

BTMW 4012
TECHNOLOGY
ENTREPRENEURSHIP

Lecture 1:
Introduction to Entrepreneurship







Technology Business
Potential : I- Sajadah from
UTeM

<https://youtu.be/3BDmykLr1iE>

Introduction

- ▶ The study of entrepreneurship has emerged to be very important in countries that practise free market economy.
- ▶ In most of these countries, entrepreneurial development is an important agenda in nation building.
- ▶ There exists a need to understand entrepreneurship and its salient issues.

Introduction to Entrepreneurship

- ▶ In a free market economy, entrepreneurs are key players or providers that produce, transport or sell products and services to consumers.
- ▶ They seek business opportunities by identifying what is needed, wanted or desired by consumers.
- ▶ Entrepreneurs create new products, take risks in investing money and make the products available to customers.

Introduction to Entrepreneurship (cont.)

- ▶ Consequently, consumers get to choose the best products or services best suited to their needs and budget.
- ▶ New and improved products are continuously developed to replace older products, and these products have enhanced the standard and quality of life of the society.
- ▶ Thus, entrepreneurial activities are pillars of a nation's economic progress, growth and prosperity.

Introduction to Entrepreneurship (cont.)

- ▶ A society that has a great entrepreneurial culture will be more productive, competitive and prosperous.
- ▶ By nature, entrepreneurs will always try to improve product quality, reduce cost of production, find better ways to serve their customers and thus serve customers' needs more effectively.
- ▶ Their ability to mobilize and allocate resources to where it is most needed based on business opportunities or market demand, make entrepreneurs the most efficient resource allocators in a free market economy.
- ▶ Many successful entrepreneurs have become very rich when their small businesses grow into big corporations.

Introduction to Entrepreneurship

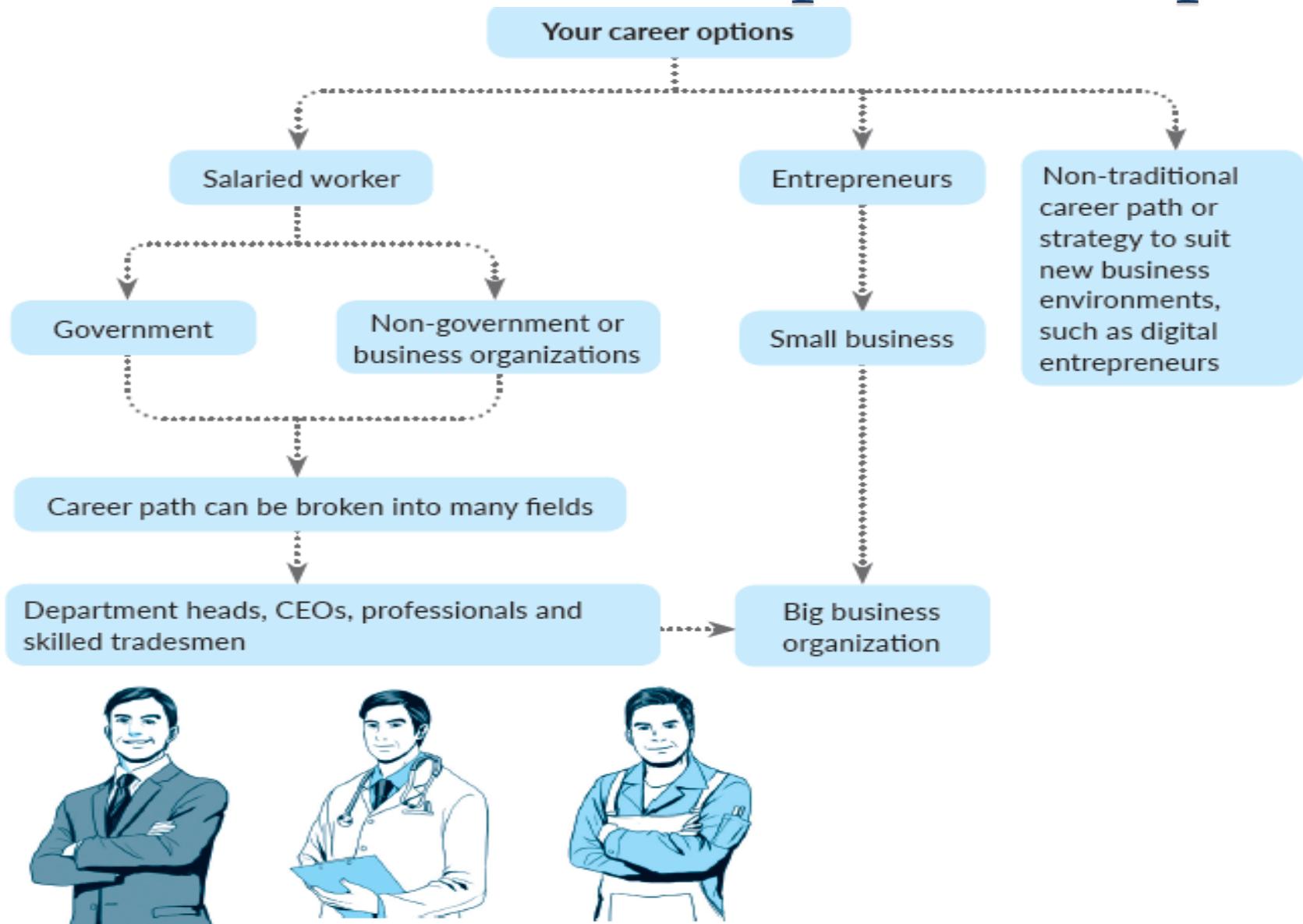


Figure 1.1 Graduate career options

Definitions of Entrepreneurship and Entrepreneur

- ▶ Entrepreneurship can be defined as

“the activity of setting up a business or businesses, and taking on financial risks in the hope of making profit.”

- ▶ The study of entrepreneurship includes the study of entrepreneurial behaviour, as well as the dynamics of business set-up, expansion and development.

Definitions of Entrepreneurship and Entrepreneur (cont.)

- ▶ The term ‘entrepreneur’ was first used by a Frenchman named Richard Cantillon (1775) to mean ‘a person who undertakes to do a job’.
- ▶ Adam Smith (1776) defines an entrepreneur as a person who acts as an agent in transforming demand into supply.
- ▶ Jean-Baptiste Say (1803) considers an entrepreneur as a person who shifts resources from an area of low productivity to high productivity.

Definitions of Entrepreneurship and Entrepreneur (cont.)

- ▶ In short, entrepreneurs are the prime movers of economic progress.
- ▶ They can be innovators, they mobilize resources to provide products and services needed, and in the process, they build businesses that provide jobs.
- ▶ Thereby improve the standard of living and quality of life of the people. They are the catalysts that contribute to the nation's economic progress.

Entrepreneurial Process

The Timmons Model of Entrepreneurial Process best describes the four major necessary components in venture creation:

- ▶ Founder
- ▶ Opportunity
- ▶ Team
- ▶ Resources

Entrepreneurial Process (cont.)

- ▶ An entrepreneurial process is led by an entrepreneur who is able to **seize** and **act on an opportunity**.
- ▶ Together with his team, the entrepreneur will package a viable offering to customers using available resources. He may use his own money or canvass others to invest with him. He may need to convince others with required skills to be part of his team to execute the project and produce products and services for customers.

Entrepreneurial Process (cont.)

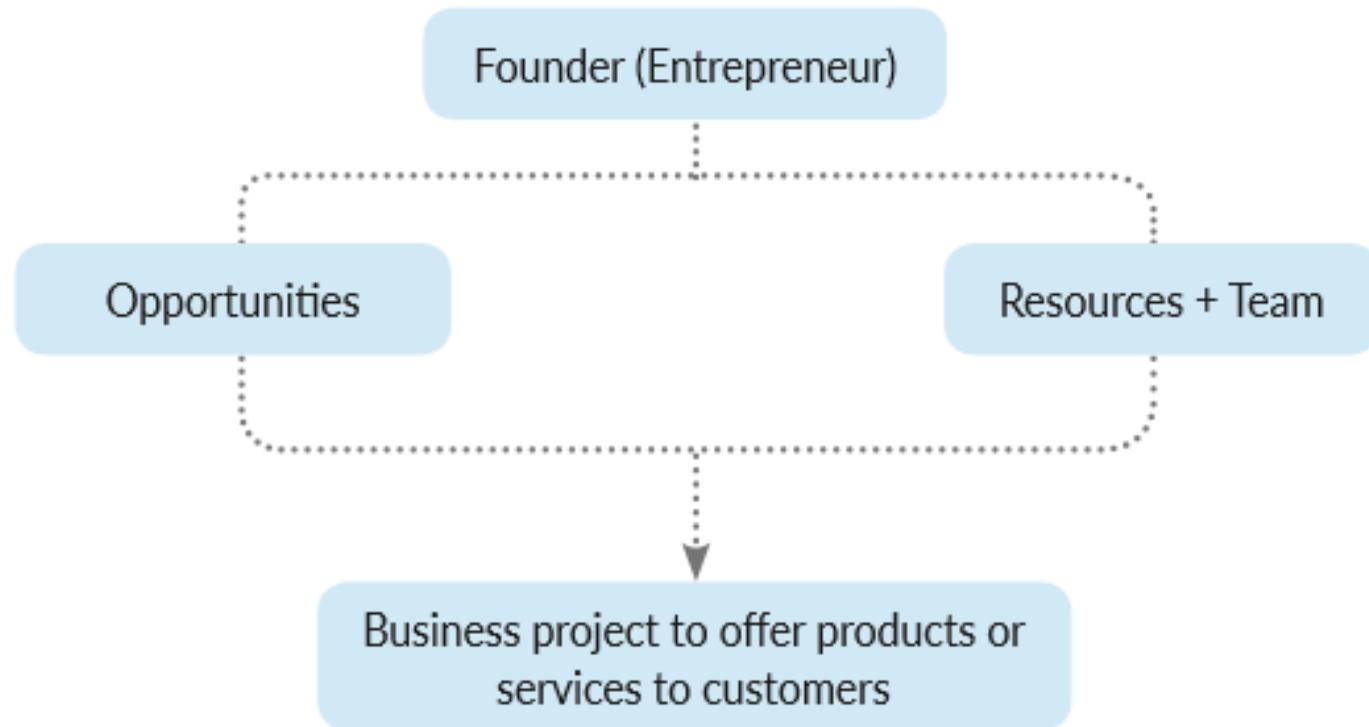


Figure 1.2 Simplified entrepreneurial process

Characteristics and Attributes of Entrepreneurs

- ▶ Successful entrepreneurs always have a **strong reason** or **mission** for becoming an entrepreneur.
- ▶ For example, he likes promoting certain business values, solving specific problems, addressing some needs or exerting influence within an industry.
- ▶ Take Steve Jobs of Apple—he ‘disrupted’ and changed industries for which he created the personal computer to make computing personal, rather than limiting it only for large organizations.

Characteristics and Attributes of Entrepreneurs (cont.)

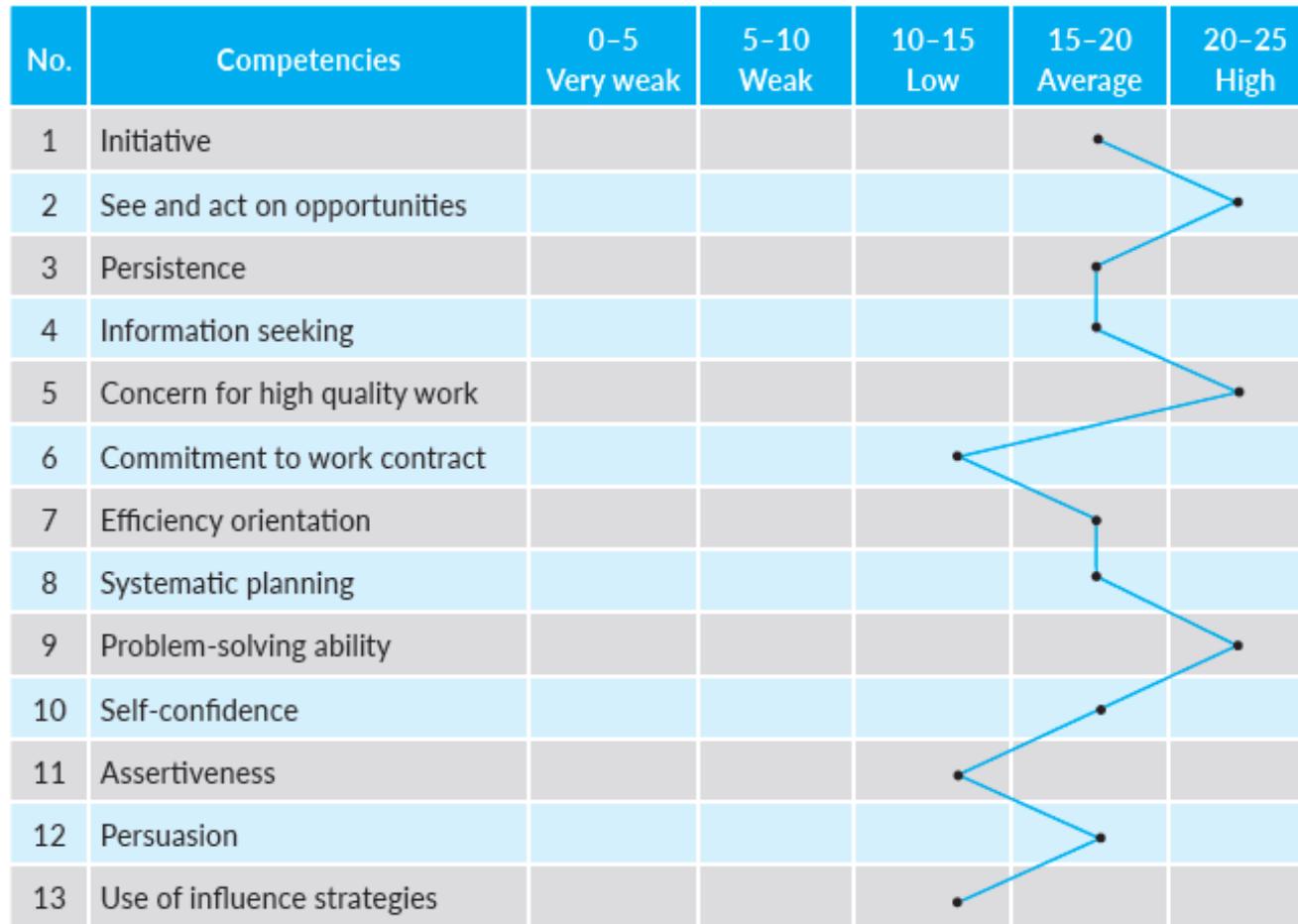


Figure 1.3 A sample of personal entrepreneurial competencies (PEC) profile

Characteristics and Attributes of Entrepreneurs (cont.)

The common characteristics of entrepreneurs:

- ▶ **Creative**, innovative, resourceful and possess high level of initiative.
- ▶ Willingness to **work hard** to achieve aspired objectives with a high degree of commitment, determination, perseverance, tenacity and discipline.
- ▶ Ability to **take calculated risk**, exhibit tolerance for ambiguity and ability to accept failure.
- ▶ Possess ability to **think independently**, exhibit high level of self-confidence, optimistic and believe in controlling one's own destiny.

Characteristics and Attributes of Entrepreneurs (cont.)

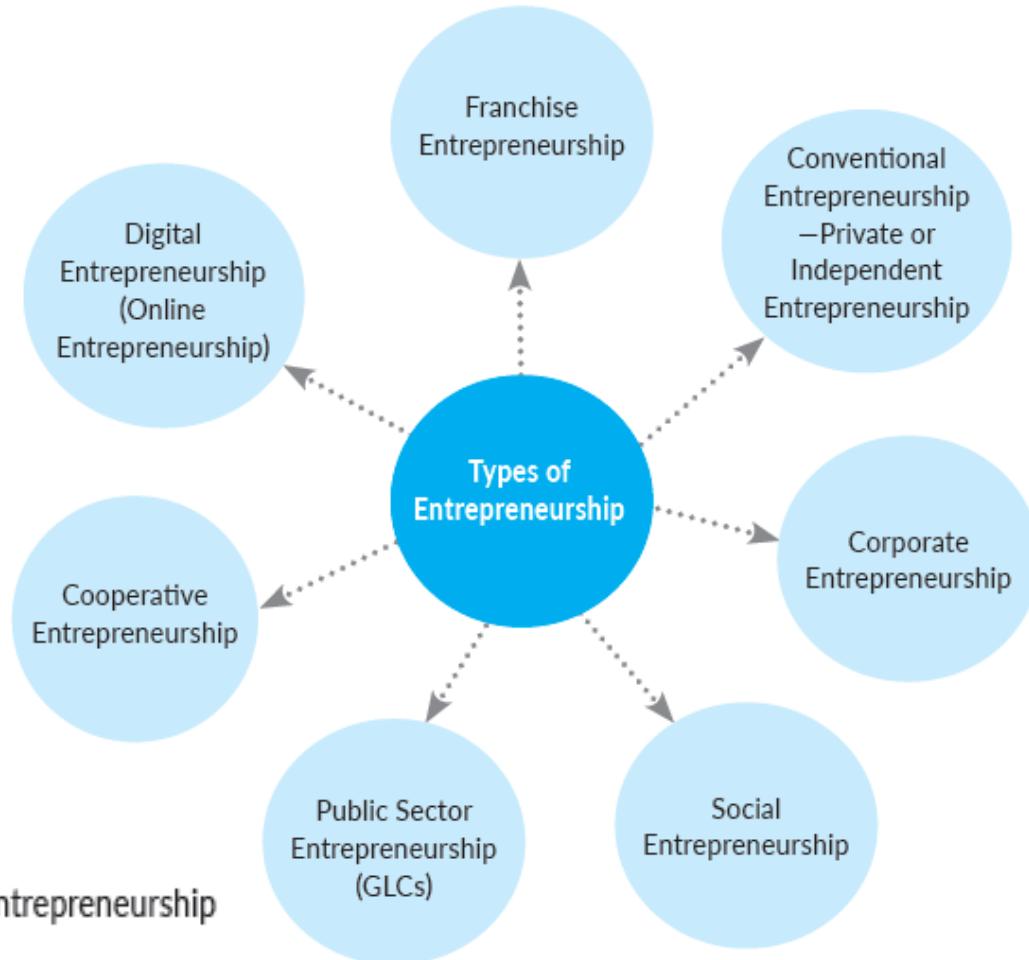
- ▶ Opportunity orientation towards future goals, aspiration and vision.
- ▶ Skilful organizer, ability to manage and solve problems.
- ▶ Communicative and persuasive ability to influence others.

Although these are common among entrepreneurs, it must be said that different types of entrepreneurship may require different entrepreneurial characteristics or different combinations of entrepreneurial characteristics.

Types of Entrepreneurship

Broad categorization of the types of entrepreneurship can be seen in Figure 1.4 where the entrepreneurial activities are carried out in different forms of organizations.

Figure 1.4 Types of entrepreneurship

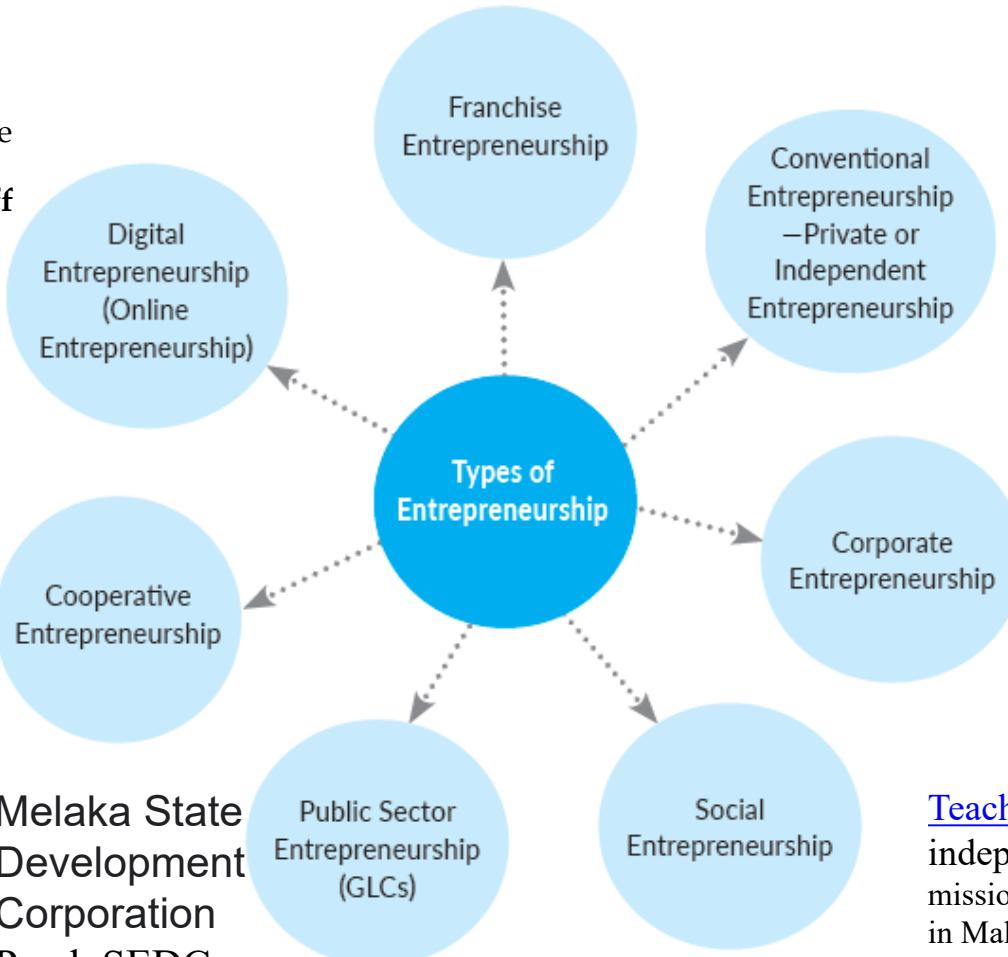


- **The Chicken Rice Shop**
- **Old Town White Coffee**
- **Q Dees**
- **Marry Brown**
- **The Manhattan Fish Market**

- **Online Tuition:** Example MC PLUS
- **Ecommerce/dropship/affiliate marketing:** Example AAFIYAT AFFILIATE BIZ

▶ Bank Persatuan,
Koperasi Telekom,
and Koperasi
Angkatan Tentera
Malaysia Berhad

- Melaka State Development Corporation
- Perak SEDC



- Real Estate Agency
- Tourism & Travel Agency
- Car Driving School

Electronic manufacturers in Malaysia

[Teach for Malaysia](#) is an independent social enterprise mission to end education inequity in Malaysia

Micropreneurs

- ▶ Not every person who starts a business has the mission of making a lot of money and growing it to a world-class business.
- ▶ Some just want a simple balanced life-style while doing the kind of work they enjoy doing.
- ▶ Business writer Michael LeBoeuf calls such business owners “**Micropreneurs**”
- ▶ Many *micropreneurs* are small home-based business owners who are trying to combine career and family.

Intrapreneurship

- ▶ *Intrapreneurship* is the process by which individuals pursue a new business opportunity (or by setting up *intraprises*) from within an existing company, with resources of that company.
- ▶ It uses the advantages of both small and big scale business. In board sense, *intrapreneurship* refers to all kinds/forms of semi-autonomy and semi-responsibility within corporations.

Intrapreneur

- ▶ In 1978, management consultant, Gifford Pinchot, invented the word ***intrapreneur*** to refer to an intra-corporate entrepreneur while he was attending the School for Entrepreneurs in Tarrytown, New York.
- ▶ A person within a large corporation who takes direct responsibility for turning an idea into a profitable finished product through assertive risk taking and innovation.



What is Technopreneur?

- ▶ Entrepreneur who uses technology to be involved in business activities.
- ▶ From the words;

Technology

+ = “Technopreneur”

Entrepreneur

- ▶ The role of scientist/engineer's entrepreneur or so called *technopreneur* is to effectively move a technology invention from concept to market

Technopreneur

- ▶ “Technopreneur” is coined just a couple of years back to refer to **Technology Entrepreneur**.
- ▶ This term appears to be most actively used in Singapore, and to some extent also in Malaysia and Thailand.
- ▶ *Technopreneurs* are the ones who identify the problems and capitalized on the opportunity.
- ▶ A *technopreneur* has two major characteristics:
 1. He does things NOT out of profits but because he wants to innovate.
 2. He is comfortable working with, or, using technology.

Technopreneur & Entrepreneur

- ▶ TECHNOPRENEUR
 - = Today + Future = Vision
 - ex. Bill Gates = Technopreneur

- ▶ ENTREPRENEUR
 - = Product + Market = Profits
 - ex. Dato' Seri Dr. Hajah Vida = Entrepreneur

Leadership Roles of *Technopreneurs*

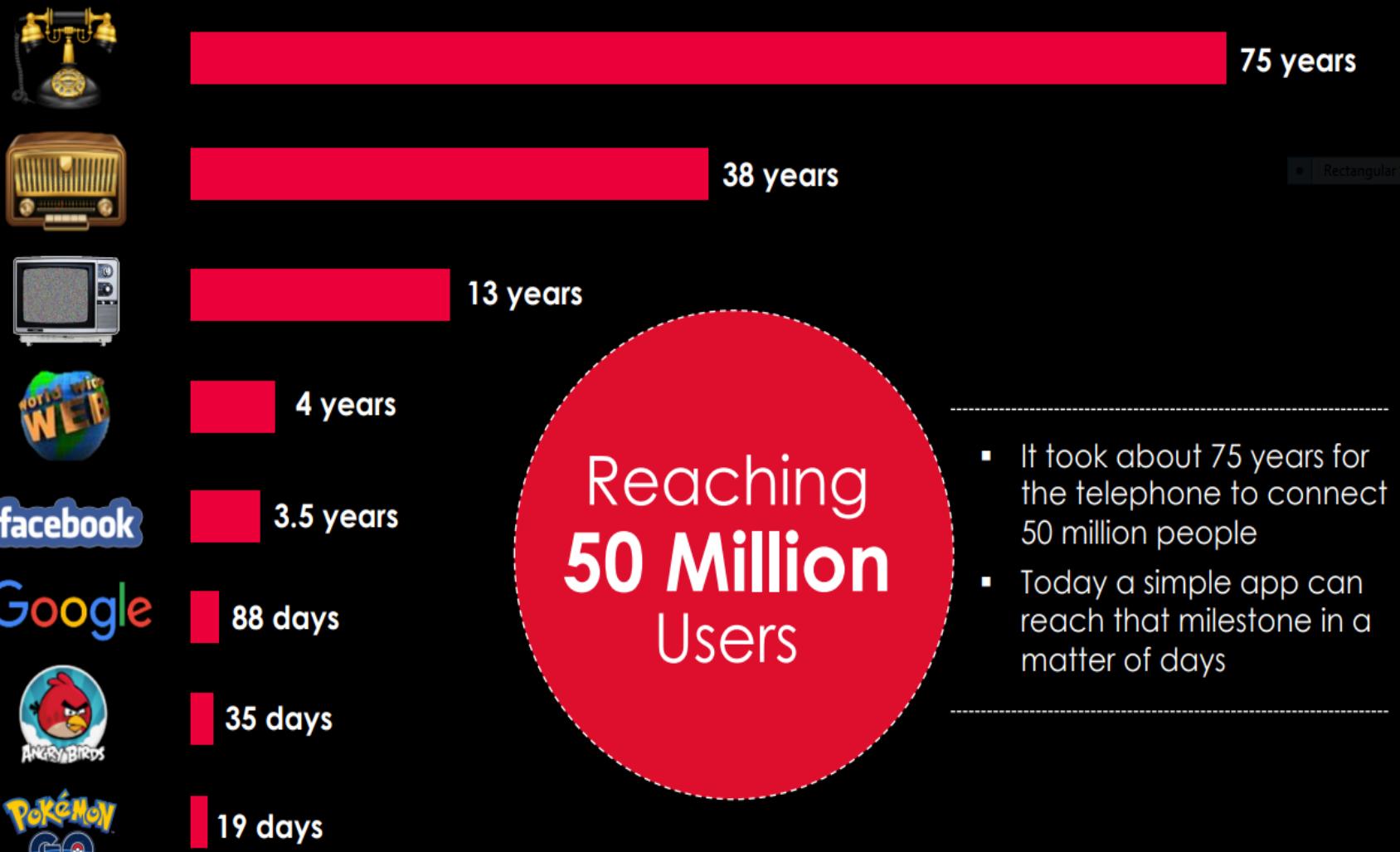
- ▶ Creating vision, direction, goals
- ▶ Communicating with followers
- ▶ Motivating and empowering
- ▶ Affirming/reaffirming values
- ▶ Aligning people – achieving workable unity
- ▶ Serving as a symbol
- ▶ Management of thrust
- ▶ Management of Self



Comparison Between Entrepreneur and *Technopreneur*

ENTREPRENEUR	TECHNOPRENEUR
<ul style="list-style-type: none">• Likes to compete• Self-starter• Able to do many things at once• Is creative, and has dreams and goals• Likes to work for him/herself and be in control• Is motivated by a strong desire to achieve and attain financial success• Focuses his/her attention on the chances of success rather than the possibility of failure	<ul style="list-style-type: none">■ Likes to innovate■ Part of a team■ Able to do many things at once, but chooses to delegate■ Is innovative and has a greater vision■ Likes to be the one to control innovation and be part of an evolution■ Is motivated by a strong vision and his passion to innovate■ Take failure in stride and knows it will lead to success if correction can be made

Conventional Entrepreneurship vs Digital Entrepreneurship



Conventional Entrepreneurship vs Digital Entrepreneurship

Digital Economy Opportunity: Speed & Scale



WARNER MUSIC GROUP

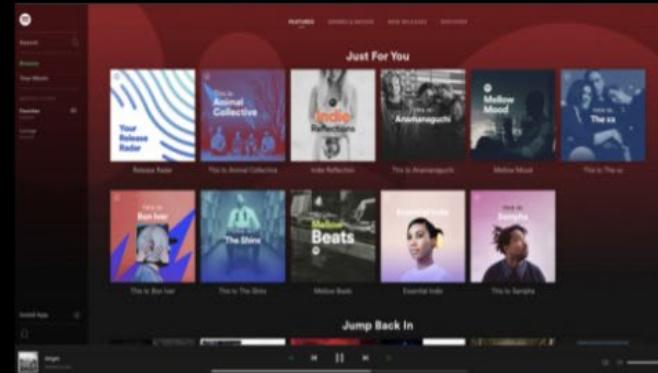


Within **60** years ...

- 4.5k employees
- US\$3.6 bil in revenue
- 50 countries



Spotify

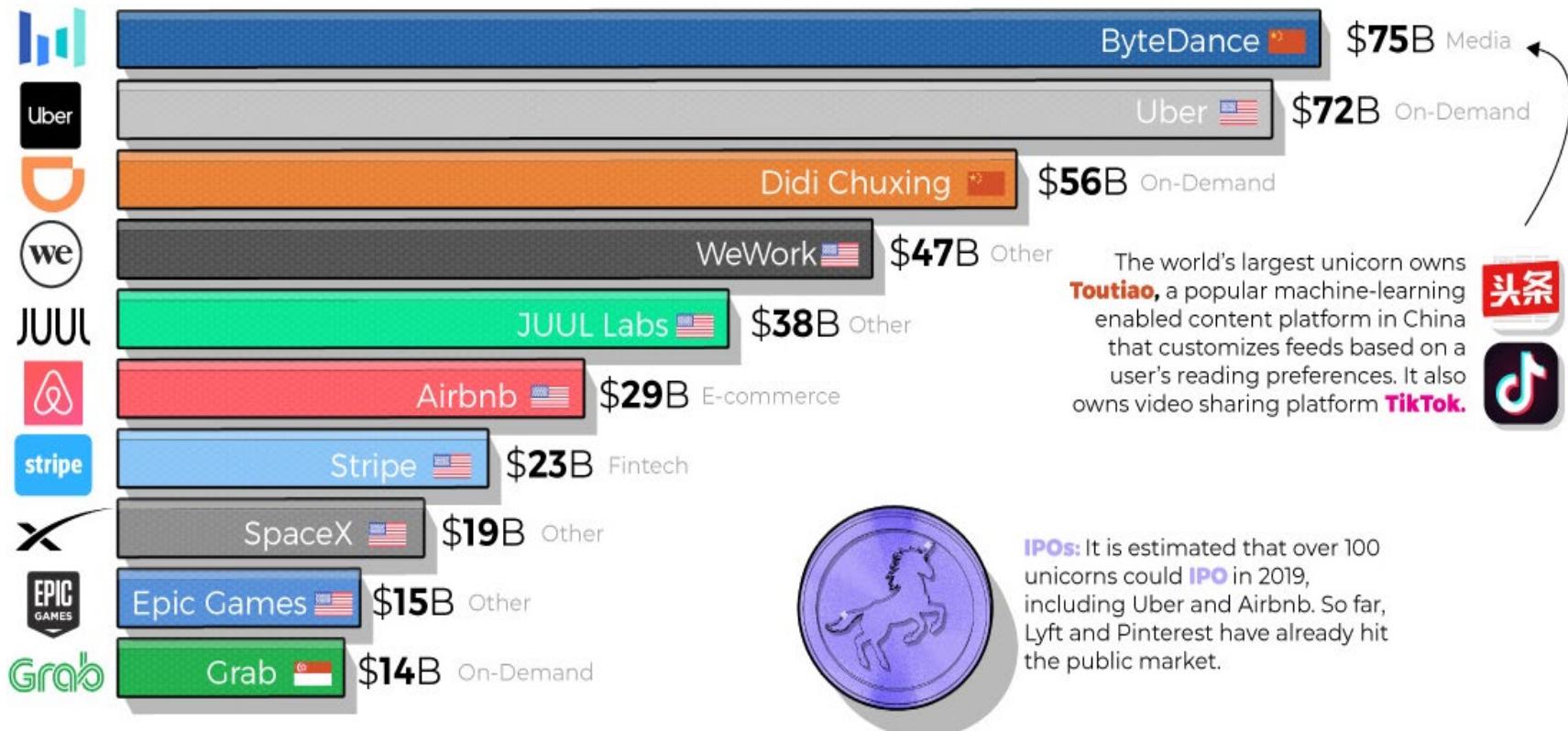


Within **10** years...

- 3k employees
- US\$3 bil in revenue
- 65 countries

Conventional Entrepreneurship vs Digital Entrepreneurship

TOP 10 UNICORNS BY VALUATION



IPOs: It is estimated that over 100 unicorns could **IPO** in 2019, including Uber and Airbnb. So far, Lyft and Pinterest have already hit the public market.

Digital Entrepreneurship in Malaysia



Digital Malaysia - Jan. 2019

Population	32.25 M
Mobile subscriptions	40.24 M
Internet users	25.28 M
Social media users	25.00 M
Mobile social users	24.00 M

ASEAN^{up}

Source: We Are Social, Hootsuite, Jan 2019

Empowering business in Southeast Asia - aseanup.com

Key digital numbers in Malaysia 2019



>18 million users
60% more friends than
global average



80 minutes per day
2x global average



>3.5 million users
Ranked 4th in Asia Pacific,
behind ID, IN& the PH



**>930,000 driver-partners by
end of 2017**
Achieved within 5 years

MALAYSIA

Population 32.4 mil (DOSM est. 2018)

Median Age for Malaysia – 28.1 yrs

25.08 mil (79% penetration)

Active Internet Users

24 mil (75% penetration)

Active Social Media Users

43.43 mil (143% penetration)

Mobile Users

Source: Digital in 2018 in Southeast Asia, We Are Social, 2018

Malaysia eCommerce Landscape 2018



Malaysia eCommerce Landscape 2018

PAYMENT & FINANCE

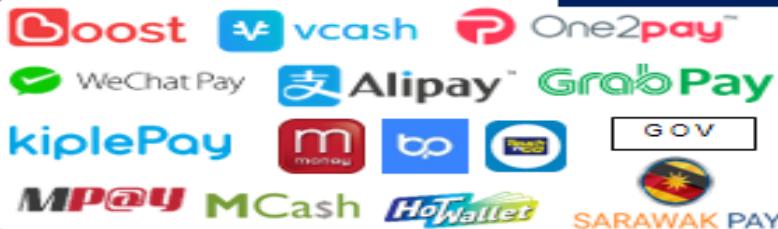
PAYMENT GATEWAY



INT MONEY TRANSFER



E-WALLET



TOKENIZATION



CROWDFUNDING



LOGISTICS & FULLFILLMENT

3PL



3PL EXPORT



3PL MARKETPLACE



FULLFILLMENT



FOOD & GROCERY DELIVERY



ON DEMAND



ALTERNATE PICKUP



PARCEL LOCKER



Source: <https://www.ecinsider.my/2018/03/malaysia-e-commerce-landscape-2018.html>

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DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT USES EACH KIND OF DEVICE (SURVEY-BASED)



MOBILE PHONE
(ANY TYPE)



96%

we
are
social

SMART
PHONE



88%

we
are
social

LAPTOP OR DESKTOP
COMPUTER



41%

we
are
social

TABLET
DEVICE



18%

TELEVISION
(ANY KIND)



90%

we
are
social

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



8%

we
are
social

E-READER
DEVICE



2%

we
are
social

WEARABLE
TECH DEVICE



12%

SOURCE: GOOGLE CONSUMER BAROMETER (COLLECTED JANUARY 2019). *NOTE: PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE DETAILS OF HOW GOOGLE DEFINES ADULT POPULATION. ADVISORY: GOOGLE HAS NOT UPDATED ITS CONSUMER BAROMETER DATA SINCE OUR 2018 REPORTS, BUT WE BELIEVE THAT THE DATASET STILL OFFERS REPRESENTATIVE INSIGHTS INTO DIGITAL BEHAVIOURS IN THE FEATURED MARKETS.

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INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



25.84
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



80%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



24.89
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE
OF TOTAL POPULATION



77%

21

SOURCES: INTERNETWORLDSTATS, ITU, WORLD BANK, QAWQAZI FACEBOOK, LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES, MIDEASTMEDIA.ORG, REPORTS IN REPUTABLE MEDIA. MOBILE SHARE DATA: GLOBALWEBINDEX (Q2 & Q3 2018); AN DEXTRAPOLATIONS OF DATA PUBLISHED BY THE WORLD'S LARGEST SOCIAL MEDIA RATIOS (KMS) VIA EARNINGS RELEASES AND SELF-SERVE ADVERTISING TOOLS. GLOBALWEBINDEX FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-54.

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ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS



#	WEBSITE	TIME / DAY	PAGES / VISIT	#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54	11	SHOPEE.COM.MY	08M 22S	4.84
02	YOUTUBE.COM	08M 47S	5.02	12	GOODY25.COM	02M 21S	1.90
03	GOOGLE.COM.MY	04M 17S	4.49	13	LOWYAT.NET	08M 09S	6.66
04	FACEBOOK.COM	09M 43S	4.03	14	CIMBCLIOS.COM.MY	03M 13S	1.67
05	YAHOO.COM	04M 01S	3.60	15	MUDAH.MY	12M 27S	11.30
06	BLOGSPOT.COM	03M 07S	2.43	16	LIVE.COM	03M 53S	3.76
07	MAYBANK2U.COM.MY	05M 00S	3.21	17	TRIBUNNEWS.COM	05M 21S	4.00
08	WIKIPEDIA.ORG	04M 15S	3.15	18	PAULTAN.ORG	02M 43S	3.49
09	COCO02.NET	02M 38S	1.94	19	PESBANK.COM	03M 57S	2.83
10	LAZADA.COM.MY	12M 40S	8.07	20	KISSASIAN.SH	08M 30S	8.92

26

SOURCE: ALEXA (JANUARY 2019) NOTES: TIME / DAY FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON THE SITE FOR DAYS WHEN THEY VISIT THE SITE MEASURED IN MINUTES AND SECONDS. ADVISORY: SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT; PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.



Hootsuite we
are
social

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SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS



TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



24.00
MILLION

FEMALE
43%
MALE
57%

TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



12.00
MILLION

FEMALE
53%
MALE
47%

TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



2.63
MILLION

FEMALE
47%
MALE
53%

TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



1.65
MILLION

FEMALE
73%
MALE
23%

TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)



4.70
MILLION

FEMALE
41%
MALE
59%

34

SOURCE: EACH PLATFORM'S SELF-SERVE ADVERTISING TOOLS (JANUARY 2019). *NOTE: FIGURES REPRESENT ADDRESSABLE ADVERTISING AUDIENCES ONLY AND MAY NOT REFLECT TOTAL ACTIVE USERS OR MEMBER BASES. ADVISORY: FIGURES FOR LINKEDIN REPRESENT REGISTERED MEMBERS, SO ARE NOT DIRECTLY COMPARABLE TO FIGURES FOR OTHER PLATFORMS.

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SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA [SURVEY BASED]



VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH



100%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



88%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



2H 58M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



10.0

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



32%

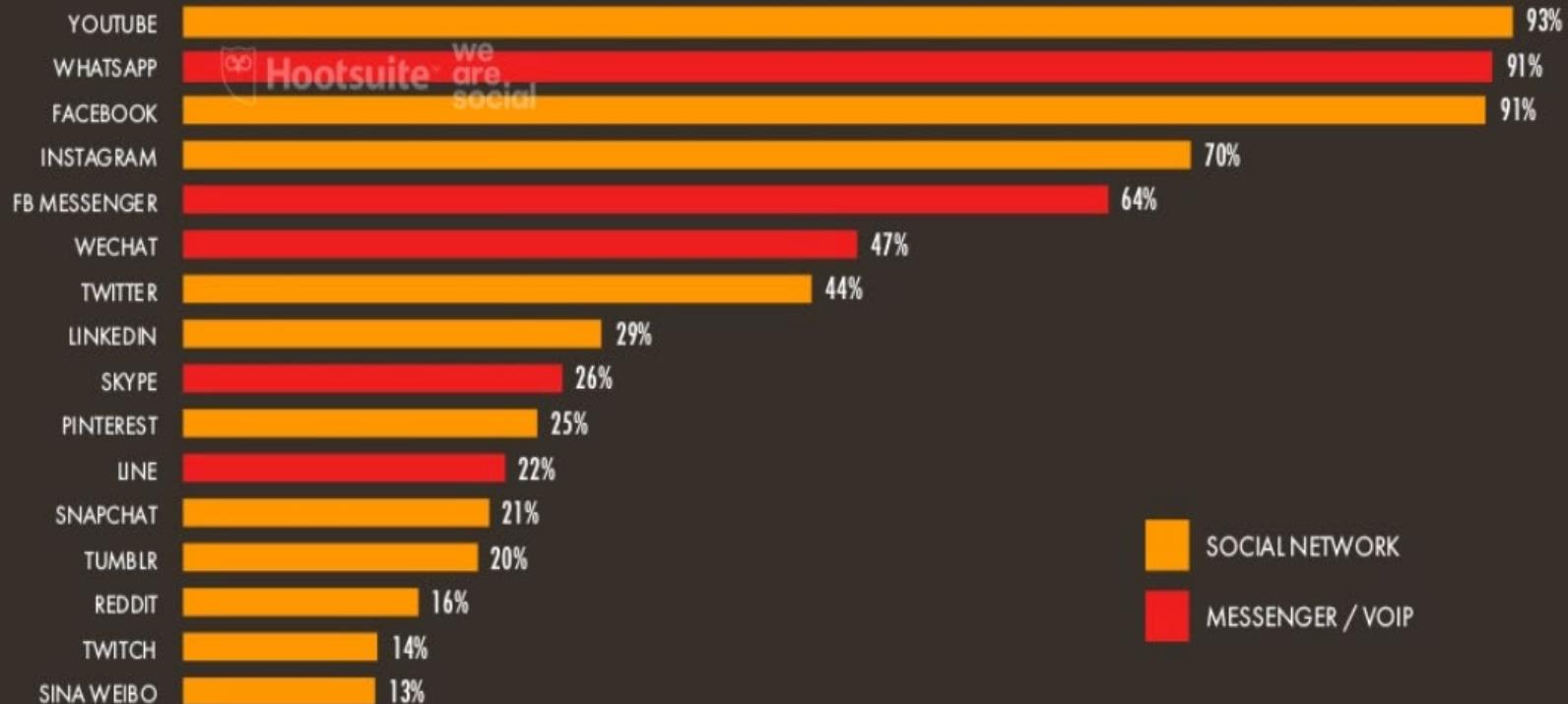
32

SOURCE: GLOBALWEBINDEX [Q2 & Q3 2018]. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64. FIGURES FOR 'TIME SPENT' ARE DAILY AVERAGES, IN HOURS AND MINUTES.*NOTE: FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH.

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MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]

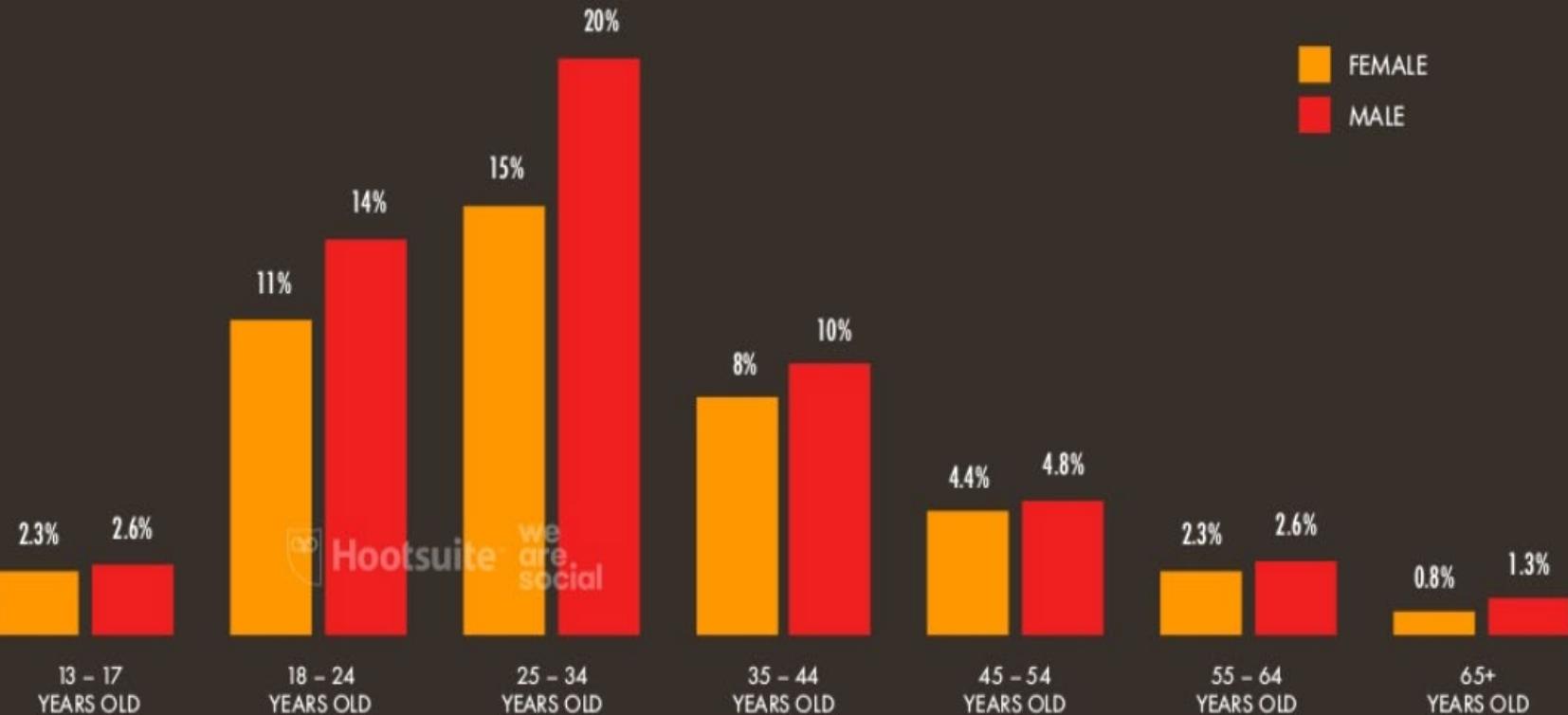


SOCIAL NETWORK
 MESSENGER / VOIP

JAN
2019

SOCIAL MEDIA AUDIENCE PROFILE

BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



36

SOURCE: EXTRAPOLATED FROM FACEBOOK DATA (JANUARY 2019); KEPiOS ANALYSIS. NOTE: FACEBOOK DOES NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'.

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спасибо

GRACIAS

THANK YOU

ありがとうございました **MERCI**

DANKE धन्यवाद

شُكْرًا

OBRIGADO