

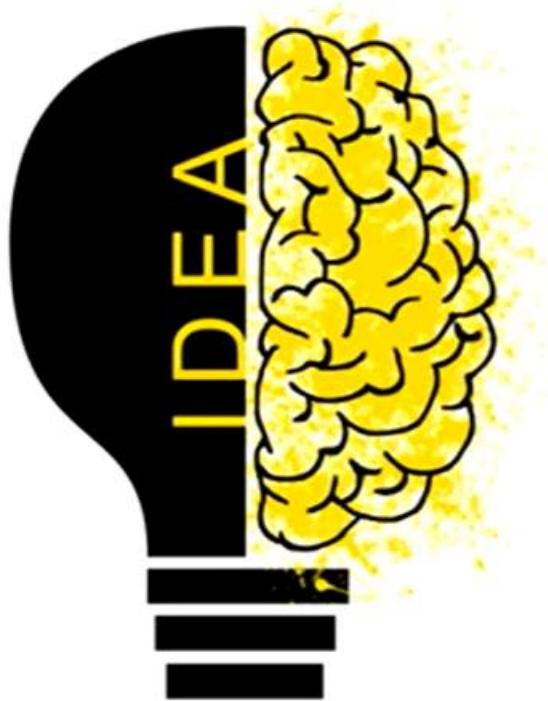


what is
Entrepreneurship

What is Entrepreneurship?

- Entrepreneurship is the process by which individuals pursue opportunities without regard to the resources they currently control.
- The essence of entrepreneurial behavior is identifying opportunities and putting useful ideas into practice.
- The set of tasks called for by this behavior can be accomplished by either an individual or a group and typically requires creativity, drive, and a **willingness to take risks**.

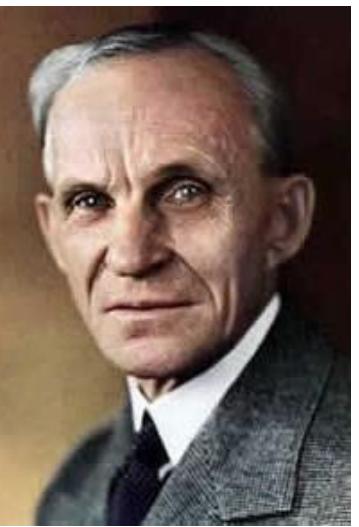
Entrepreneurship



Entrepreneurship refers to a process of starting a new enterprise and operating it, so as to create a product, having value for people by giving necessary time and effort, and bearing all the financial risks, difficulties and challenges, with an intention to make profit.



Walt Disney
Disney World



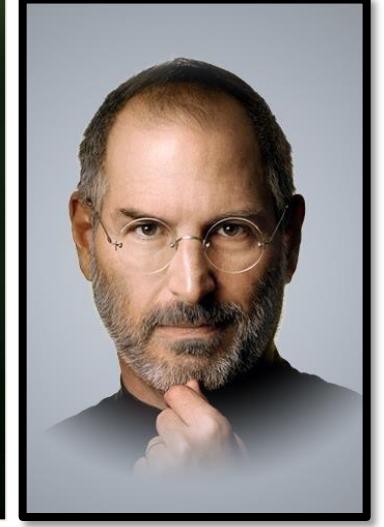
Henry Ford
Ford Motors



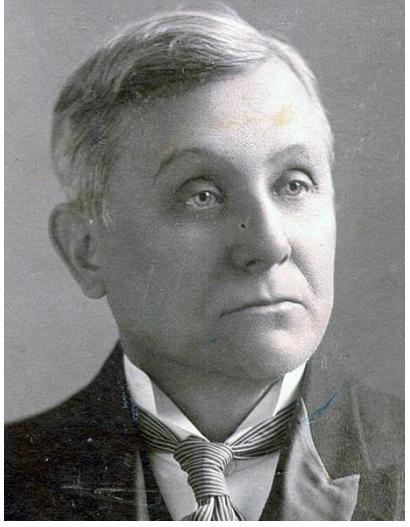
Bill Gates
Microsoft



Larry Page
Google



Steve Jobs
Apple



Asa Griggs Candler
Coca Cola



Steven Spielberg
Film Director



Warren Buffett



Richard Branson
Virgin



Jeff Bezos
Amazon.Com



Mark Zuckerberg
Facebook



Colonel Sanders
KFC

LIFE Images Collection/Getty

Entrepreneur & Business Individual

All Entrepreneur
are Business
Individual



Not all Business
Individual are
Entrepreneur

Parameters	Entrepreneur	Business Individual
	A creative individual that introduces new ideas to run the business.	An Individual that follows the existing ideas.
Nature	Innovative	Traditional
Goal	Customer oriented	Profit Oriented
Risk margin	High, the higher the better	Low, the lower the better
Market position	Market leader	Market player
Orientation	Opportunity Oriented	Resources oriente

Magical Statement

Business Knowledge and
application of knowledge by
obtaining risk

Why people want to start a business?



**Desire to pursue their
own ideas**



Desire to be their own boss



Financial rewards

Revolutions for enabling global competitiveness for
obtaining sustainable competitive advantages

How?

GAME CHANGERS



Entrepreneurial Mind Set

Entrepreneurship is

**Turning
IdeAS
in  to Action**



**Entrepreneurship
is a
Life Style !**

(European Commission, 2016)

Entrepreneurship

Significance of Entrepreneurship

Entrepreneurship teach us to..

- creates opportunity
- ensures social justice
- instills confidence
- stimulates the economy
- take risks
- fail and to persevere
- become creative, inventive and innovative





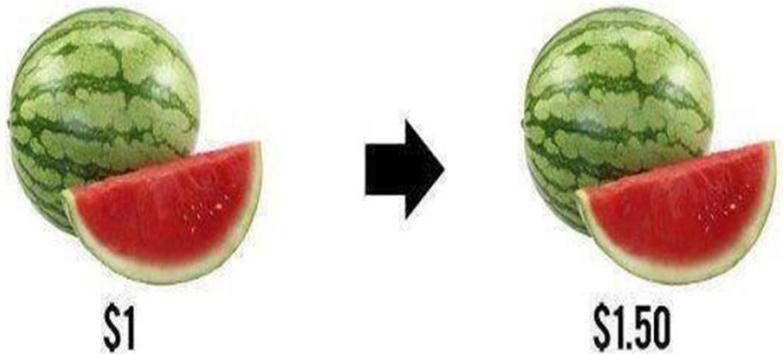
**Why should becoming an
entrepreneur be any
different?**

Entrepreneurs

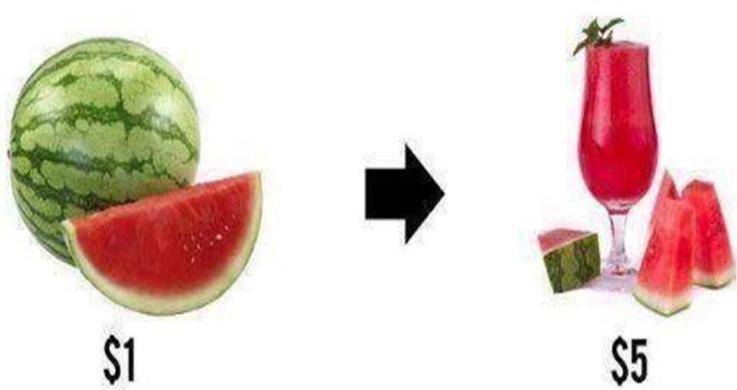
- Entrepreneurs recognize opportunities and turn them in to successful businesses.



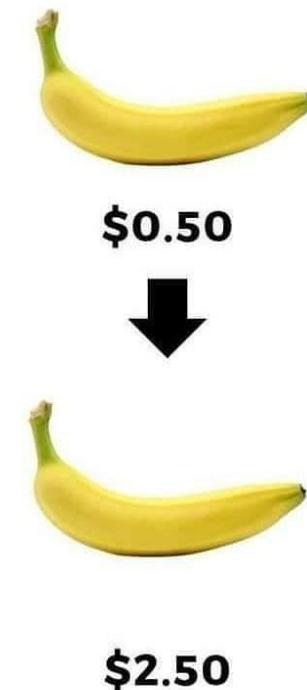
BUSINESSMAN



ENTREPRENEUR



BUSINESSMAN

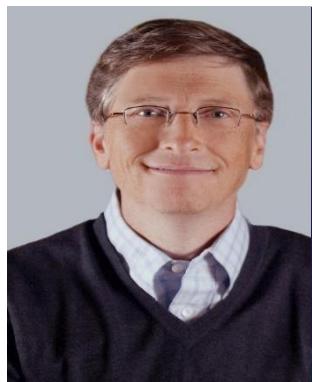


ENTREPRENEUR



Creativity Is The Difference

BE BUSINESS ENTREPRENEURS



Bill Gates-
Microsoft

Larry Page
- Google

Jeff Bezos-
Amazon

Rohan
Pallewatta -
Harness Co.
(Pvt) Ltd

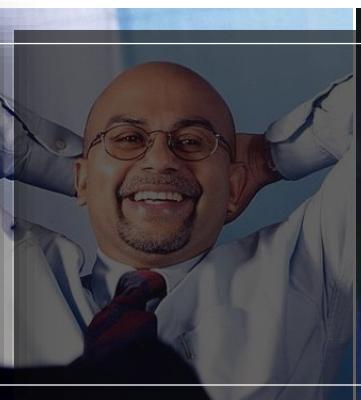
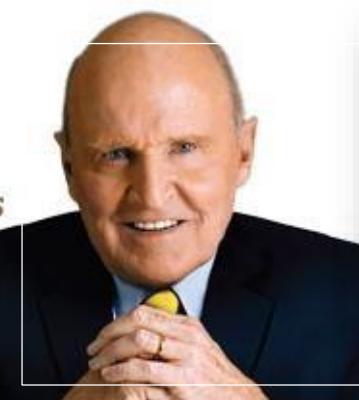
Ariyaseela
Wickramanayaka
- Pelwatte Sugar
Colombo PLC

W.K.H.Wegapitiya
- Laugfs Holdings
Ltd

Otara
Gunawardene –
Founder of ODEL,
Embark, Otara fou.



CORPORATE ENTREPRENEURS



Jack Welch-
CEO- General
Electric

Sheryl Sandberg
– COO-
Facebook

Dian Gomez -
Chairman at
Hela Clothing
Director of MAS

Ken Balendra
- Chairman of
JKH

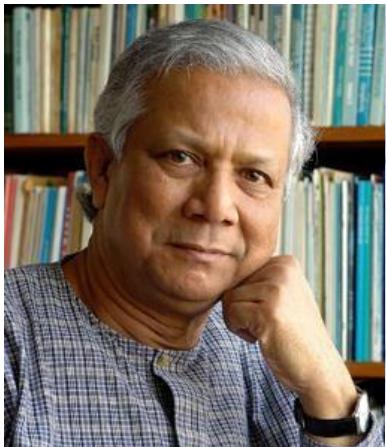
Harry
Jayewardene –
DCSL, HNB,
NDB

Dr. Hans
Wijesooriya - CEO
of Dialog Axiata in
Sri Lanka

Susantha
Rathnayaka -
Chairman of
John Keells
Group

SE

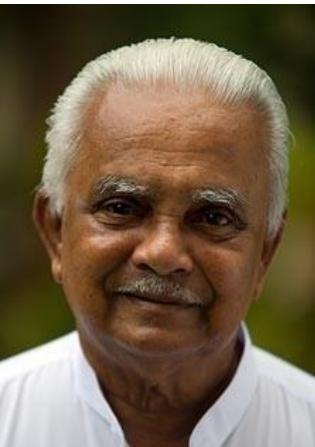
SOCIAL ENTREPRENEURS



Mohammed
Yunus-Micro Fin.
& Grameen
Bank



Lalith
Athulathmudali – Multiple
Education dev.



A.T.Ariyaratne
– Founder of
Sarvodaya



Arunachalam
Muruganathan - inventor of
a low-cost sanitary pad-
making machine

**Person who founds
and/or leads an
organization or
initiative, engaged in
social wellbeing.**

SE

SERIAL ENTREPRENEURS



Oprah Winfrey -
television producer,
actress, author, and
media proprietor



Richard Branson -
co-founded the Virgin
Grp. (400 Com. in
various fields)



Michael Rubin –
founder of online
sports merchandising
retailer Fanatics

An entrepreneur who starts up or runs multiple successive businesses, especially one who moves on as soon as the challenge or thrill of making a venture profitable is over. -Oxford Dictionary

WE

WOMEN ENTREPRENEURS



**Otara
Gunewardene**



Chandani Bandara



Oprah Winfrey

**Engagement of women in
Entrepreneurial activities**

T

TECHNOPRENEURS & TECHNO VENTURES



Trishneet Arora
founder and chief executive
officer of TAC Security, a
cyber security company

Jeff Bezos

Pierre Omidyar/[ebay](#)

**Entrepreneurial
behaviors in
technology intensive
context.**

IP

Ideapreneurship

AP

Agropreneurship

KP

Kidspreneurship

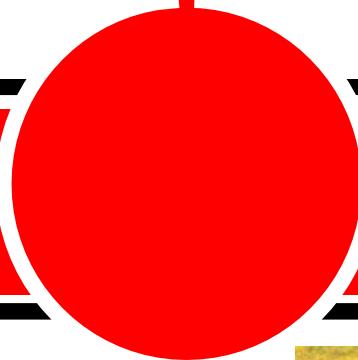
I'm not sure?
I think it is impossible..!
So what for me.!

You need to think and do...



**You need to improve Entrepreneurial
Characteristics**

**Self Confidence, Positive Attitudes,
Internal Locus of Control and...**



Dare to be Different





Self Confidence: A feeling of trust in one's abilities, qualities, and judgement- Oxford Dictionary

Passion for Changing the
Status-quo ...







Cloud Sofa



This is an elegant concept created by designer D.K. Wei. The Cloud sofa is supposed to give one the illusion of floating on their own personal cloud. A magnet in the base is supposed to generate enough magnetic force to hold the sofa aloft. The cloud is constructed from a plexiglass mold.

LED Watch



This watch was created by Hironao Tsuboi. The watch looks like it's all wristband until the digital display lights up.

Modern Rocking Wheel Chair



The Rocking Wheel Chair is a modern interpretation of a traditional rocking chair by Mathias Koehler. The near circular form seen from the side is what makes the design so unique. The upper portion features a reading light

The USBee



The USBee was designed to prevent the damage to USB drives seen so often with conventional USB use. The elastic neck will bend when pushed in any axis. This also means that it can fit into tight spaces where other USB drives dare not go. The lines at the end keep USBee cool and ergonomically pleasing. Designed by Serbian designer Damjan Stankovic.

Spokeless Wheels Bike



This bike concept was created by Bradford Waugh. The concept completely replaces the traditional gear system of a mainstream bike with one that allows for spokeless wheels.

Dreaming / Imagination ...



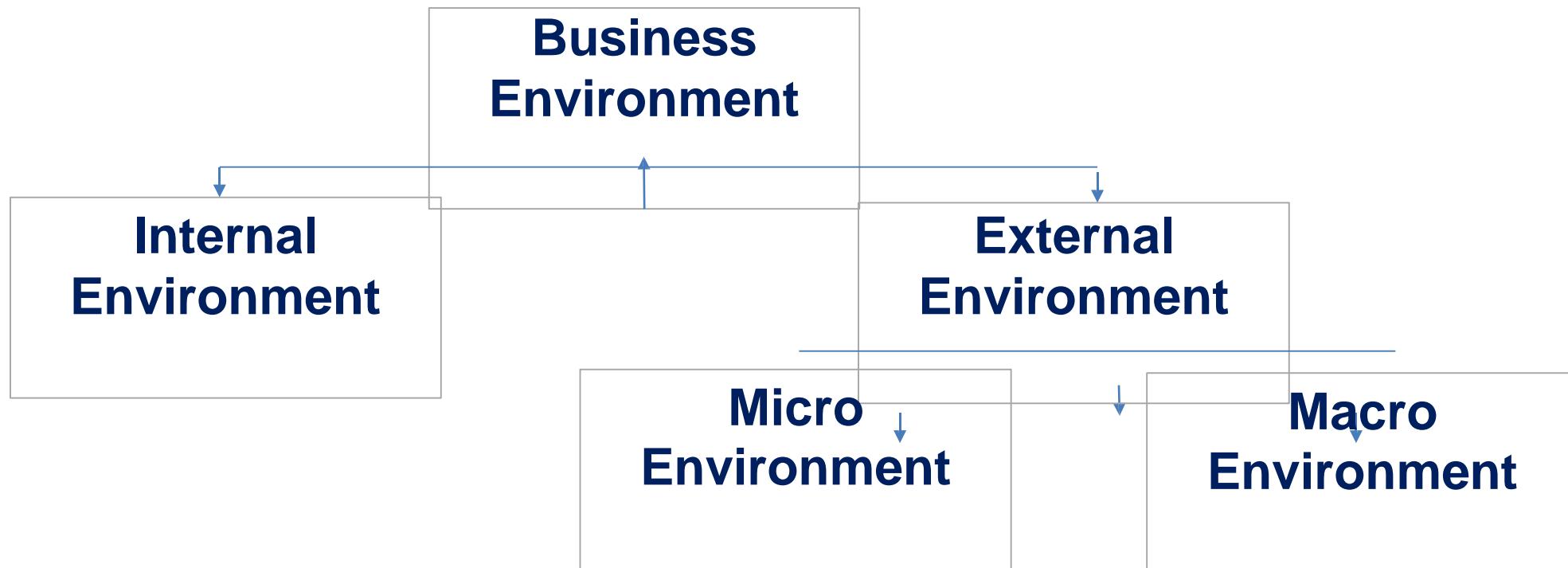
Arunaxhalum

Environmental Sensitivity

Environment: Surroundings

Business Environment: Surroundings of a Business Organization

Classification of Business Environment





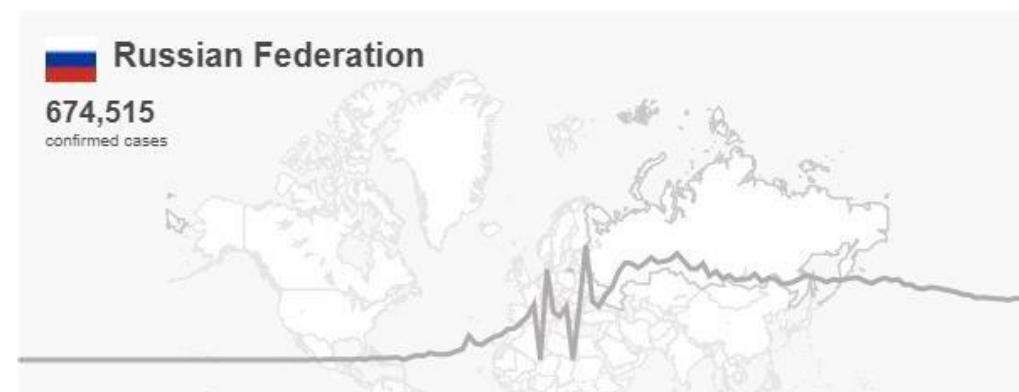
Search by Country, Territory, or Area



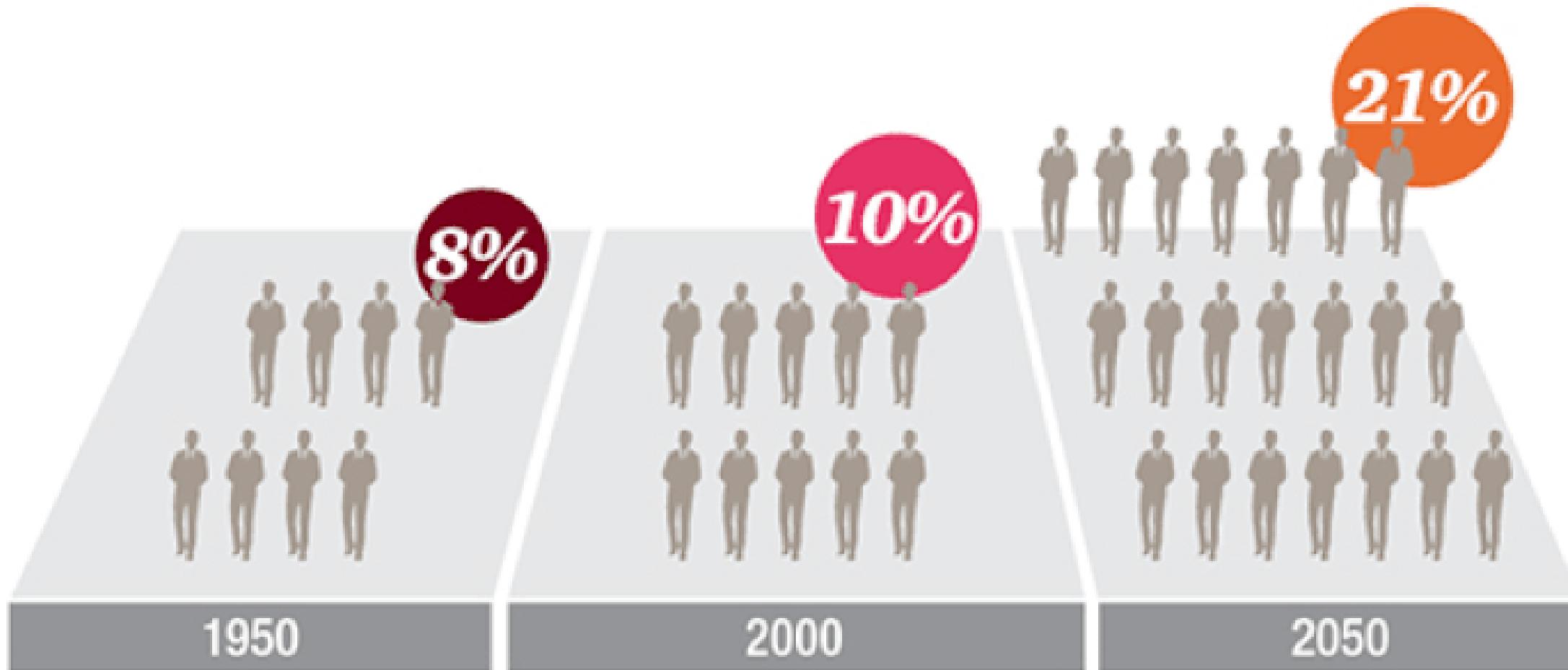
[Overview](#)

[Explorer](#)

[Back to top](#)



Proportion of the world population aged 60 years or more



Source: UN report World Population Ageing 1950-2050

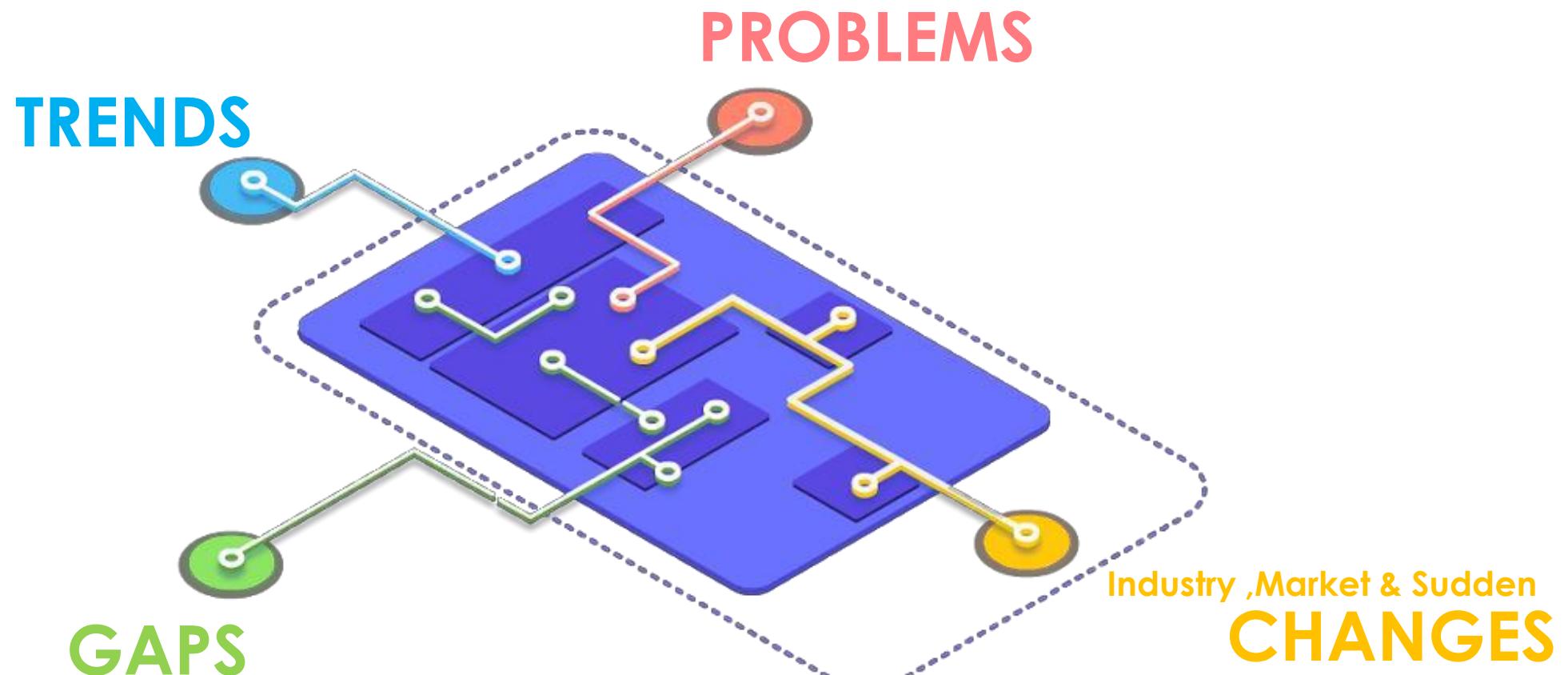
Proactiveness

“Creating or controlling a situation rather than just responding to it after it has happened”



Opportunity Identification and Exploitation

Sources of Opportunities



Taking Risk

Attitude

Experience

Information availability

Managerial competency

Technical know-how

Influence of peers, superiors, family

Personal values

Life situations of the person

etc.

Managing Recourses and Creating Wealth

Creativity & Innovations

5 Stages of the Creative Process

Incubation



Preparation

- research
- consume
- immerse
- gather

Evaluation

- explore
- experiment
- synthesize



Implementation

- work
- work
- work

Illumination

Aha!



Entrepreneurial Process



Idea Generation



Developing business model



Resourcing



Promotion



Actualization



Harvesting

Methods to Boost your Creativity

- Brainstorm
- Focus group
- Opposite attract/Forced relationships
- Thinkubate
- Trigger great ideas
- Connectedness
- Celebrate failures
- Recalling dreams

Creative Climate

We need to **kill** idea stoppers/obstacles for creativity

- Individual level

- Organizational level

- National level

What Innovation is?

- Practical application of the creativity- Process of converting creative ideas in to practical applications
- Innovation is doing new things or old things in new ways

Where we can see Innovations?

- Individual level
- Business/Firm level
- National level
- Global level

Entrepreneurship



A Mind Set to turning ideas to action

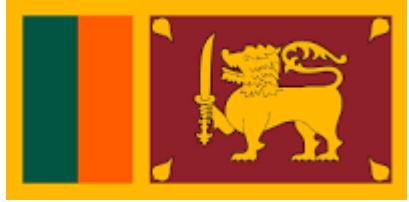
**Entrepreneurship
makes countries
independent**



The World's Most Valuable Brands

#	Brand	Country	#	Brand	Country
1	Apple	USA	6	Coca Cola	USA
2	Google	USA	7	Samsung	South Korea
3	Microsoft	USA	8	Disney	USA
4	Amazon	USA	9	Toyota	Japan
5	Facebook	USA	10	McDonald's	USA

Source: <https://www.forbes.com/powerful-brands/list/#tab:rank>

Company	Annual Turnover	GDP
	US\$ 260.17 billion (2019)	 US\$ 84.0 billion (2019)
	US\$ 160.74 billion (2019)	
	US\$ 125.843 billion (2019)	
	US\$ 280.522 billion (2019)	
	US\$ 70.697 billion (2019)	

Success?

Entrepreneurial Atmosphere

Secret behind the success

Ease of Doing Business Rankings

“Economies are ranked on their ease of doing business, from 1-190. A high ease of doing business ranking means the regulatory environment is more conducive to the starting and operation of a local firm.”

-World Bank

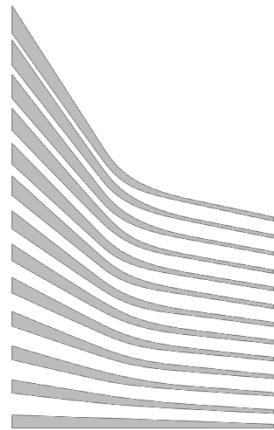
Assessment criteria

1. Starting a business
2. Dealing with construction permits
3. Getting electricity
4. Registering property
5. Getting credit
6. Paying taxes
7. Trading across borders
8. Protecting minority investors
9. Enforcing contracts
10. Resolving insolvency

Top 10 Countries

1. New Zealand
2. Singapore
3. Hong Kong
4. Denmark
5. Korea, Rep.
6. United States
7. Georgia
8. United Kingdom
9. Norway
10. Sweden

Why is entrepreneurship education important?



Entrepreneurship Education prepares people to be responsible and enterprising individuals. Evidence also shows that people with entrepreneurial education are more employable and it is necessary for a knowledge-based society.

It supports economic and social well-being through.

- Increasing employability
- Increasing start up of new businesses
- Developing a positive and Can-Do attitudes

70% of the world's cocoa beans come from four West African countries: Ivory Coast, Ghana, Nigeria and Cameroon.

Country	Cocoa Production (Metric Tons)
Ivory Coast	2,034,000
Ghana	883,652
Indonesia	659,776
Nigeria	328,263
Cameroon	295,028

<https://worldpopulationreview.com/>
<https://makechocolatefair.org/>



Top Chocolate Brands in the World



Italy



Belgian



Lebanon



Italy



Swiss



British



Swiss



British



USA



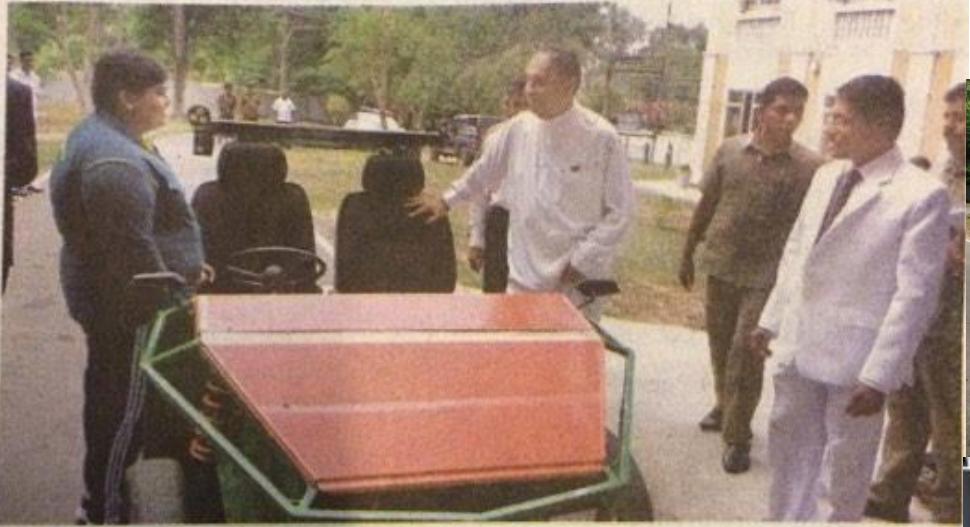
British



BUSINESS INSIDER



වේයන්ගොඩ බණ්ඩාරනායක විදුහලේ සුර්ය පැනල මෝටර් රථයෙන් කතානායක යයි



හරිත සිපුවීය කතානායක කරු ජ්‍යෙෂ්ඨ මහතා මධ්‍ය නිර්මාතා කළ මෝටර් රථය කුදාවාගෙන ඇතින්

① කොට්ඨාසියට සමූහ එම්.ඩී.සුම්‍රා
අන්තර්ජාල ජයවාර්ත්‍යකාරා

වේයන්ගොඩ බණ්ඩාරනායක මධ්‍ය මහ විදු-
හළේ සාක්ෂාත්කාරී පියා විවෘත කිරීම රැකියාව
පෙරවරුවේ එක්වූ පාර්ලිමේන්තුවේ කතානායක
කරු ජ්‍යෙෂ්ඨ මහතා කුදාවාගෙන යම්ව විදු-
හළේ දිශ්‍යුවක විසින් නිර්මාණය කරන ලද සුර්ය
පැනලේ ත්‍රේලර් මෝටර් රථය වෙත යොමු කළ යුතුවේ

විදුහලේ අපොන උසස් පෙළ පත්‍රිකාව වාච්‍ය-

ණවේදය විෂය ගැඹුරු මිරිගම කුදාන්ගම්බෙවි
චිව්‍යිසුරේ භාරතී කිම්-සා සිපුවීය මෙම මෝටර් රථය
නිර්මාණය කර තිබේ. සුර්ය දැනුව මැයිෂ් බැටරී
ආරෝපනය කර ගැනීයිරලික් පදනම්කා මැයිෂ්
මෙම මෝටර් රථය බාවතය කරනු ලැබූ අතර එම
නිර්මාණය කතානායකවරයාගේ අඟ හිඳිම්පෙ-
ලුක්වූයෙන්. මේ අවස්ථාවට අන්තර්ග්‍රෑල ට්‍රේලර්
රාමික රැකියා සංවිධායක ව්‍යුද්‍යයේම සරණලුද
විදුහලේ රැකියා උරුම සිටියා



Innovations and Business Performance

Miller (1983), Covin and Slevin (1988), Naaman & Slevin (1993), Neely and Hii (1998), Georgellis, Joyce, and Woods (2000), (Hall and Bagchi-Sen (2002), Prajogo (2006), Muenjohn and Armstrong (2008), Rauch et al. (2009), Tang et al. (2009), Hakala (2010), Miller (2011), McDermott and Prajogo (2012), Forsman and Temel (2011), Soininem (2013), Hosseini & Eskandari (2013), Al-Ansari, Pervan and Xu (2013), Cheng, Yang and Sheu (2014), Rangus and Slavec (2017).....

Thank You.!