ENTREPRENEURSHIP GROUP PRESENTATION

2. How we now think it’s multifaceted- how our thoughts have developed to go from previous mentioned

a.     We’ve picked two types of entrepreneurs, but we appreciated there are many – we’ve picked the most challenged and the ones we’ve learnt the most about that deviate from the norm + current

b.     Entrepreneurship develops as society develops and needs and tech grow and change

* Safe to say that all the pre-conceptions of ‘Entrepreneurship’ that we had before we began this module have not only been developed and extended further but also challenged and subverted at the same time from week to week.
* Although our pre-conceived ideas regarding what it means to be an entrepreneur eg. Rich individual successful business ‘tycoon’ who started from nothing and is now rich beyond measures and characteristics such as greed, independence, courage, fearlessness and having the correct attitude and mindset in regard to the fear of failure, have all been established and confirmed and definitely carry it’s own merit, what we’ve taken away from the module is how there are other branches of ‘entrepreneurship’ that don’t conform to the traditional, more well-known ideas about entrepreneurship, that have been glamourized by tv shows/ movies etc. but are still undoubtedly facets of entrepreneurship in their own right.
* The branch that attracted the most of our attention was topic of social enterprises. Perhaps for some, myself included the idea of an entrepreneur having a social objective and mission rather than a purely profitable one was worth noting.
* **How they are defined**: in comparison to traditional charity they make money from selling a product or service and don’t rely on volunteering, donations etc. to survive.
* In comparison to conventional business: have a primary social mission similar to a charity. Don’t exist to maximize profit or to make owners very wealthy. They measure the social impact and difference that they make.

TRANSCRIPT

* Safe to say that all the pre-conceptions of ‘Entrepreneurship’ that we had before we began this module have not only been elaborated on, but they have also been challenged and subverted at the same time from week to week.
* Although our pre-conceived ideas regarding what it means to be an entrepreneur eg. being a rich, individual and successful business ‘tycoon’ who possesses certain characteristics still carries its legitimacy, what we’ve taken away from the module is how there are other branches of ‘Entrepreneurship’ that don’t conform to the traditional, more well-known concepts but are still undoubtedly facets of Entrepreneurship in their own right.
* The two types of entrepreneurial ventures that we will home in on during this presentation include examples of both social enterprises and digital entrepreneurs. We thought these two in particular would be the best to elaborate on as they both deviate from the methods and aims of the traditional entrepreneur; whose main objective is more directed to economic turnover. These two in comparison pave their own ideals and demonstrate how the concept of Entrepreneurship is changing within the current climate of todays modern society and alongside the rapid development of technology.