

Entrepreneurship 101

The Entrepreneurial Journey

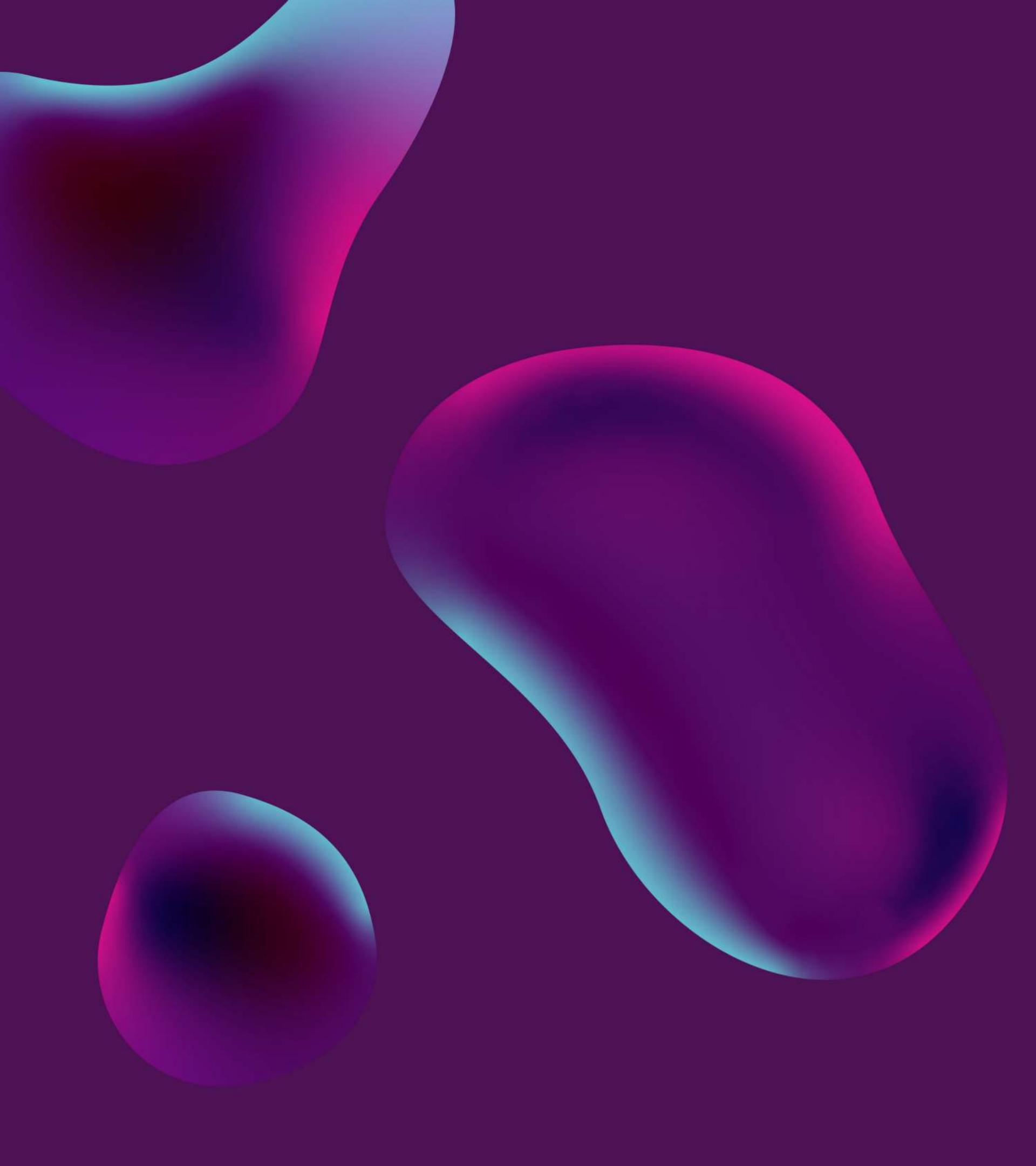
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President of American Spaces Esports Club
Manager - Startup Ecosystem at ICTA
Media Secretary at Sri Lanka Esports Association
Coach for the National E-Sports Team



Agenda

- Who is an Entrepreneur ?
- Get to know me/ Personal profile
- Types of Entrepreneurs
- Successful Entrepreneurs
- Characteristics of Entrepreneurs
- Benefits
- Challenges
- How to start a Business?
- What ICTA does?

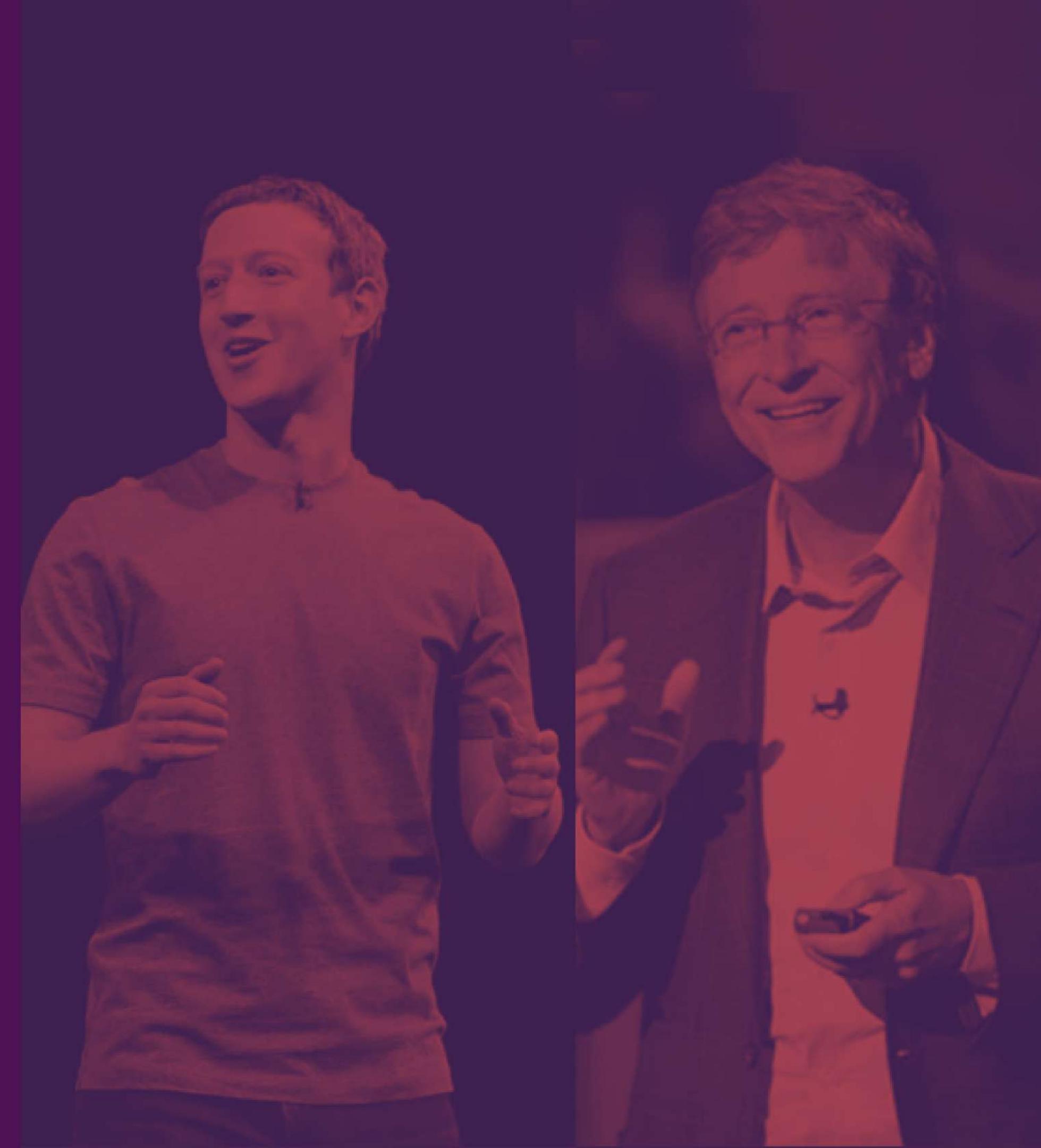
The background features a dark purple gradient with three semi-transparent, rounded rectangular shapes. One large shape is centered in the middle-right area, another is in the upper-left corner, and a third is in the lower-left corner. All shapes have a soft blue-to-white gradient.

Importance of Entrepreneurship in today's Economy ?

Who is an Entrepreneur ?

An entrepreneur is someone who starts or owns a business. Whether it's in farming, retail, manufacturing or in the service sector, entrepreneurs are businesspeople who find their success by taking risks.

Entrepreneurs think of the word "no" as "to find a better way", continually learning, growing and reaching higher.



Academic Milieu

MBA , BSc (Hons) in Computer Science,
MCSA, CCNA, A+



Phoenix Gaming

- 5 times best clan of the year awards by SLESA
- 3 times SLT E-Sports Championship
- World ranks 13th in FIFA 12
- 1st to register an Esports team as an entity
- 2019 Asian Games we came as a Runner-Up





Career Path

- I started the journey as a Support Engineer at RR Donnelley
- Next, I was recruited as an Application Support Engineer at Leapset
- I got promoted to Operations Engineer at Cake Labs
- Joined as the Operations Lead at Sysco Labs
- Business Development Manager for IFS and Oracle
- Manager for Startup Ecosystem Development at ICTA



Types of Entrepreneurs

The Inventors

This is when a person wants to create the next big thing. They can imagine products or business ideas that don't exist yet — and work to bring them into reality. Think Steve Jobs or Bill Gates. These two people understood what computers could do and helped invent the ubiquitous products of today.



VEGA INNOVATIONS
INFINITE IMAGINATION

Small Business

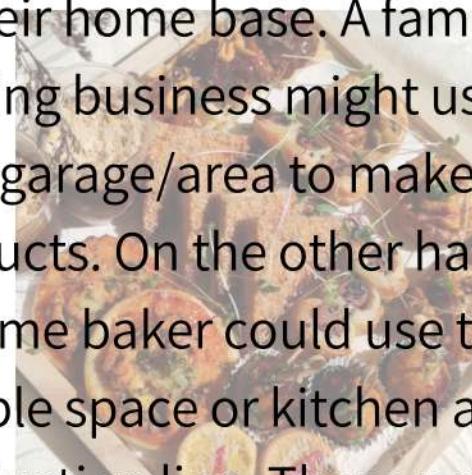
Small business entrepreneurs employ less than 100 workers. These people operate everything from small consultancies to popular local restaurants. They understand the value of hard work and leading a talented team of employees.



CARNAGE

Home Business

These people use their home as their home base. A family plumbing business might use their home garage/area to make/store products. On the other hand, a home baker could use the available space or kitchen as their production line. These people make their space work for them

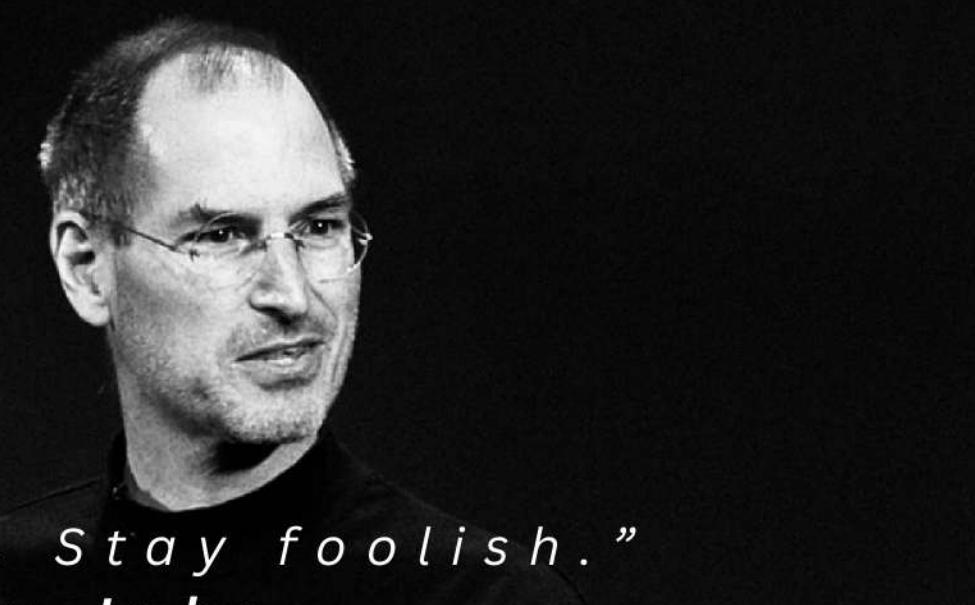


Bakeamazing

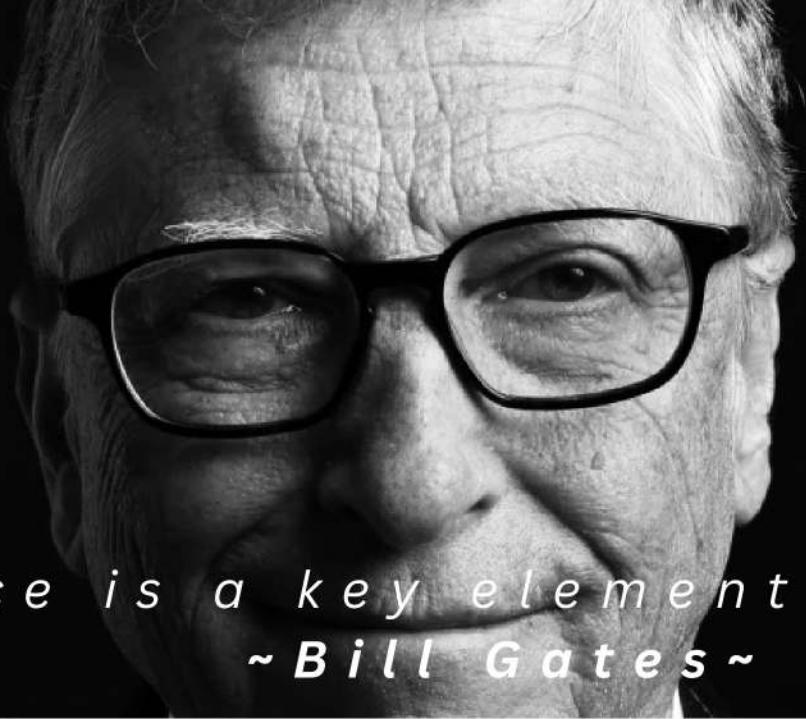
Corporate

Corporate entrepreneurship involves creating new businesses or product lines within an existing organisation. These entrepreneurs may work within a large corporation or other established entity, and may have access to existing resources and infrastructure to support their ventures.

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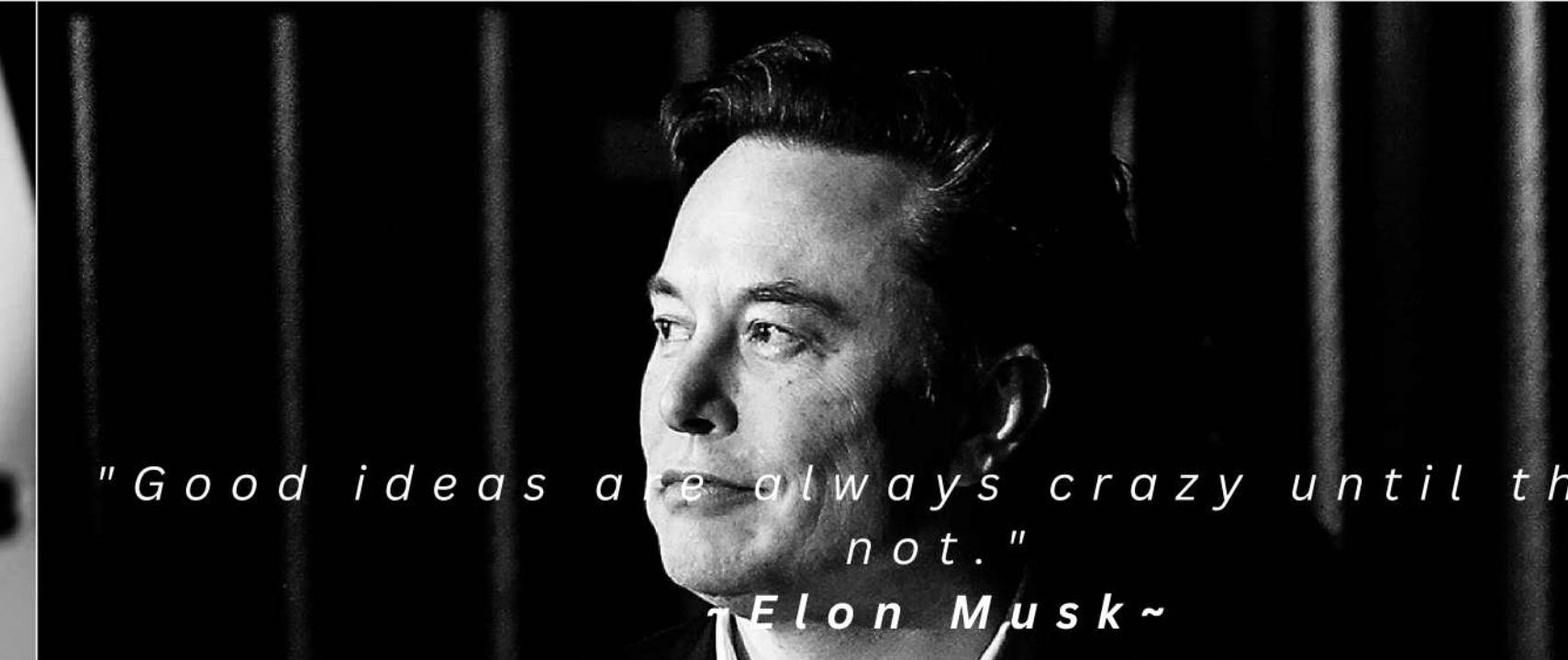
"Stay hungry. Stay foolish."
~Steve Jobs~



"Patience is a key element of success."
~Bill Gates~



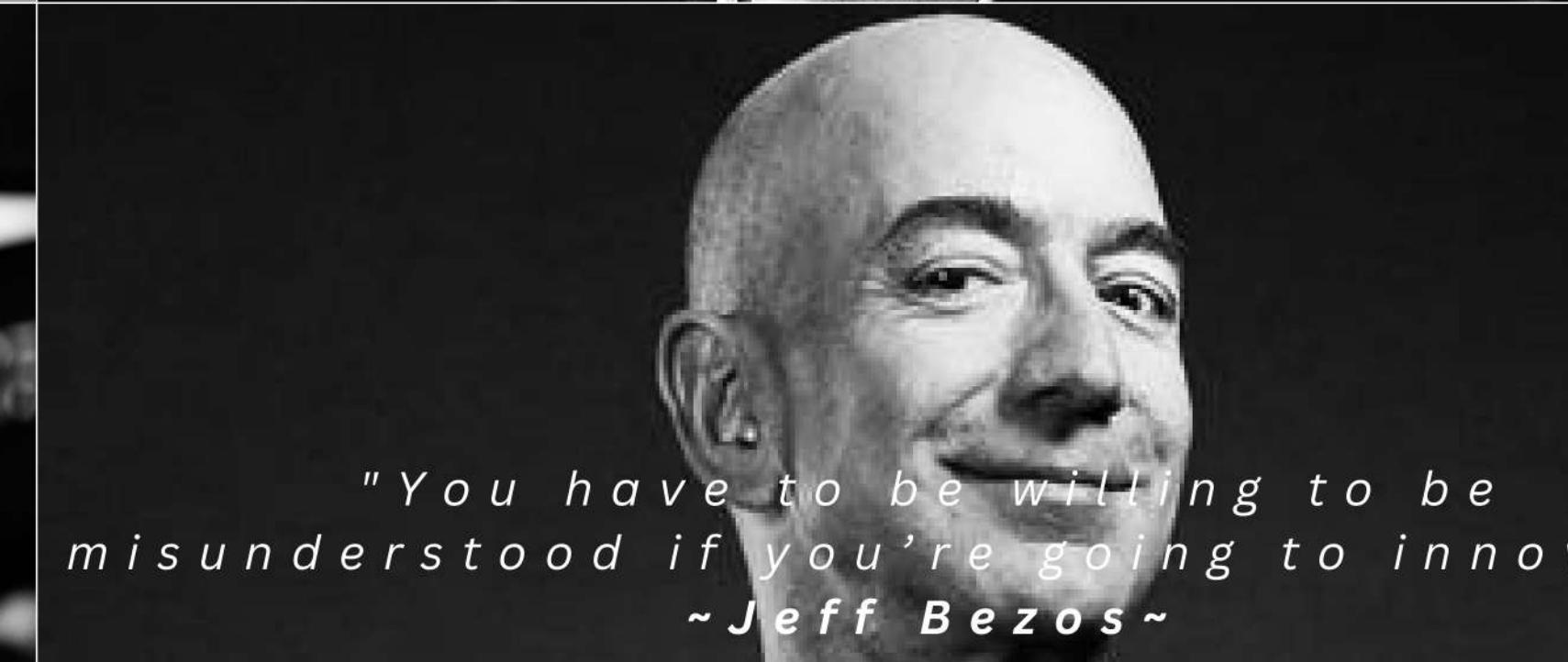
"The truly good ideas don't sound like they're worth stealing."
~Sam Altman~



"Good ideas are always crazy until they're not."
~Elon Musk~



"once you have decided on a goal, you have to be all in"
~Mate Rimac~



"You have to be willing to be misunderstood if you're going to innovate."
~Jeff Bezos~



Characteristics of Entrepreneur

- 01) Creativity
- 02) Professionalism
- 03) Risk-taking
- 04) Passion
- 05) Planning
- 06) Knowledge
- 07) Social Skills
- 08) Open-mindedness towards learning (Success/Failure)
- 09) Empathy
- 10) The customer is everything

Benefits

Flexibility: Entrepreneurs have the flexibility to set their own schedules and work on projects that interest them.

Control: Have control over their businesses, including decision-making and direction.

Innovation: Encourages innovation, as entrepreneurs are often motivated to find new solutions to problems and create new products or services.

Job Creation: Entrepreneurs create new jobs

Financial Reward: Successful entrepreneurship can lead to significant financial rewards.

Personal Development: Entrepreneurship can provide opportunities for personal and professional growth.

Impact: Entrepreneurship can have a positive impact on society and the environment.



Challenges

Challenges Faced

- Financial uncertainty
- Lack of resources
- High competition
- Regulatory and legal challenges
- Human resources management
- Time management
- Risk management
- Emotional and mental health

Tips to Overcome

- Focus on your strengths
- Develop a growth mindset
- Seek out mentorship and guidance
- Build a strong support system
- Stay organised and focused
- Maintain a positive attitude
- Be adaptable
- Take care of yourself

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How to start a Business?

Steps involved in starting a Business

1. Ideation

Ideation is the process of generating, developing, and evaluating new business ideas. It is the first step in starting a business, and it involves identifying a problem, a need, or an opportunity in the market that can be addressed by a new product or service.

2. Business Planning

Business planning is the process of creating a roadmap for a new business. It involves developing a detailed plan that outlines the business's goals, strategies, marketing and sales plans, financial projections, and other important details.

3. Marketing and Sales

They are critical components of entrepreneurship, and they play a crucial role in the success of any business venture. Entrepreneurs must develop effective marketing and sales strategies to create brand awareness, build customer relationships, generate revenue, identify target customers, and adapt to changing market conditions.

4. Legal and Regulatory Issues

Legal and regulatory issues are important considerations when starting a business, as they can have a significant impact on the business's operations, liability, and compliance requirements.

5. Funding

Funding is a crucial aspect of starting a business, as it provides the financial resources necessary to launch and grow the venture.

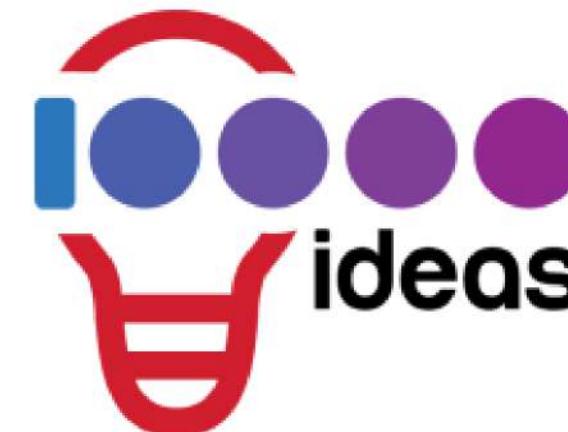
There are several sources of funding available to entrepreneurs

6. Networking and Mentoring

Networking and mentoring are important components of business planning when starting a new venture. They can provide entrepreneurs with valuable resources, advice, and support as they launch and grow their businesses.



This is how we ACT!



Our Collective Targets

- 1000 Startups by end of 2024 by
 - Increasing access to incubators and accelerators
 - Increasing access to funding
 - Increasing the female participation
 - Increasing the talent pool
 - Increasing the market access opportunities
 - Creating a conducive environment for startup ecosystem to thrive
 - Completed Support programs to refine business ideas to business plans
 - Accelerated 500 new business ideas are registered with ROC

Spiralation

*Tech Startup seed funding
support and accelerator program*

The programme targets business enterprises either new or in very early stages of development with the primary goal of encouraging entrepreneurs from all parts of the country to launch their business ideas.

Spiralation has so far provided:

- *1000+ Jobs created for ICT Graduates*
- *Spread across Multiple Industry Verticals; AR and VR, Blockchain, Agriculture, Education, Health, Finance, Logistics*
- *35+ Countries/ International Market*
- *Mentoring, Networking and Market Access Opportunities*
- *LKR 130+ Millions Invested*
- *Supported 130+ Technology Startups*



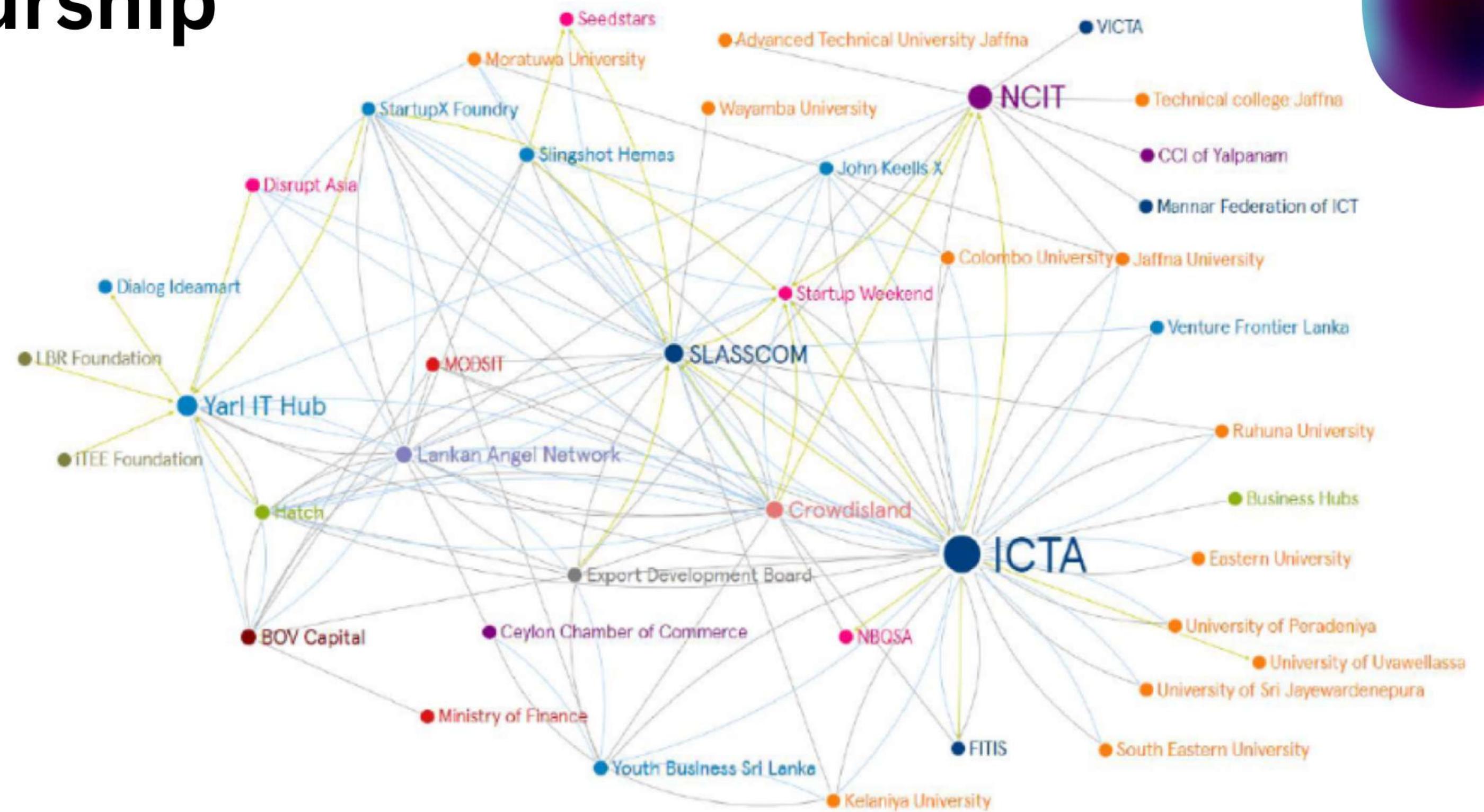
GEW

Why is Global Entrepreneurship Week Significant

- The GEW launches startups that bring ideas to life, drive economic growth, and expand human welfare.
- Also, it gives aspiring, emerging, and existing entrepreneurs a chance to be creative and build their startups
- It empowers budding entrepreneurs and those who face systemic barriers to starting and scaling their own companies.
- It breaks the barriers and enables everyone to access entrepreneurship and innovation, not only by starting a new business.
- This week also aims to spark a love of entrepreneurship in younger people



Entrepreneurship Support Ecosystem



Edges

- 72 Information sharing
- 55 Service delivery and events
- 23 Funding

Nodes

- | | | |
|----|-----------------------|---------------------------|
| 13 | University | Size by Degree Centrality |
| 7 | Incubator/Accelerator | Size by Degree Centrality |
| 5 | Industry association | Size by Degree Centrality |

- | | | |
|---|------------------|---------------------------|
| 4 | Event | Size by Degree Centrality |
| 3 | Chamber | Size by Degree Centrality |
| 3 | Donor | Size by Degree Centrality |
| 2 | Co-working space | Size by Degree Centrality |

- | | | |
|---|------------------------------|---------------------------|
| 2 | Ministry | Size by Degree Centrality |
| 1 | Crowdfunding | Size by Degree Centrality |
| 1 | Angel Investor | Size by Degree Centrality |
| 1 | Venture Capital Fund | Size by Degree Centrality |
| 1 | Trade Promotion Organization | Size by Degree Centrality |

Activity Time

Activity

Problem

Search for a problem, may it be existing or not. Remember, you are only provided with a time period of 30 minutes.

Solution

Find a way to solve the given problem. You are judged for your innovative and creative problem solving skills

Pitch

5 random teams will be selected to pitch their problem and their solution for 5 minutes.

"Entrepreneurship is a Lifestyle"

*"Life gives you what
you DESERVE
not what you
WANT"*

Thank You

c o n t a c t

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