

Introduction To Entrepreneurship

Lesson 2

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Recap of Lesson 1

What is Entrepreneurship?

Entrepreneurial Themes.

Entrepreneurial Approches.

Topics for Today's Class

1. Different Types of Entrepreneurs

2. Importance of Entrepreneurs

Types of Entrepreneurship.

Entrepreneurship is the overall process of developing, launching and running a business. Although the process is same, there are many different types of entrepreneurship.

Let us see why....

Why there are different types of Entrepreneurship?

People have different aspirations and visions for the type of business that they want to create.

Everyone operates their business as per their own preferences. (Personality, skills, mindset)

Everyone has different work ethics (handwork, smartwork)

Why there are different types of Entrepreneurship?

**Different Entrepreneurs have different goals.
(Profits vs Social Cause)**

**Entrepreneurs may experience similar challenges
but they may address them differently.**

**Each type of entrepreneur sees challenges in a
unique way and has different resources to overcome them.**

1. Small business entrepreneurship

1. Small business entrepreneurship is often when a person owns and runs their own business.

2. They are most likely to make a profit that supports their family and a modest lifestyle.

3. Not seeking large-scale profits or venture capital funding.

4. They typically hire local employees and family members.

2. Large company entrepreneurship

1. Large company entrepreneurship is when a company has a finite amount of life cycles.

2. This type of entrepreneurship is for an advanced professional who knows how to sustain innovation.



3. They are often a part of a large team of investors, executives, BoDs.

4. They create new services and products based on consumer preferences to meet market demand.

**Small business entrepreneurship
can turn into large company
entrepreneurship when the
company rapidly grows.**

**This can also happen when
a large company acquires them.**

👉 Apple bought SoundJam MP in 2000 which became iTunes in 2001.

👉 Apple bought Siri from a defence project.

👉 Google bought Youtube for \$1.3 billion.

Now Youtube earns more than that amount each month.

3. Scalable Startup Entrepreneurship

1. Entrepreneurs believe that their company can change the world.

**2. They often receive funding from venture capitalists.
Hire specialized employees.**

**3. Scalable startups look for things that are missing
in the market and create solutions for them.**

**4. Many of these type start in Silicon Valley
and are technology-focused**

5. They seek rapid expansion and big profit returns.



4. Social entrepreneurship

1. An entrepreneur wants to solve social problems with their products and services.

2. Main goal is to make the world a better place.

3. Not big profits or wealth minded.

4. Tend to start nonprofits or companies that dedicate themselves to working toward social good

Examples: Khan Academy, Vergheese Kurien, Arunachalam Muruganantham (Padman).

5. Innovative entrepreneurship

1. They are constantly coming up with new ideas and inventions

2. Take ideas and turn them into business ventures

Motivated and passionate people. Aim to change the way people live for the better

3. They look for ways to make their products and services stand out from other things on the market

4. People like Steve Jobs and Bill Gates

6. Hustler entrepreneurship

- 1. People who are willing to work hard and put in constant effort**
- 2. Start small and work toward growing a bigger business with hard work rather than capital**
- 3. Their aspirations are what motivates them, and they are willing to do what it takes to achieve their goals**

4. They do not give up easily and are willing to experience challenges to get what they want

5. For example, someone who is a hustler is willing to cold call many people in order to make one sale

7. Imitator entrepreneurship

Innovator + Hunter

**1. Uses others' business ideas as inspiration
but work to improve them.**

**2. They look to make certain products and
services better and more profitable.**

3. People who are imitators have a lot of self-confidence and determination.

4. They can learn from others' mistakes when making their own business.

8. Researcher entrepreneurship

1. Take their time when starting a business.

2. They do as much research as possible before offering a product or service.

3. Believe that with the right preparation and information, they have a higher chance of being successful

3. Makes sure they have an in-depth understanding of what they are doing

4. Rely on facts, data, and logic rather than their intuition

5. Detailed business plans are important to them and minimize their chances of failure.

9. Buyer Entrepreneurship

1. Who uses their wealth to fuel their business ventures.

2. Specialty is to use their fortunes to buy businesses that they think will be successful.

3. They identify promising businesses and look to acquire them.

4. They make any management or structural changes they feel are necessary.

5. Goal = grow the acquired businesses + expand their profits.

6. Less risky because they are purchasing already well-established companies.



Importance of Entrepreneurship

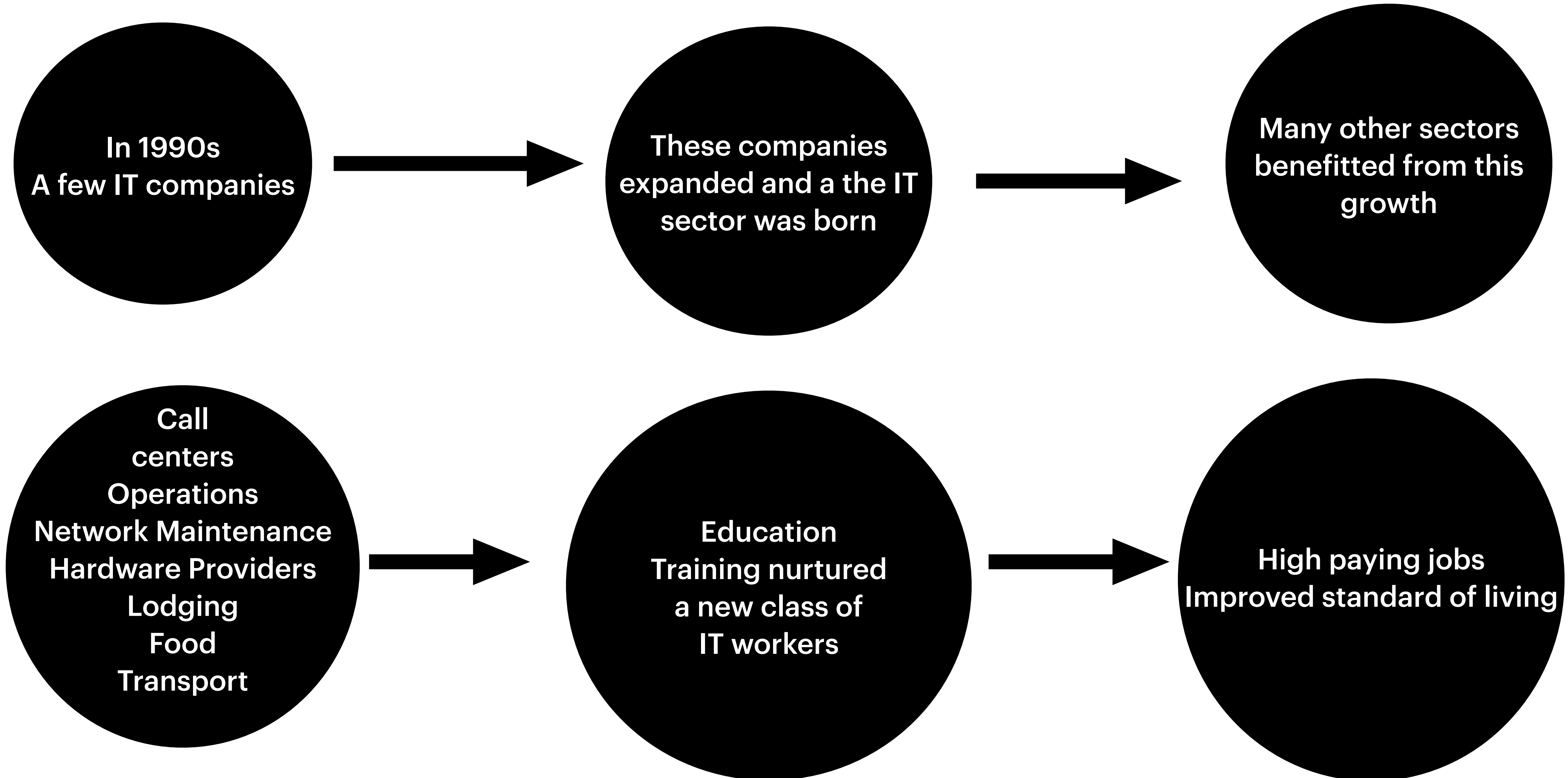
OR

**Roles an Entrepreneur plays in an modern
society?**

1. Entrepreneurship Accelerates Economic Growth

Entrepreneurs act as a catalyst for economic growth of the country

New products and services created by entrepreneurs can produce a trickle effect, where they stimulate related businesses or sectors that need to support the new venture, furthering economic development



2. Entrepreneurs Add to National Income/Wealth

Existing businesses may remain confined to existing markets and may hit a limit in terms of income

New and improved products, services, or technology from entrepreneurs enable new markets to be developed and new wealth to be created

Increased employment and higher earnings contribute to better national income in the form of higher tax revenue and higher government spending.

This is used by the government to invest in other struggling sectors and human capital.

3. Entrepreneurs Create Social Change

The importance of social entrepreneurship must be appreciated.

Social changes gradually impact national and global changes.

Through offering unique goods and services entrepreneurs break away from tradition.

They reduce dependence on obsolete systems and technologies. (Ex holistic learning)

This can result in an improved lifestyle, generous thinking, better morale, and higher economic choice.

Smartphones and apps have revolutionized work and play across the globe.
Made REMOTE WORKING possible.

Entrepreneurs in developing countries
HAVE ACCESS TO THE SAME TOOLS AND RESOURCES
as Entrepreneurs in developed countries.

4. Entrepreneurship Promotes Research and Development/ Innovation

Entrepreneurs also promote research and development (BILL GATES)

**Cultivate their ideas, shape them into a new form, and
turn them into a business endeavour**

**Through R&D, entrepreneurs bring new innovation that opens the door of new ventures,
markets, products, and technology**

Through R&D, entrepreneurs cause social impact that improves people's lives

5. Community Development

Entrepreneurs regularly nurture ventures by other like-minded individuals

They also invest in community projects and provide financial support to local charities

This enables further development beyond their own ventures

Some famous entrepreneurs, such as Bill Gates, have used their money to finance worthy causes, from education to public health

4 ENTREPRENEURIAL CASE STUDIES

The Story of Adolf “Adi” Dassler.



Dassler’s shoemaking career began in his mother’s washroom in a small town in Bavaria, Germany.

Dassler began designing and cobbling shoes.

He wanted to make the best possible sports shoe for athletes.

Dassler was committed to standing out in the market by gathering feedback from athletes about what they looked for in a shoe, what pain points could be improved on, and how they felt about his early models.

This feedback allowed Dassler to craft an athletic shoe that was highly valued by his customers.

Whitney Wolfe Herd of Bumble

After leaving dating app company Tinder and an abusive relationship in 2014, Whitney Wolfe Herd was inspired to create an empowering dating experience for women.

She thought, “What if women made the first move and sent the first message?”

**The brand took off—largely on college campuses—
and the app reached 100,000 downloads in its first month.**

Wolfe Herd’s story serves as a reminder to use your own life for business inspiration and use a cause you care about to differentiate your product and brand in a saturated market.



Melanie Perkins of Canva

In 2007, Melanie Perkins was working a part-time job while studying in Perth, Australia, teaching students how to use desktop design software.



The software was expensive, complex, and required a semester's worth of instruction to learn how to use.

**She thought,
“Is there a way this could be simpler and less expensive?”**

Perkins's goal to create an affordable, simple, online design tool was originally turned down by over 100 investors—it wasn't until three years into her pitching process that Canva received its first investment.