

# Innovation and Entrepreneurship:Lecture 10

Course Instructor:  
Dr Bishwajeet Pandey



# Syllabus

## **Course Content:**

**Unit I:** Introduction to Entrepreneurship: Entrepreneurs; entrepreneurial personality and intentions - characteristics, traits and behavioral; entrepreneurial challenges.

**Unit II:** Entrepreneurial Opportunities: Opportunities. Discovery/ creation, Pattern identification and recognition for venture creation: prototype and exemplar model, reverse engineering.

**Unit III:** Entrepreneurial Process and Decision Making: Entrepreneurial ecosystem, Ideation, development and exploitation of opportunities; Negotiation, decision making process and approaches, Effectuation and Causation.

**Unit IV:** Crafting business models and Lean Start-ups: Introduction to business models; Creating value propositions-conventional industry logic, value innovation logic; customer focused innovation; building and analyzing business models; Business model canvas, Introduction to lean startups, Business Pitching.

**Unit V:** Organizing Business and Entrepreneurial Finance: Forms of business organizations; organizational structures; Evolution of Organisation, sources and selection of venture finance options and its managerial implications. Policy Initiatives and focus; role of institutions in promoting entrepreneurship.



# OUTLINE

## ● 20 Business Ideas:

1. RELATIONSHIP ADVICE
2. FAMILY TOPICS
3. HOMECARE
4. GARDENING
5. PERSONAL FINANCE
6. FOREX TRADING
7. STUDENT LOAN INFORMATION
8. MORTGAGE INFORMATION
9. CREDIT INFORMATION
10. INSURANCE INFORMATION

1. REAL ESTATE INFORMATION
2. AUTOMOBILES
3. CELEBRITY NEWS
4. ENTERTAINMENT INFORMATION
5. SPORTS NEWS
6. ONLINE GAMES
7. POLITICAL UPDATES
8. VIRAL VIDEOS
9. TRAVEL
10. PHOTOGRAPHY TIPS

# Relationship Advice

- If you have experience in relationship counseling or related fields, you can start a website where you answer questions and offer advice on personal relationships.

# Family Topics

- Family related websites can also help you integrate a number of popular AdSense keywords.
- You can share family friendly events and activities, parenting advice and more.

# Home Care

- You can create a website that serves as a great resource for homeowners, offering tips and solutions to common home care issues ranging from decor to necessary home repairs.

# Gardening

- Gardening can also fall into that category, though you can also build a standalone website that's just dedicated to gardening tips and advice.

# Personal Finance

- Finance is a hugely popular topic online and when it comes to AdSense earning potential.
- You can start a website where you offer finance tips and news that could relate to individuals and their finances.



# Forex Trading

- Or you could get even more specific and build a website that's completely dedicated to foreign exchange trading rates and updates.

# Student Loan Information

- Student loans also offer a lot of opportunities for you to share relevant information with people looking for help with their student loan related decisions.

# Mortgage Information

- You can also focus specifically on mortgage rates and updates to provide valuable information to homeowners and those looking to buy.

# Credit Information

- Or you could focus more generally on credit and offer comparisons and valuable insights to help people make credit related decisions.

# Insurance Information

- Insurance related keywords pay relatively high per click from Google AdSense and have relatively low competition so a site containing detailed and valuable information on various kinds of insurance might be a very profitable one.

# Real Estate Information

- Real estate is another popular topic for AdSense websites.
- Offer real estate listings or information geared toward a specific area.



# Automobiles

- You can also create a website that shares information related to automobiles, like automotive news, vehicle listings and even repair tips.

# Celebrity News

- Popular celebrities also garner a lot of search traffic.
- So you could start a celebrity news site or start a fan site related to a specific celebrity.



# Entertainment Information

- Or you could focus on more general entertainment topics, like reviews about movies, TV shows or books.

# SPORTS NEWS

- Sports are also hugely popular online.
- So you could start a website that offers sports scores and headlines or one related to a specific city or team.

# Online Games

- Online games can also be a great subject for a website business.
- You can develop your own games so that people are likely to spend a lot of time on your site.
- Or you could also provide information and insights into popular games that people can play on other platforms.

# Political Updates

- Political news and updates can get a lot of attention online.
- So you could start a site where you share news and information about different candidates or politicians.

# Viral Videos

- Everyone loves a good viral video. So if you create a website where you share funny and interesting viral content, you could potentially get a lot of views and thus, a lot of AdSense income.

# Travel

- Travel is another topic that's popular with AdSense advertisers, especially information about airlines and hotels.
- So you could create a website that shares travel tips and deals to get in on this popular niche.

# Photography Tips

- There's also a lot of advertising power behind the photography business.
- So if you start a website where you share photography tips and opinions about different types of equipment, you could potentially earn a lot of revenue from AdSense.