



ENTREPRENEURSHIP AND INNOVATION Prt ...3

Brewing better business together

The benefits of entrepreneurship and innovation to an economy

*There are lots of ways of
identifying a business opportunity*

e.g The Anywayup® Cup was developed by Mandy Haberman



Sources of business opportunity



The unexpected
The incongruity



Inadequacy in underlying processes

Change in industry or market structure



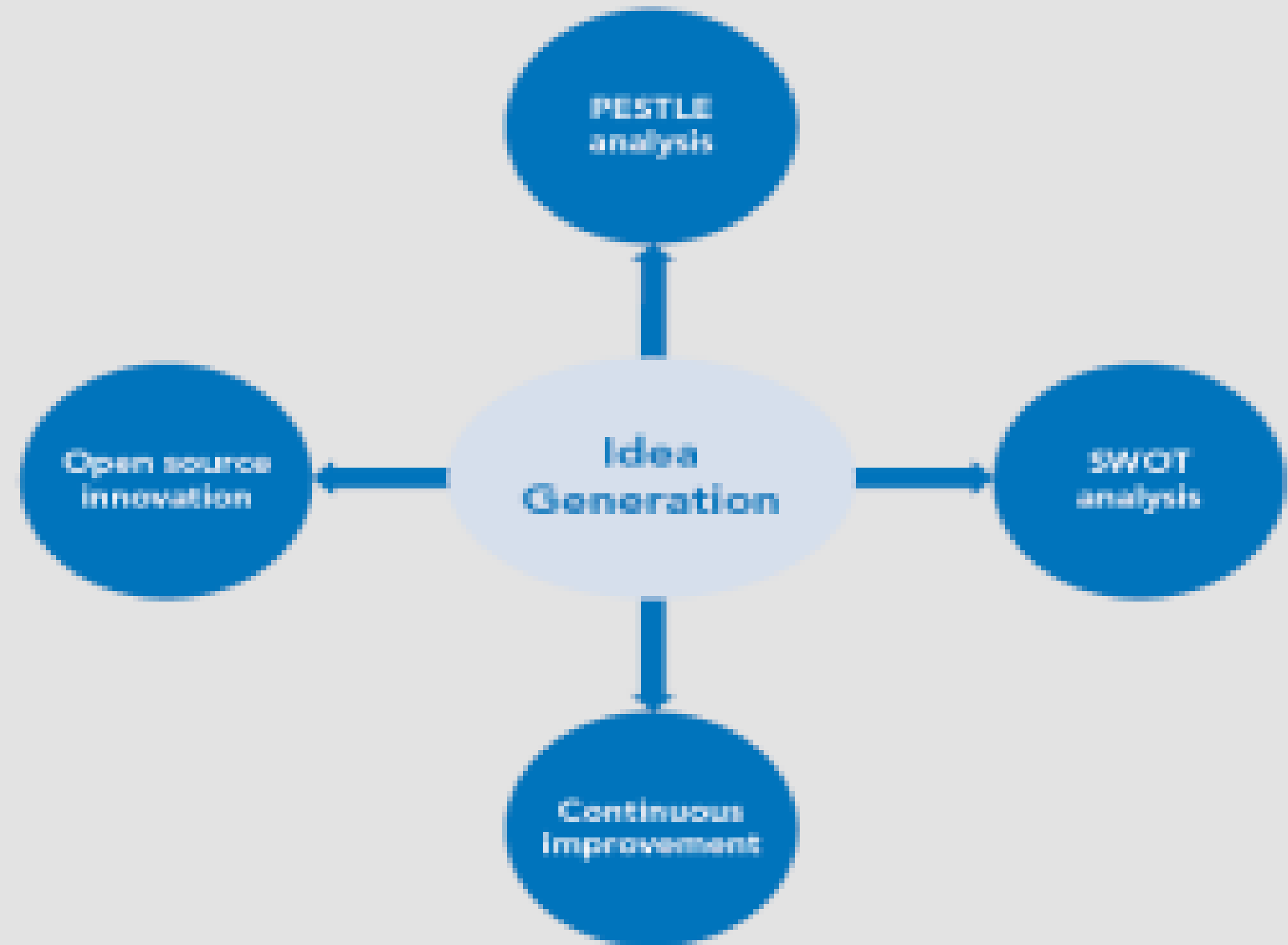
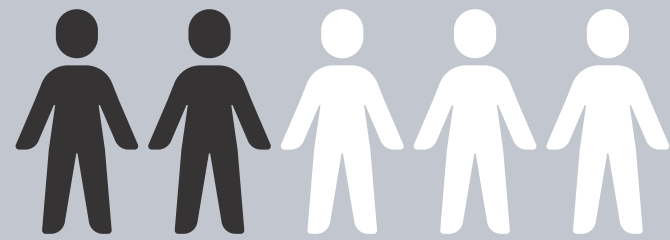
Demographic changes

Changes in perception, mood and meaning



New knowledge

Alternative sources of business ideas



Environmental Trends for New Business and Product Opportunities



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- **Economic Trends**
 - **Social Trends**
 - **Technological Advances**
 - **Political/Regulatory Changes**
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Types of start-ups

- **Salary-substitute firms**
- **Lifestyle firms**
- **Entrepreneurial firms**

Based on the experiences
of HP, Apple and
Facebook,
what elements of skills
and expertise do you
think a new venture
requires?

