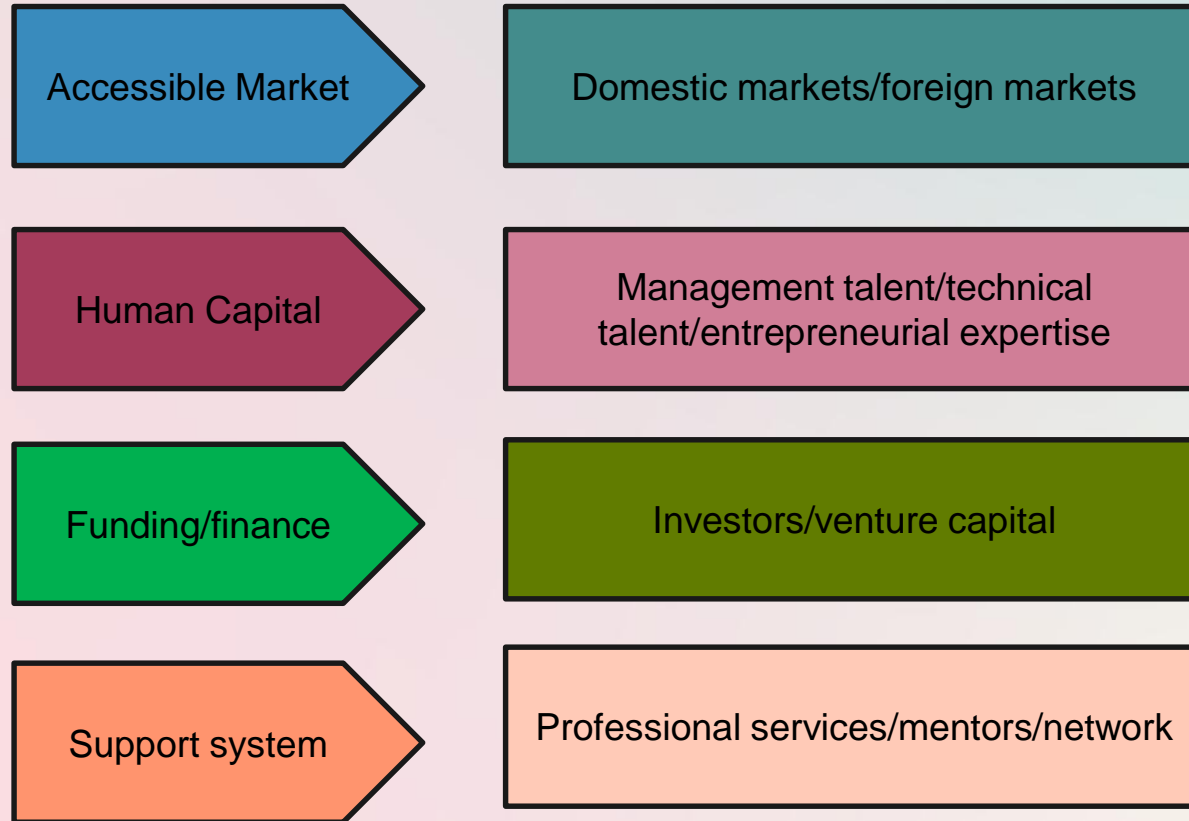
Entrepreneurial Method



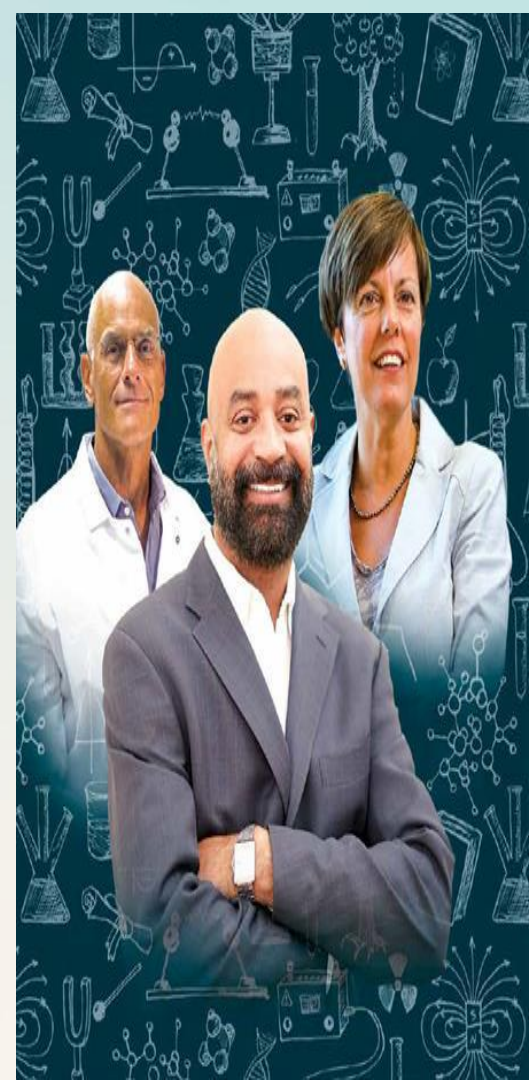


Student task- Learn regarding the differences between entrepreneurs, managers and businessperson.

Entrepreneurship Ecosystem



Source: World economic forum



Entrepreneurship Ecosystem

Regulatory
framework

Ease of starting business/ tax
incentives/legalization, access to
transport..

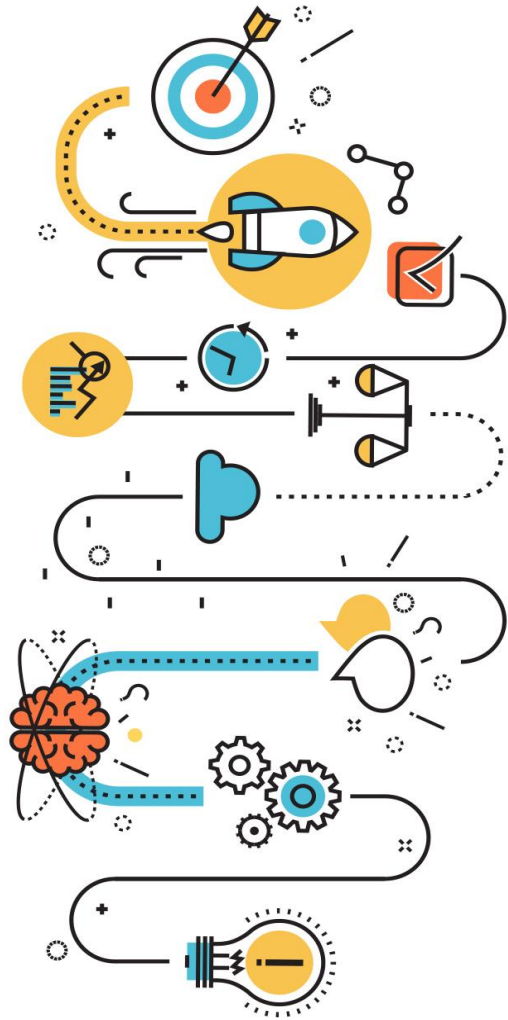
Education and
training

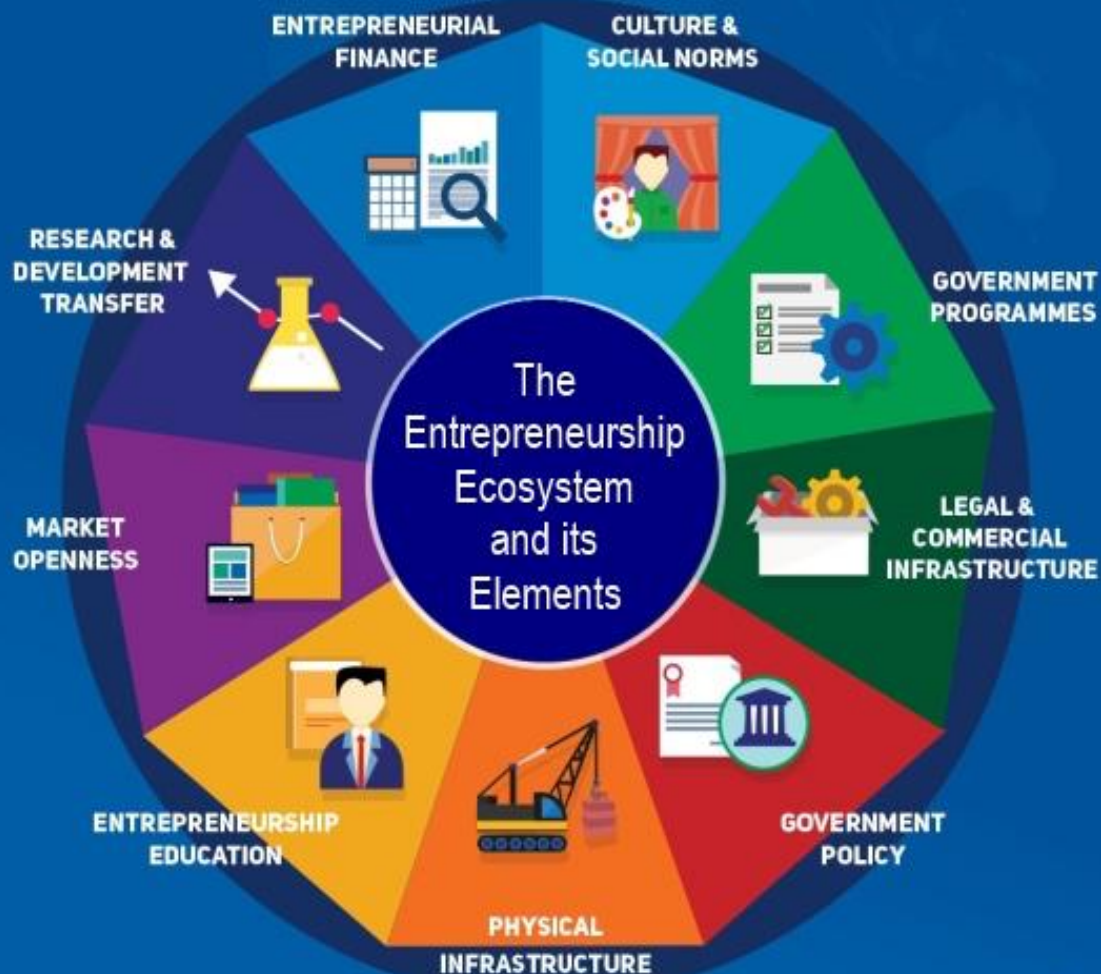
Available workforce with pre-university
education/entrepreneurship specific
training

Cultural support

Tolerance for risks and
failure/preference for self
employment/positive image of
entrepreneurship

Source: World economic forum





Bhutanese Entrepreneurial Ecosystem

- Bhutan ranked 82nd out of 140 countries in global competitiveness report 2017-2018
- Bhutan ranked 75 out of 190 in ease of doing business



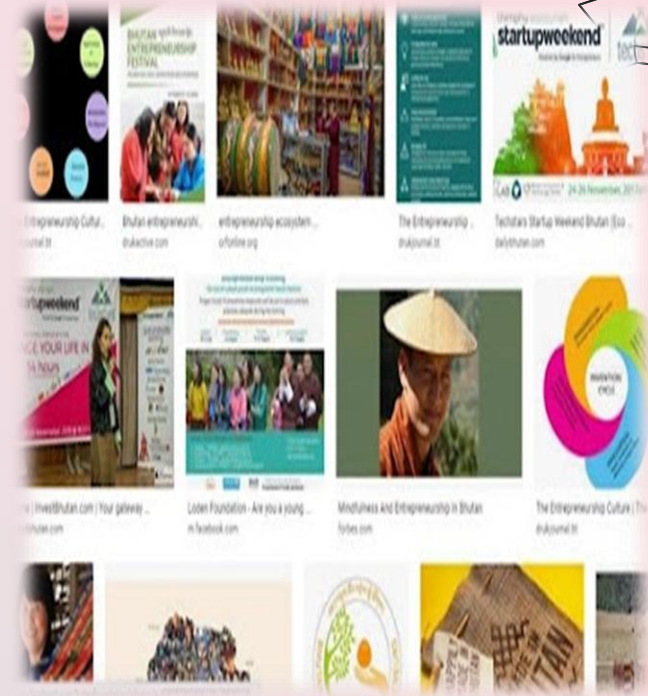
Entrepreneurship in Bhutan is at nascent stage

Need for immediate action is evident

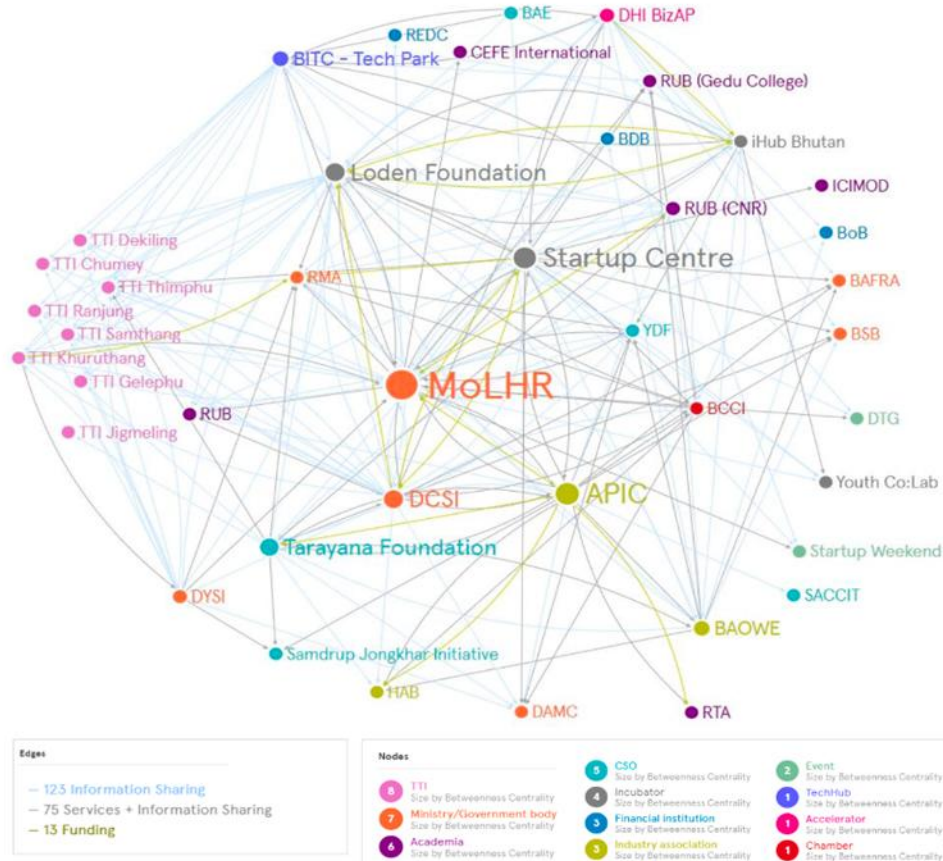
Lacks national level strategy

Lack of creation of culture for fostering innovation

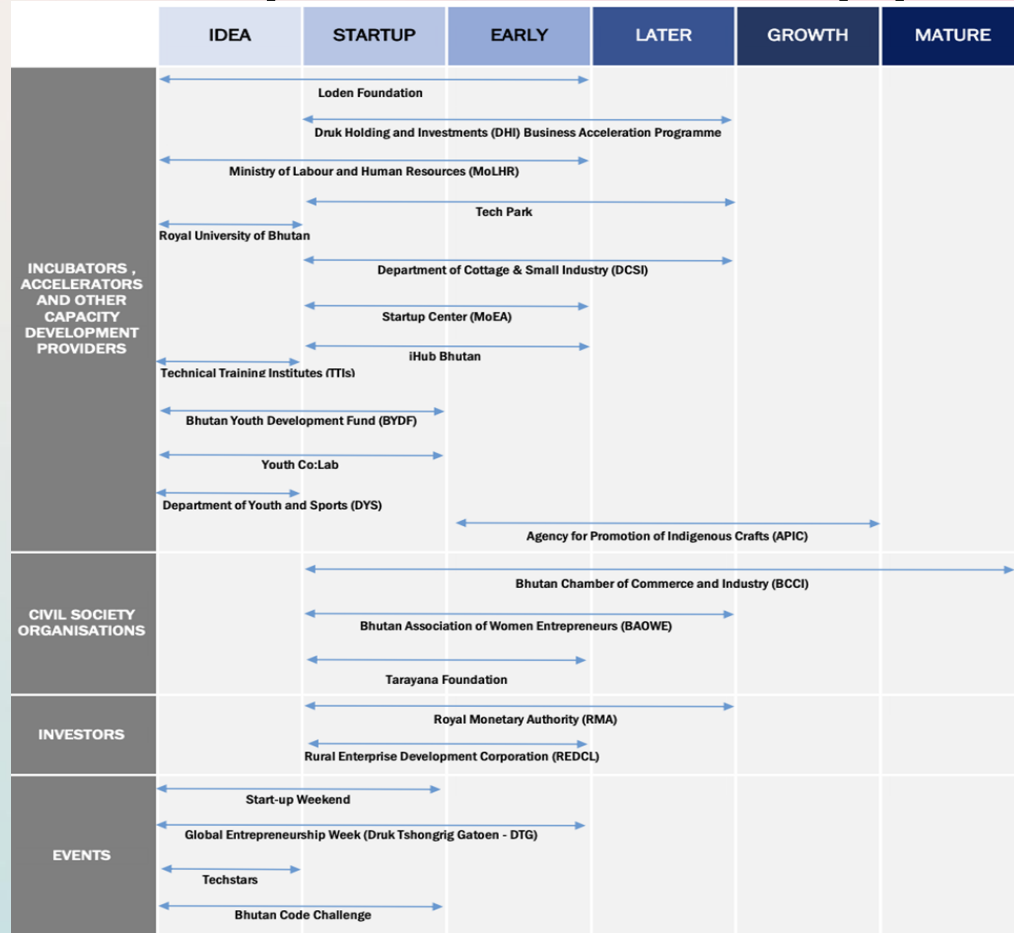
Lack of proper infrastructure and environment



Bhutanese Entrepreneurial support system



Bhutanese Entrepreneurial support system



Note: This figure has been developed based on desk research and therefore may entail omissions in the coverage of the active institutions.



Role of entrepreneurship in Bhutan



Role of entrepreneurship in Bhutan



Some facts regarding entrepreneurship

- Around **20% of small businesses** fail during their first year.
- The average age of a small business owner is **50.3 years old**.
- Entrepreneurs are **50% more likely** to report having a mental health condition.
- There are **582 million entrepreneurs** worldwide.
- **27 million Americans** are in the midst of starting or running their own business



Emerging trends and entrepreneurial scope

Digital transformation

Sustainable and circular economy

Social entrepreneurship

Technological entrepreneurship

AI and automation

The secret of getting ahead
is getting started.

-Mark Twain

End of Unit 1