**BUSS 221 : Introduction**

**Manoush Zomorodi…………**“Someone who envisions, creates, and evangelizes an idea that they are absolutely crazy about. That idea (it could be a product, book, and consultancy) makes it easier for them to get up in the morning, work ridiculous hours, and keep their brain active. The entrepreneur can work alone, within a company, or in a group, but he/she gets itchy at the thought of working a 8-5 job and following the orders of anyone who isn’t efficient and imaginative.”

**Mark Cuban** – Owner of Dallas Mavericks, Blogger, Shark Tank Investor

**……….**“Someone who can define the business they want to create, see where it is going, and do the work to get there.”

**Jeet Banerjee** – Tech Entrepreneur – Founder of Statfuse.com,

To me, an entrepreneur is someone who mixes passion, innovation, and drive to turn a vision into a working business.”

**Matt Mickiewicz** – Owner of 99Designs.com, Flippa.com, and Sitepoint.com

“An entrepreneur is someone who has a bias towards action. Someone who views the world through a different lens. Someone who takes “no” for a challenge, not an answer.”

**Rob Irizarry** – Tech Entrepreneur, Investor, Consultant, Owner of [StartupBozeman.com](http://www.startupbozeman.com)

“What differentiates entrepreneurs from everybody else is a vision of something that doesn’t exist (either at all or in the form they envision) and the willingness to do what other people are unwilling to do to make that vision a reality.”

**Jamie Tardy** – Entrepreneur, Speaker, and Blogger at [Eventual Millionaire.com](http://www.eventualmillionaire.com/blog/)

“An entrepreneur is someone that goes out and does the work to create something that didn’t exist before.”

**Michael Fitzgerald** – [Founder of Submittable.com](http://www.submittable.com)

“Someone who makes something useful or pleasurable out of nothing.”

**Matthew Toren** – Co-Founder of [YoungEntrepreneur.com](http://www.youngentrepreneur.com/),  
[Blogtrepreneur.com](http://www.blogtrepreneur.com/), [iSell.com](http://www.isell.com/), and [Kidpreneurs.org](http://www.kidpreneurs.org/). Mentor & Investor. Award Winning Author of [Small Business BIG Vision](http://www.sbbv.com/).

“An entrepreneur is someone who conceives an idea, creates a path to success, does whatever it takes to succeed and tries to dominate their market!”

**Brad Feld** – Founder of [TechStars](http://www.techstars.com/" \o "Tech Stars Website " \t "_blank), Investor, Author – [Startup Communities](http://youtu.be/3vVX9TmaU18)

“An entrepreneur is someone who creates a new company from scratch.”

**ared Tanner** – Owner of E-commerce Store – [Uplanders.com](http://www.uplanders.com)

*“A person who has so much passion for an idea that they’re willing to* [*risk*](http://www.thinkentrepreneurship.com/risk-vs-reward/) *almost everything to make their dream a reality.”*

**Luke Kupersmith** – Owner of [Source Consulting](http://www.thinkentrepreneurship.com/young-entrepreneur-interview-with-co-founder-of-sourceconsulting-an-inc-500-company/)

*“To me, an entrepreneur is a person that orchestrates through their own personal gumption, initiative, and resources with a degree of insanity, collectively towards an effort to turn a business concept into a business reality.”*

**Importance of Entrepreneurship Education**

**Entrepreneurship is a key driver of our economy.** Wealth and a high majority of jobs are created by small businesses started by entrepreneurially minded individuals, many of whom go on to create big businesses. People exposed to entrepreneurship frequently express that they have more opportunity to exercise creative freedoms, higher self esteem, and an overall greater sense of control over their own lives. As a result, many experienced business people political leaders, economists, and educators believe that fostering a robust entrepreneurial culture will maximize individual and collective economic and social success on a local, national, and global scale. It is with this in mind that the National Standards for Entrepreneurship Education were developed: to prepare youth and adults to succeed in an entrepreneurial economy.

**Entrepreneurship education is a lifelong learning process**, starting as early as elementary school and progressing through all levels of education, including adult education. The Standards and their supporting Performance Indicators are a framework for teachers to use in building appropriate objectives, learning activities, and assessments for their target audience. Using this framework, students will have: progressively more challenging educational activities; experiences that will enable them to develop the insight needed to discover and create entrepreneurial opportunities; and the expertise to successfully start and manage their own businesses to take advantage of these opportunities.

* Developing personal relationships - small businesses are well placed to build personal relationships with customers, employees, and suppliers. With a small business you know who you are dealing with; you can 'put a face' to the person you are in contact with. Person-to-person interaction is as important as ever in building strong relationships.
* Responding flexibly to problems and challenges - in a small business there is little hierarchy or chain of command. Large businesses may have set ways of operating and establish procedures that are hard to change. Small businesses are often far more flexible. It can also reach a quick decision on whether or not it can do what is required.
* Inventiveness and innovation - small businesses are well positioned to introduce and develop new ideas. This is due to their owners not having to report or seek approval from anyone else. For example, when Anita Roddick set up The Body Shop, she developed a range of environmentally friendly cosmetics in unsophisticated packaging. This would have been frowned on in a conventional cosmetics company.
* Low overheads - due to the small scale of operation, small businesses have lower overhead costs. They operate in small premises with low heating and lighting costs, and limited rent and rates to pay. Low costs result in lower prices for consumers.
* Catering for limited or niche markets -large firms with high overheads must produce high levels of output to spread costs. By contrast, small firms are able to make a profit on much lower salesfigures. They can therefore sell into much smaller markets: e.g. a local window cleaner serving a few hundred houses, a specialist jewellery maker with personal clients.