

Entrepreneurs

Elon Musk

- Founder, CEO, and chief engineer of SpaceX
- angel investor, CEO, and product architect of Tesla, Inc



Bill Gates

- Founder and former chairman and CEO of Microsoft
- Co-chairperson of the Bill & Melinda Gates Foundation
- Google



Mark Zuckerberg

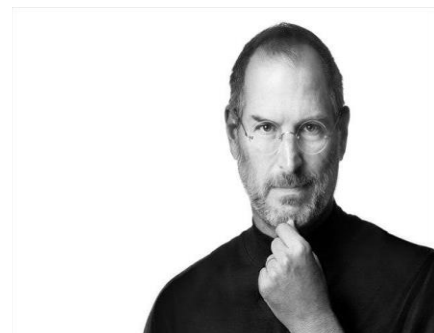
- Founder, CEO of Meta Platforms, Inc (Previously known as Facebook, Inc)



Jeff Bezos – Amazon



Steve Jobs - Apple



Sam Altman – CEO of open AI



Mate Rimac-CEO of Rimac Automobili



Dhanika Perera-Helakuru , CEO of the Bhasha Lanka(PVT) LTD.



Lasantha Malavige- Chairman CEO of Lassana Flora



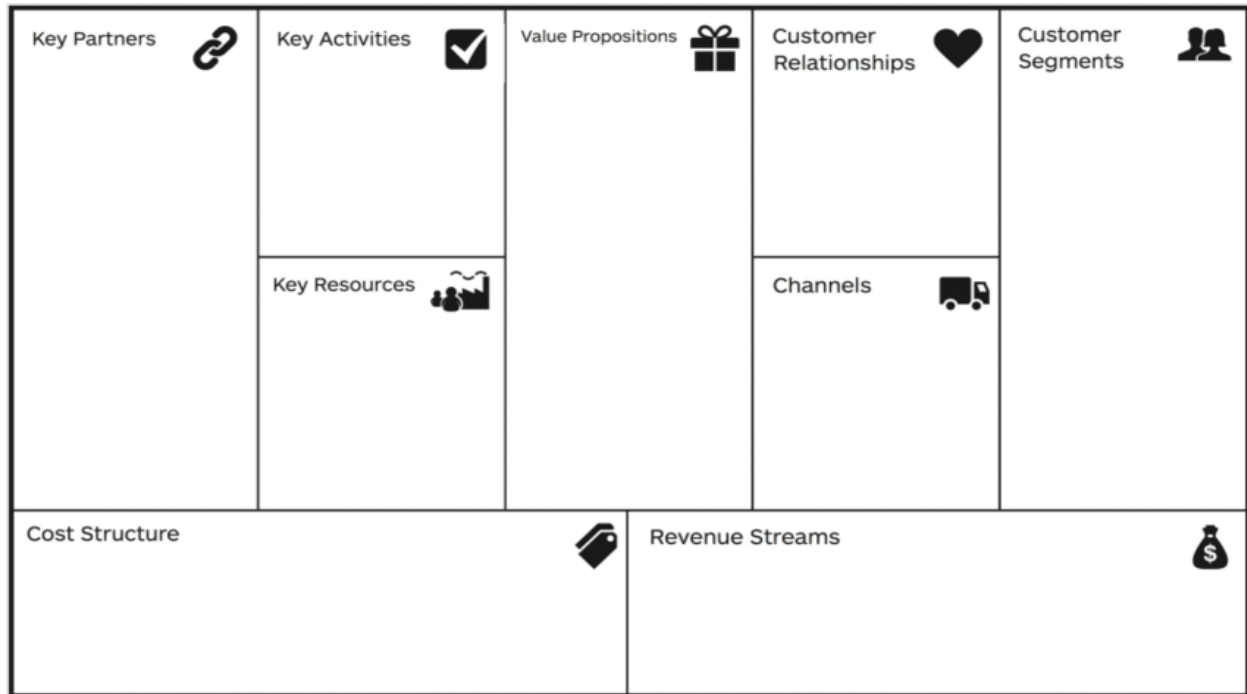
Ramani Fernando- Ramani Ferenando salons



Otara Gunewardene - Founder of Embark and Otara foundation.



Business plan(Lecture 02)



Key Partners - Any entity a business needs to rely on to achieve its value proposition

Key Activities - The most important actions your company must perform to operate successfully

Key Resources - Physical, financial, intellectual, or human resources the company needs

Value Proposition - The reason why customers turn to your company over another

Customer Relationships - The type of relationships a business creates with different customer segments

Channels - The ways in which the company communicates its offer to individual customer segments

Customer segments - The different groups of people or organizations your enterprise aims to reach and serve

Cost Structure - Most important costs incurred while operating under a particular business model

Revenue stream - The ways your company generates cash from each Customer Segment.

Finding funds for a Start-up (Jigsaw Activity)

Sources of Funding

1. Getting a small loan.
2. Bootstrapping – Using only existing resources
3. Requesting from family
4. Credit cards from banks
5. Incubator - Organization that helps startup companies and individual entrepreneurs to develop their businesses by providing a fullscale range of services starting with management training and office space and ending with venture capital financing.
6. Angel Investors - High-net-worth individual who provides financial backing for small startups or entrepreneurs, typically in exchange for ownership equity in the company. (Small number of individuals – Large amount of money)
7. Venture Capital Investors - A venture capitalist may provide resources to an entrepreneur because the former believes that the latter can come up with a great business idea.
8. Mortgages
9. - Bank Loans
10. Grants
11. Crowdfunding - Raise funds from a number of small contributions from many individual investors or purchasers usually in exchange of equity of the company. Large number of individuals – Small amount
12. Life Insurance Policies – If you fail, you have the insurance
13. Business Overdrafts - When your balance hits zero, you can carry on making payments up to the limit set with your bank, known as the facility.

Thought Process of A Technology Entrepreneur(Lecture 4)

MYNDRONE

BRAIN WAVE SPECTRUM

- Delta Waves: 0 - 4 Hz
- Theta Waves: 4 - 7 Hz
- Alpha Waves: 7 - 13 Hz
- Beta Waves: 14 - 30 Hz
- Gamma Waves: 30 - 100 Hz

KEY PILLARS OF ORG CULTURE

- Open to Change
- Be Curious and Observe
- Take Risks, Be Creative, Think, and Act Quickly - Take the initiative
- Good Team Player
- Think Big

Social Innovation(Lecture 05)

Social innovation is the process of developing and deploying effective solutions to challenging and often systemic social and environmental issues in support of social progress

Factors of social entrepreneurship?

- BENEFICIARY-13%
- EMPATHY-15%
- IDEA-24%
- IMPACT-43%
- BUSINESS MODEL-7%

TYPES OF SOCIAL ENTERPRISES

- THE INNOVATION MODEL- Pick Me
- THE EMPLOYMENT MODEL- selyn
- THE GIVE BACK MODEL

examples for social enterprises

- pickme
- facebook
- uber
- google
- bhasha
- embark
- amazon

Sustainable Development Goals

- No poverty
- zero hunger
- good health and well being
- quality education
- gender equality

- clean water and sanitation
- Affordable and clean energy
- Decent work and economic growth
- Industry, innovation and infrastructure
- Reduced inequalities
- Sustainable cities and communities
- Responsible consumption and production
- climate action
- Life below water
- Life on land
- Peace, Justice and strong institutions
- partnership for the goals

Challenges and Misconceptions(Lecture 06)

Tharindu Malawaraarachchi-Founder of Fcode Labs

ENTREPRENEURIAL MARKETING

Innovator - pool of new ideas

Dr. Philip Kotler, Father of modern marketing

4Ps of MARKETING (MARKETING MIX)

- Product
- Price
- Place
- Promotion

“Entrepreneurial marketing is the overlap between entrepreneurship and marketing. It is the behavior by any individual and/or organization to establish and promote market ideas while developing new ones to create value.

ENTREPRENEURIAL MARKETING CHARACTERISTICS

- Oriented towards entrepreneurs and innovations.
- Informal methods for data collection unlike traditional marketing.
- Bottom-up approach.
- Captures first-coming customers, develop a client base and long-term relationships.
- More fluid and spontaneous two way communication with customers .

ENTREPRENEURIAL MARKETING TECHNIQUES

- Guerilla marketing
- Viral marketing
- Digital marketing
- Relationship marketing
- Real-time marketing
- Word-of-Mouth (WOM) marketing
- Expeditionary marketing

Lecture 11

Types of Entrepreneurs

- The Inventors- Vega Innovations
- Small Business
- Home Business- Bake amazing
- Corporate -Virtusa

Characteristics of Entrepreneur

- Creativity
- Professionalism
- Risk-taking
- Passion
- Planning
- Knowledge
- Social Skills

Benefits

- Flexibility
- Control
- Innovation
- Job Creation
- Financial Reward
- Personal Development
- Impact

Steps involved in starting a business.

1. Ideation
2. Business Planning
3. Marketing and Sales
4. Legal and Regulatory Issues
5. Funding
6. Networking and Mentoring

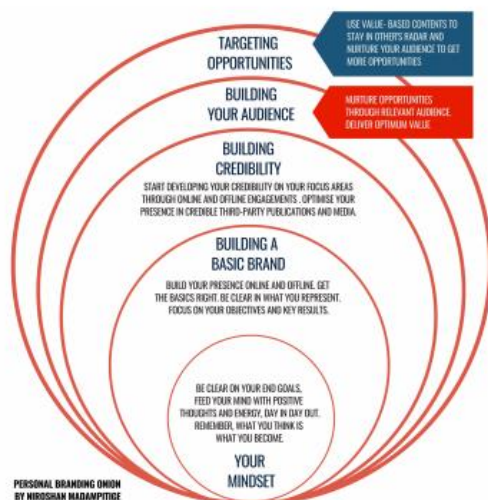
Lecture 12

3 Pillars of agility

1. Transparency
2. Inspection
3. Adaption

FOUR ELEMENTS TO CREATE A GREATER BRAND

- AUTHENTICITY
- CONSISTENCY
- COMMUNICATION
- INVESTING TIME



Branding Onion

HOW DOES THE BRANDING WORK?



PERSONAL BRANDING STRATEGY

1. GO ONLINE,OPTIMISE YOUR ONLINE PRESENCE
2. CREATE CONTENTS, ENGAGE, DELIVER VALUE
3. GO ONLINE AND THEN, OFFLINE
4. THREE HASH TAGS, THREE FOCUS AREAS
5. BE DIFFERENT, FIND YOUR NICHE
6. BE THE ARCHITECT OF YOUR STRATEGY
7. BRANDING BY ASSOCIATION
8. EXPAND YOUR CIRCLE OF INFLUENCE
9. WHY SHOULD OTHERS BUY YOU?