

Date: 30/03/2022

Examination Roll No.: 21312915017

Name of Program: B. Tech. (Information Tech.
and Mathematical Innovation)

Semester: Ist Sem.

Unique Paper Code: 32861106

Title of the Paper: Business, Entrepreneurship
and Innovation Management.

Solution 5]

Innovative entrepreneurs develop business model to identify to meet the need of an organisation and improve their competitiveness in the market. Most innovators use innovative ideas to help, creating these business models or to upgrade their current models. They can use this motivation to design innovative strategies for success of the business. There are many types of entrepreneurs including:-

a) Social Entrepreneurs:- They often aim to solve any community problems with their product or service.

b) Startup Entrepreneurs:- They innovate a single product/service that is unique to an industry.

c) Enterprise Entrepreneurs:- They use innovation to develop new ideas for corporation that have been in market for several years.

examples of innovative entrepreneurs:-

1) Deepinder Goyal and Pankaj Chaddah.

→ They founded "ZOMATO".

2) Shradha Sharma:-

→ She created a website named "YOUR STORY" where we can see stories of different startups of our industry.