

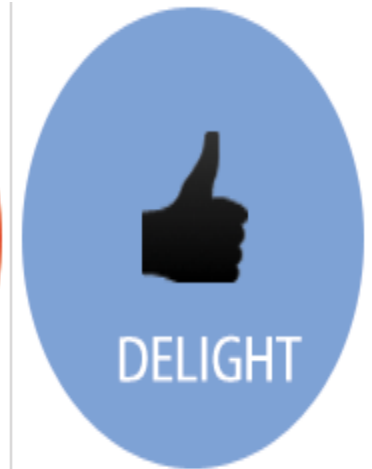
# **Entrepreneurship To Digital Entrepreneurship**

**Dr. S. K. Majumdar**

- **Entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit".**

**- Business Dictionary**

# 5 Ds of Entrepreneurship



- **An Entrepreneur has to have the ability to Find and Act Upon opportunities (Pain-Points) and Transform the Opportunity into Commercially viable New Products/ Services.**

➤ **Entrepreneurs are Solution Providers.**

Adapted from: Audretsch; et al. (2002). ["The Economics of Science and Technology"](#). *The Journal of Technology Transfer*. **27** (2): 157. [doi:10.1023/A:1014382532639](#)

# **Why Entrepreneurship?**

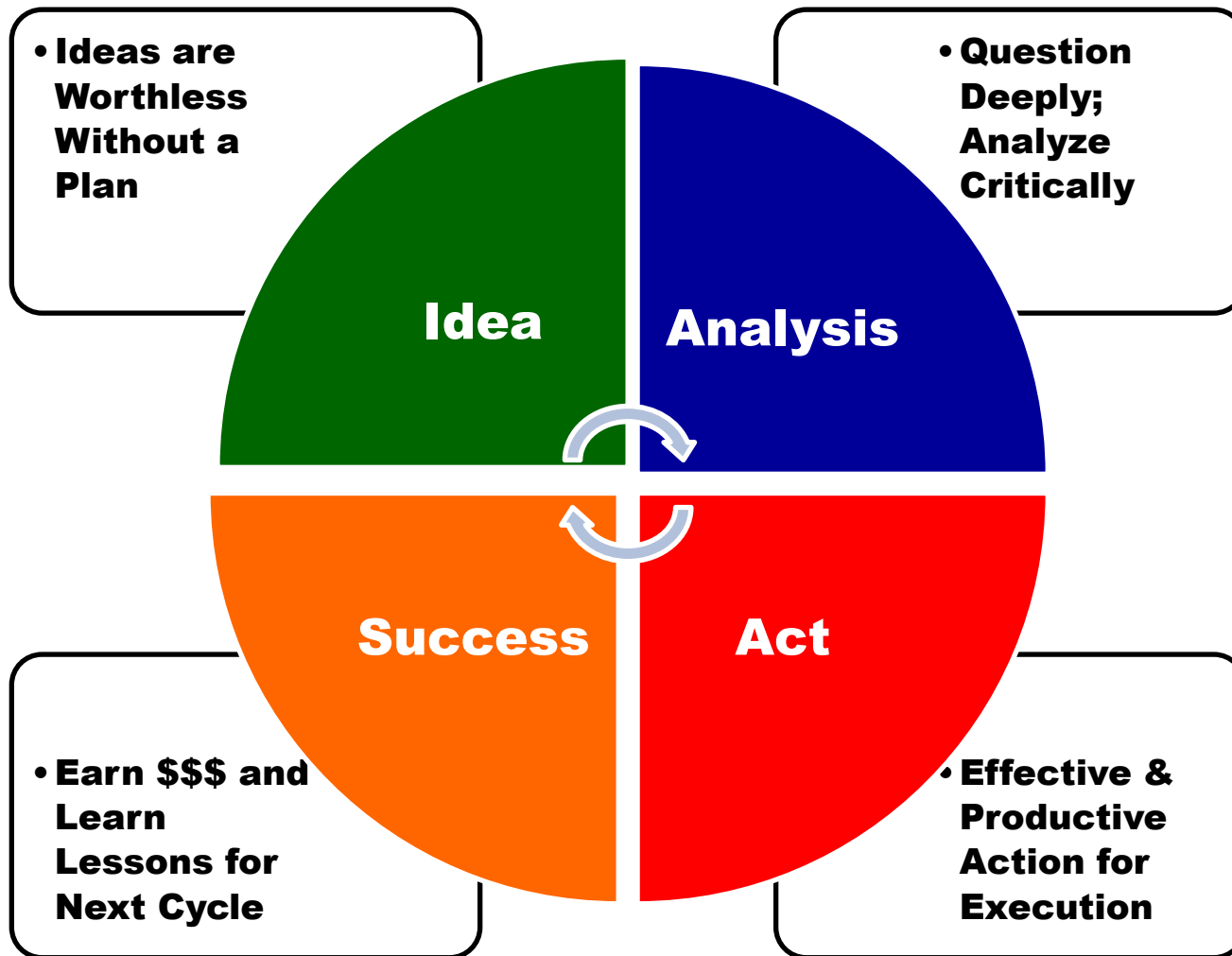
- 1. Entrepreneurship can improve standards of living and create wealth, not only for the entrepreneurs but also for related businesses.**
- 2. Entrepreneurship spurs innovation - new innovations, particularly radical innovations that spawn entirely new markets make radical changes and create wealth.**
- 3. Entrepreneurship creates jobs – new and young businesses, are the engine of net job creation.**
- 4. USP of the start-up world is its disruption and diversification capability.**



## **7 Key Questions of DE:**

- 1. What is the Disruptive Idea?**
- 2. What would be the Mission of the Venture?**
- 3. How to Transform the Idea into Viable Products and Services?**
- 4. How to Fund the Venture?**
- 5. How to Assess the Risks-Return Profile of the Venture?**
- 6. How to Cross the Death Valley?**
- 7. How to Scaleup and Sustain?**

# Zest 2 Zoom



Source: Dr. S. K. Majumdar

# **No Set Formula, Except the “Blue Seed”**

- **Passion**
- **Perseverance**
- **Patience**
- **Zen Thinking**

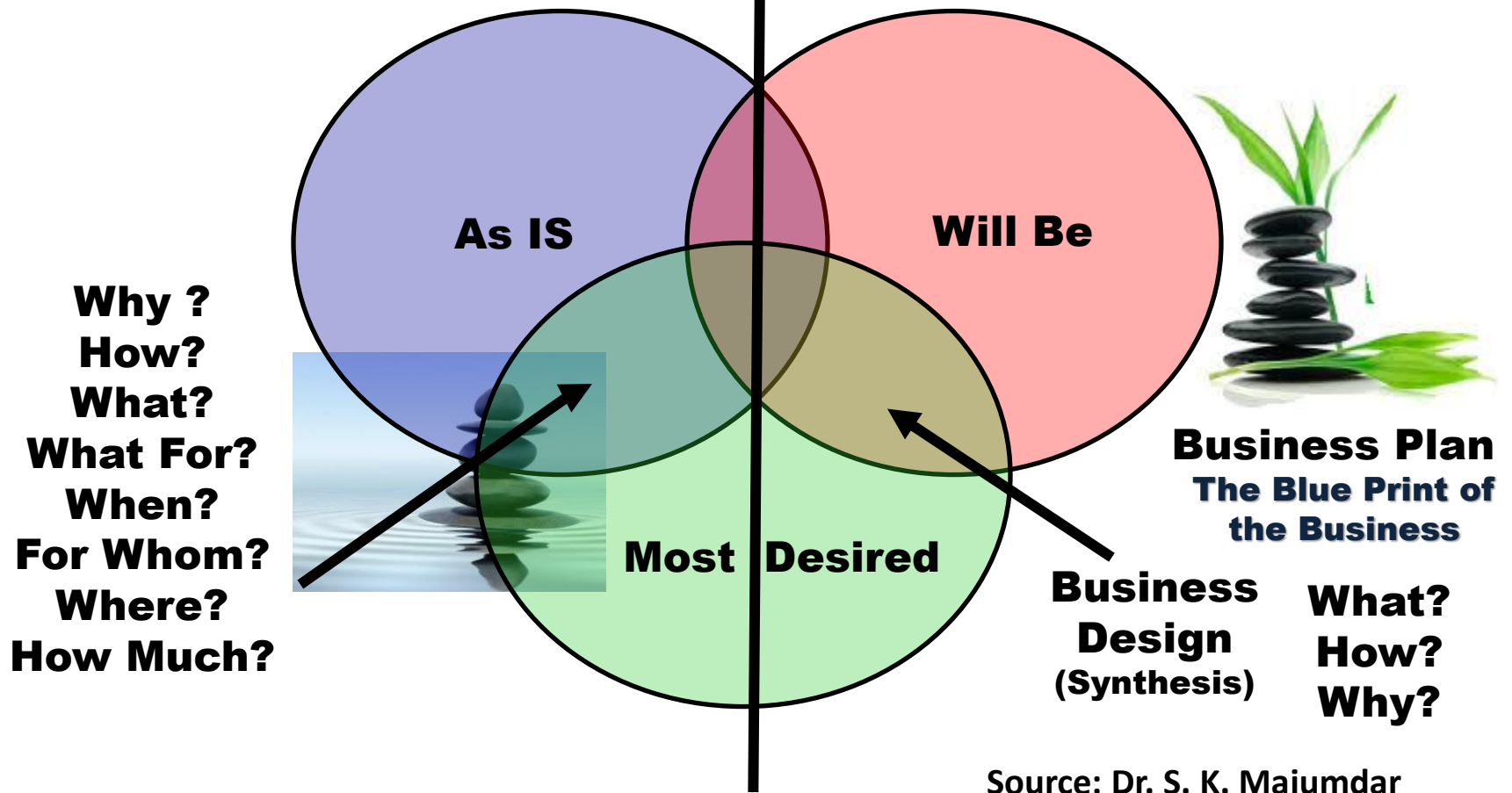
Source: Dr. S. K. Majumdar



# Zen Thinking

**Critical & Creative Thinking**

**Constructive & Design Thinking**



# What is Zen?

- **Zen is Understanding Yourself**
  - Finding the “Seeds of Success” and the “Roots of Failures”.
- **Zen Removes FUD**
  - Illuminates the Hidden and Suppressed Power of the Soul
  - Enhances Ability to Focus, Listen and Pay Attention.



FUD = Fear,, Uncertainties and Doubts



**Unless You Understand Your Power, You are as Good as a Blind Person.**

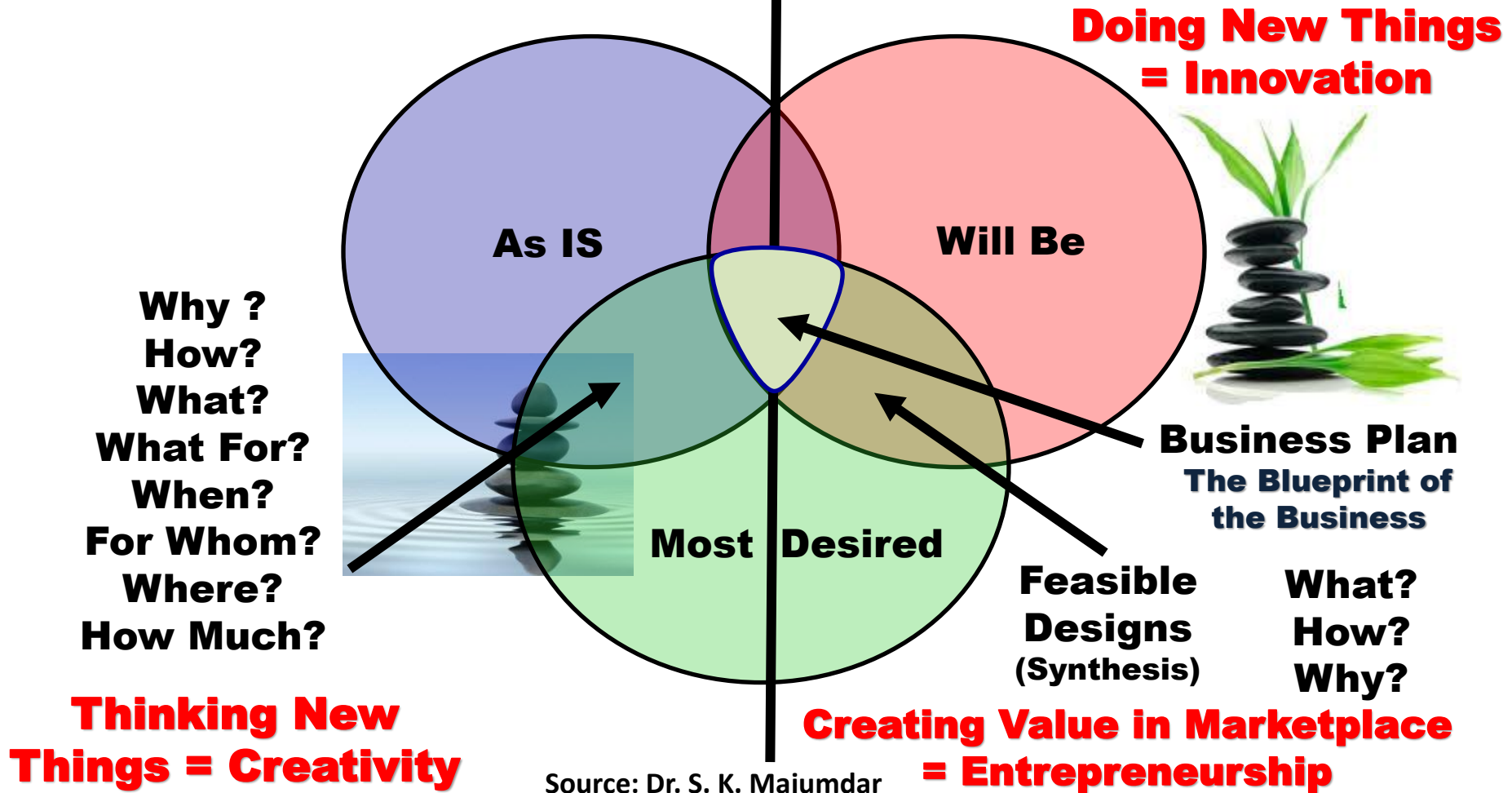
**How Can a Blind, Lead Others Who are Equally Blind?**

**Zen Gives Power to Remain Calm & Focused in Action**

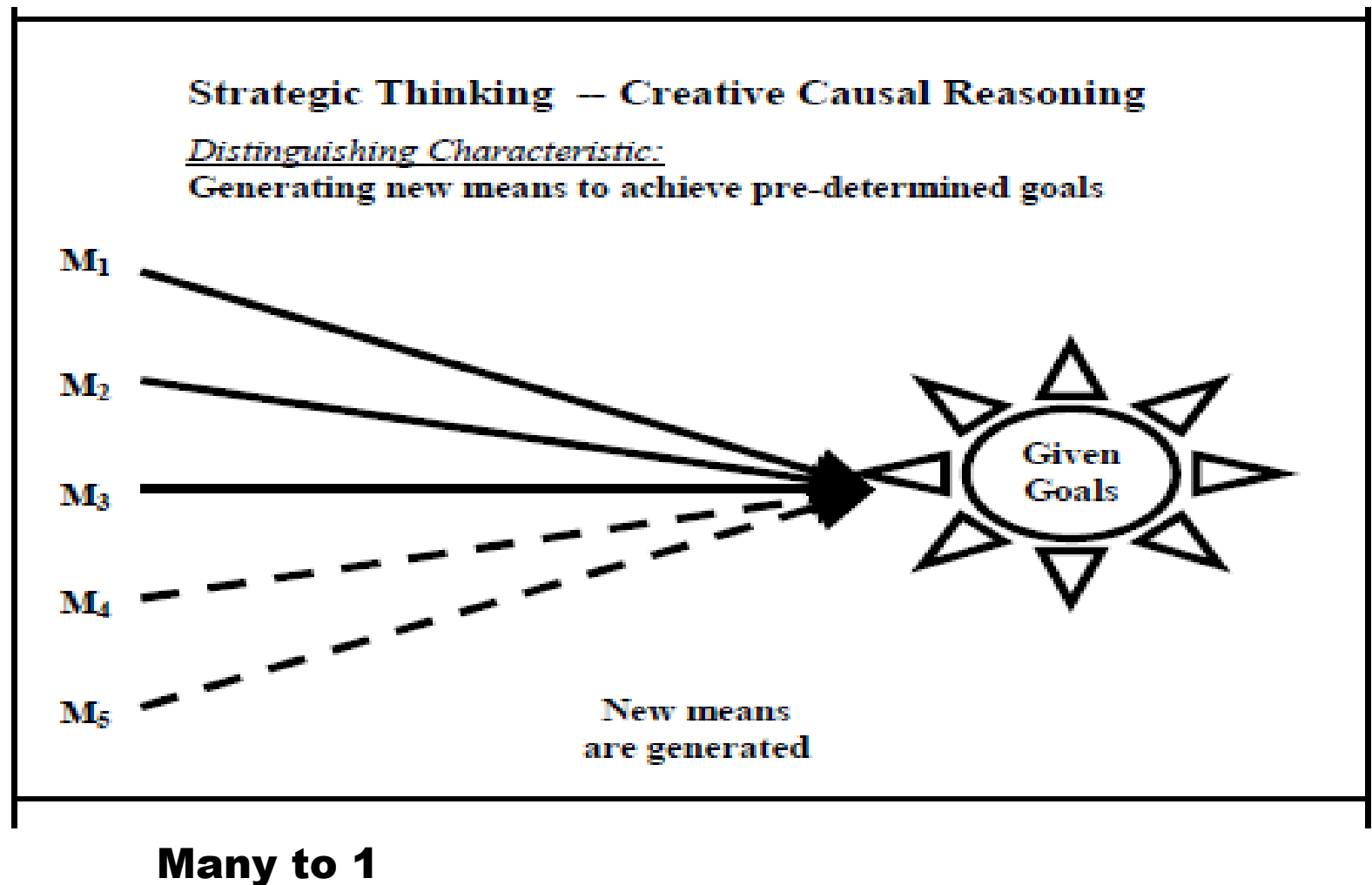
# Creativity to Entrepreneurship

**Critical & Creative Thinking**

**Constructive & Design Thinking**



# Creative Causal Reasoning

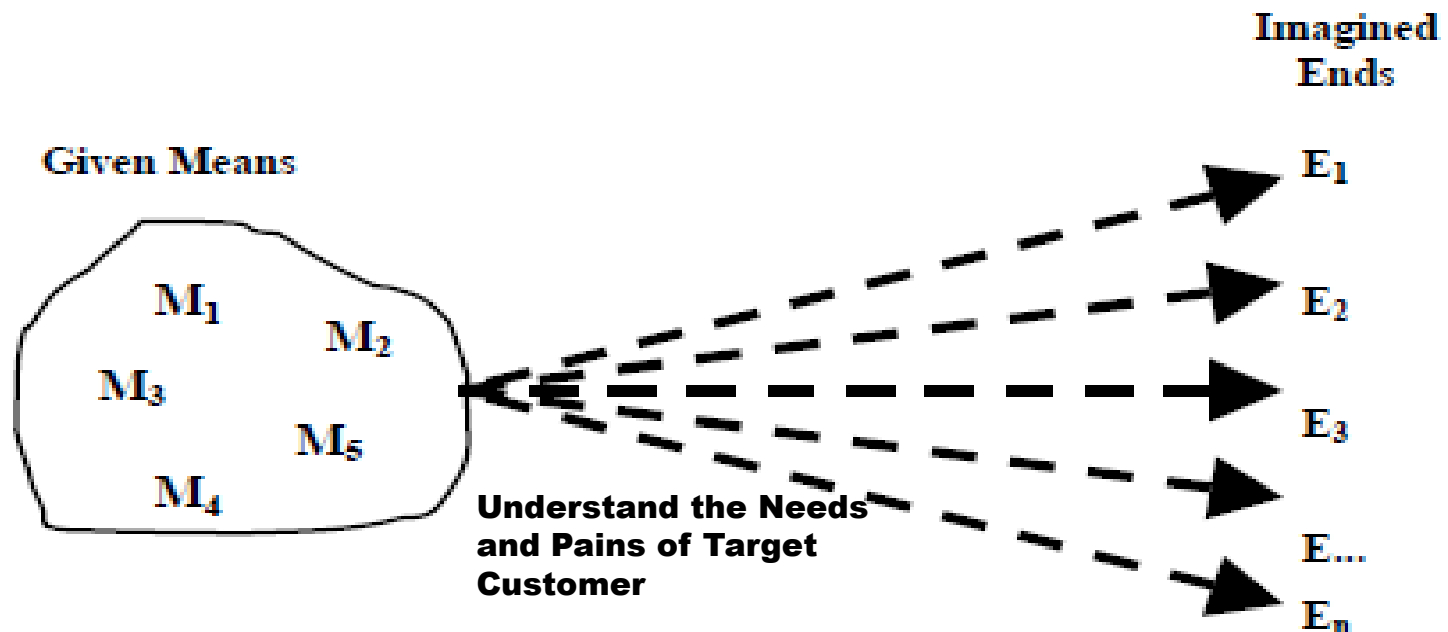


# Entrepreneurial Thinking

## Entrepreneurial Thinking -- Effectual Reasoning

Distinguishing Characteristic:

Imagining possible new ends using a given set of means



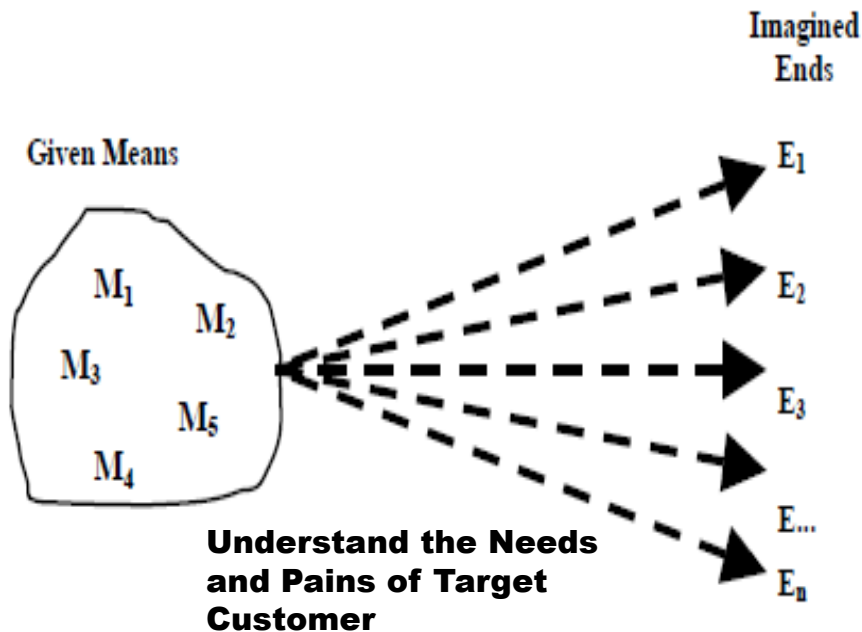
**Many to Many**

# Entrepreneurial Journey

## Entrepreneurial Thinking -- Effectual Reasoning

Distinguishing Characteristic:

Imagining possible new ends using a given set of means

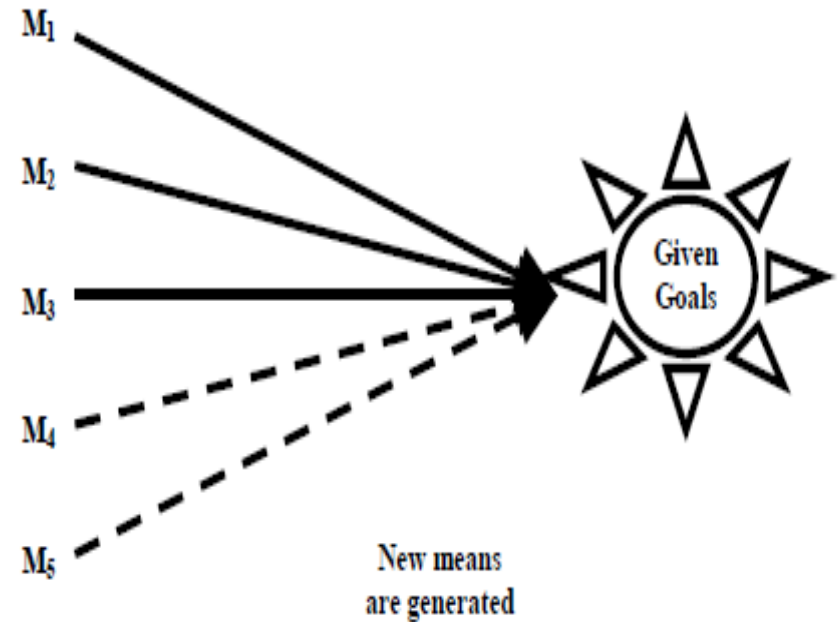


**Many to Many**

## Strategic Thinking -- Creative Causal Reasoning

Distinguishing Characteristic:

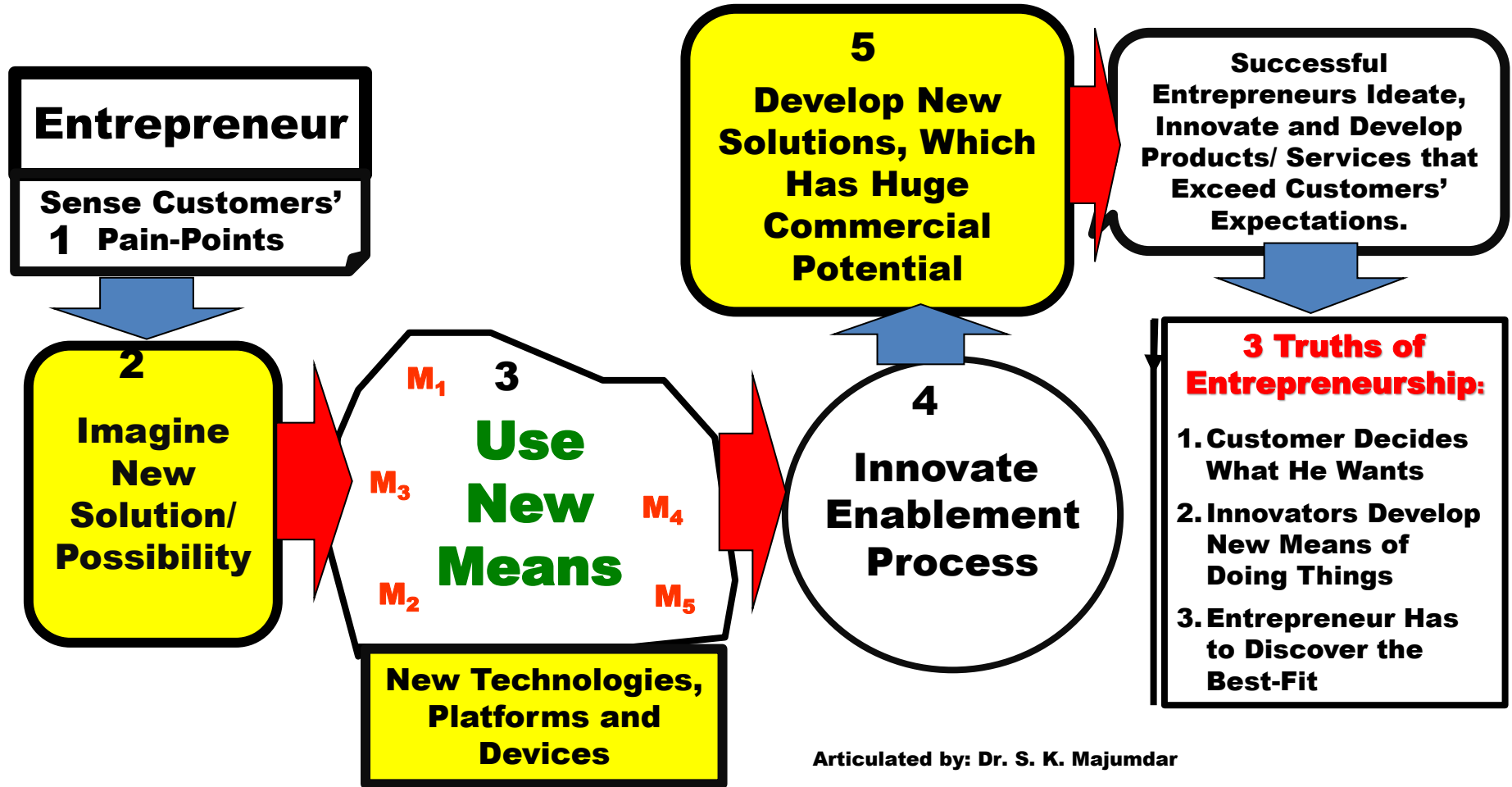
Generating new means to achieve pre-determined goals



**Many to 1**

# 5 Steps of Entrepreneurial Innovation Process

## Imagine Possible New Ends by Using New Means



Articulated by: Dr. S. K. Majumdar

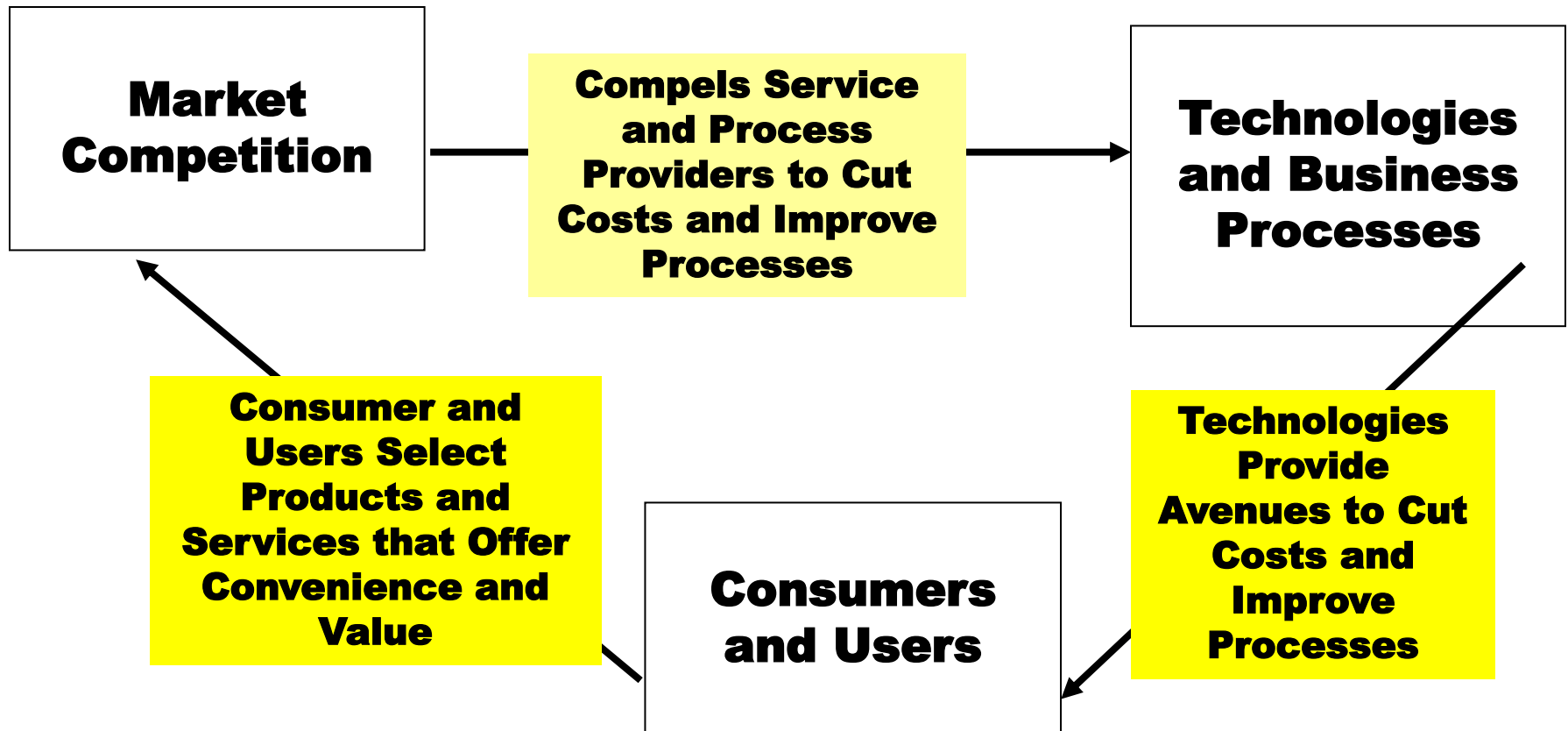
# **Entrepreneurial Skills**

**Each entrepreneur requires a different 'game plan'**

**Four main dimensions of skill identified: (1) Technical, (2) Managerial, (3) Entrepreneurial, and (4) Personal Maturity**

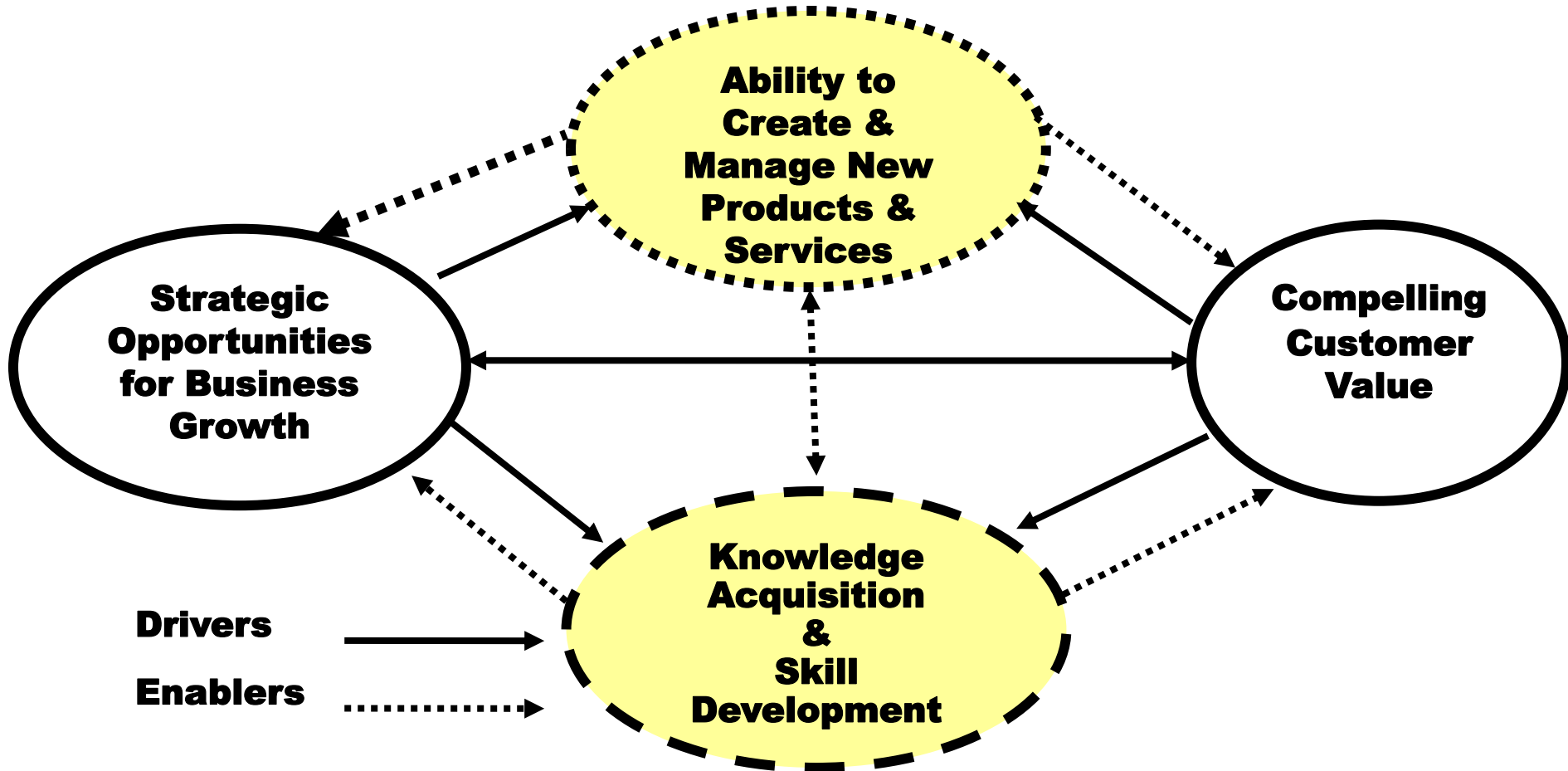


# Drivers of Market Economy



Source: Dr. S. K. Majumdar

# Drivers and Enablers of Business

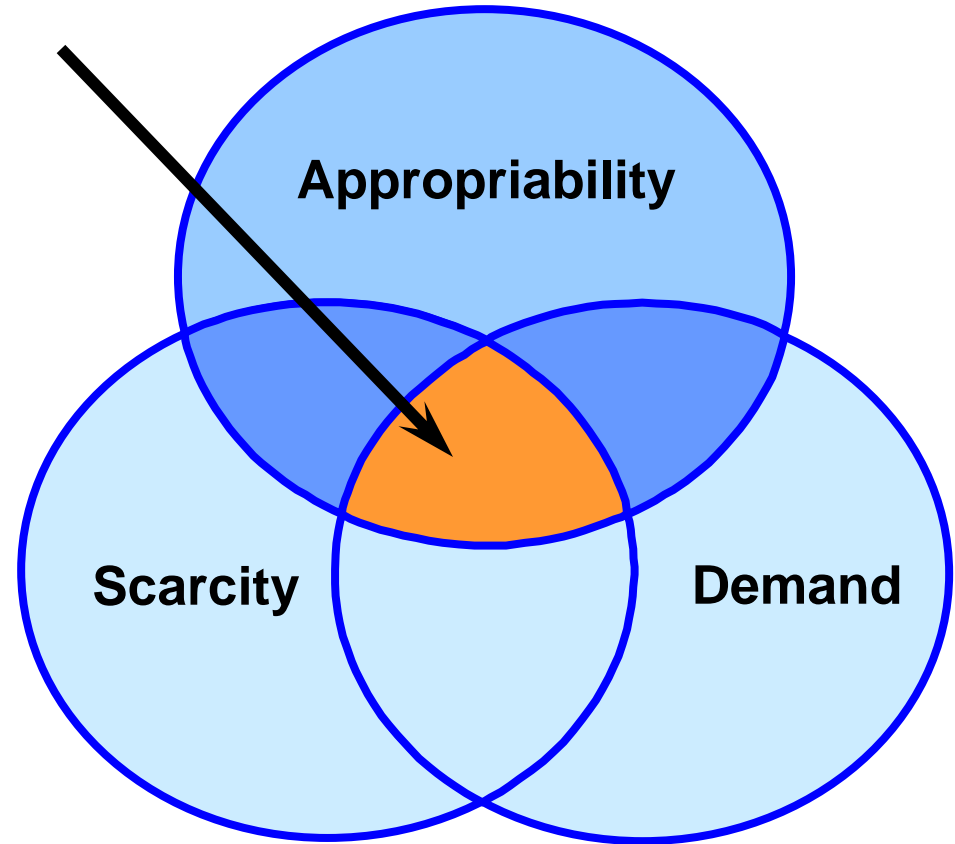


Source: Dr. S. K. Majumdar

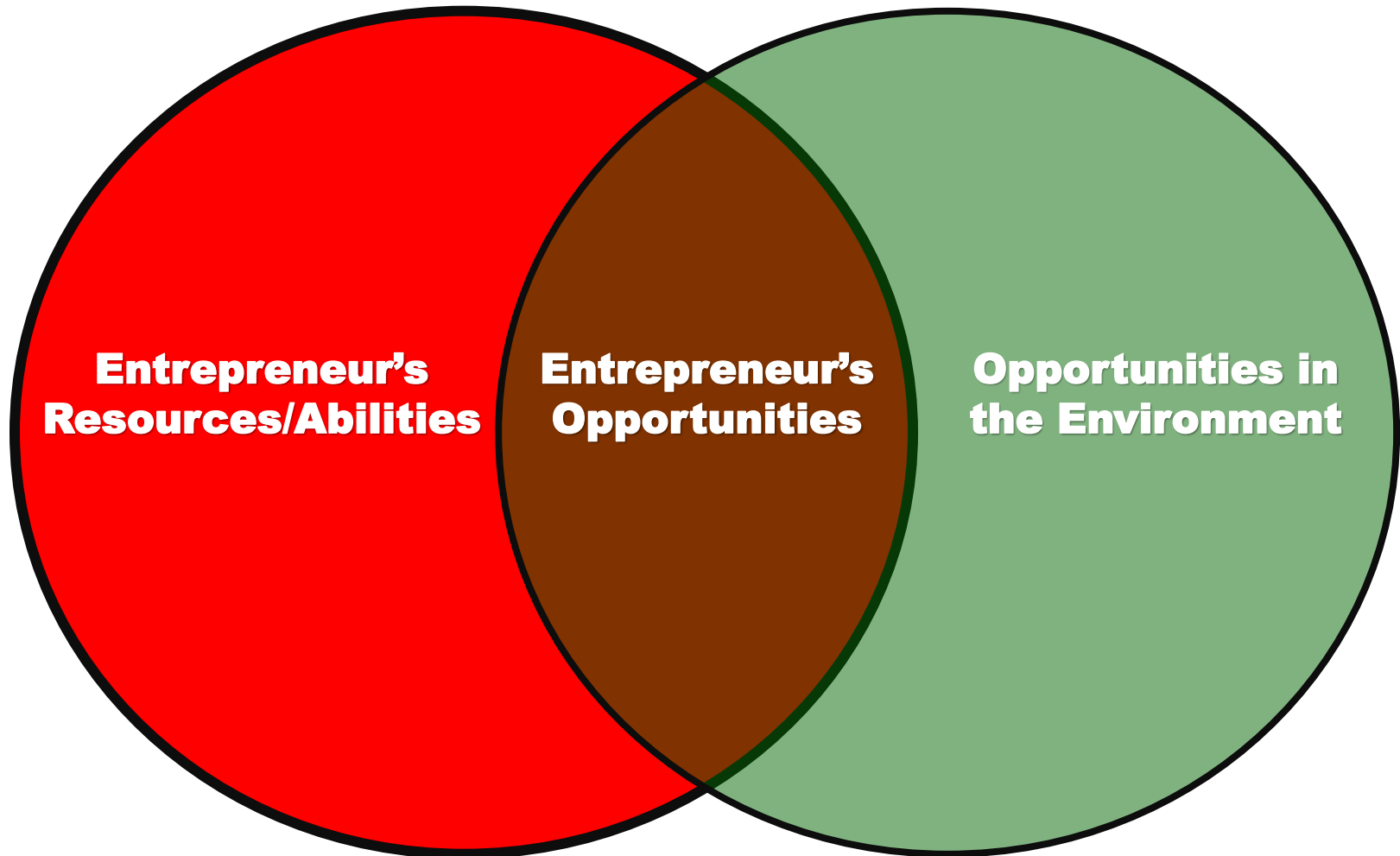
# Creating Lasting Value

## Value Creation Zone

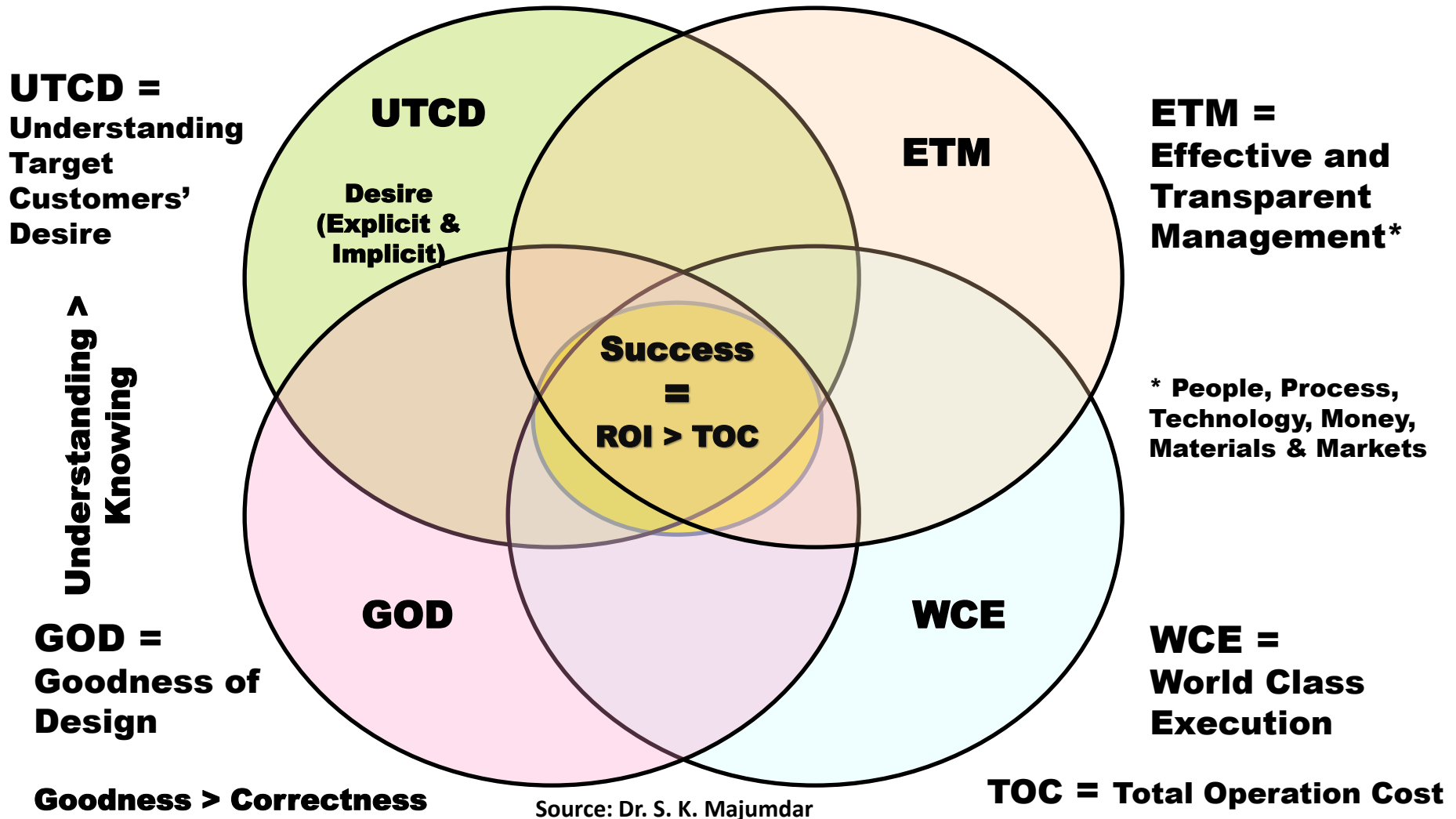
1. **True value lies at the intersection of the three circles**
2. **Lasting value is difficult to imitate**
3. **Lasting value is durable—it does not depreciate**
4. **Lasting value is captured by the resource owner**
5. **Lasting value requires your resource to be better than competitors**

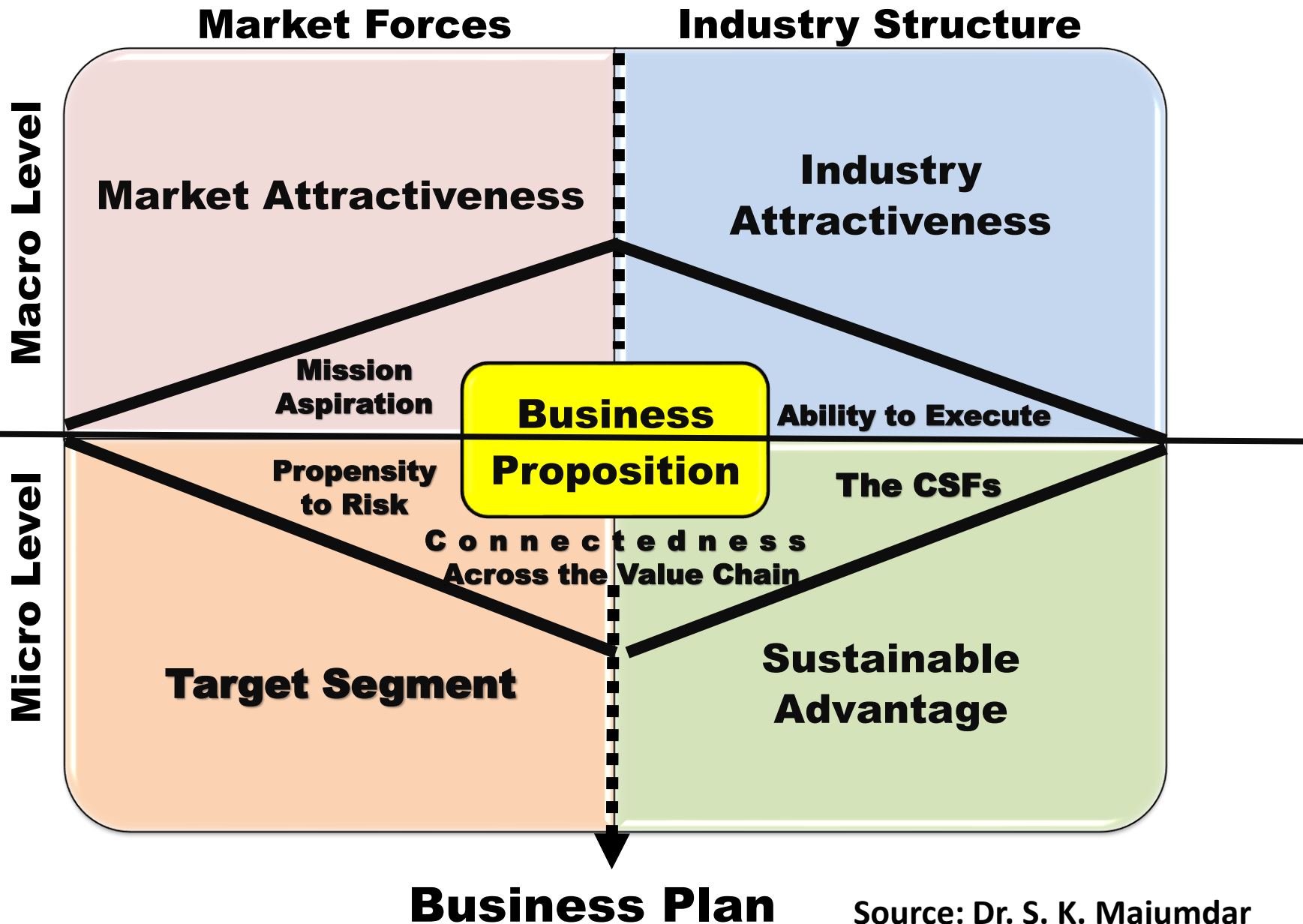


# Identifying the Entrepreneur's Opportunities



# Cornerstones of Entrepreneurship





# Market Analysis

## 5 Cs

- **Customer**
- **Company**
- **Competitors**
- **Costs (Prod.)**
- **Collaborators**

## 5 Ps

- **Product**
- **Price**
- **People**
- **Place**
- **Promotions**

## Contribution Analysis

- **Unit Contribution**
- **Break-Even Volume**
- **Break-Even Market Share**
- **Total Contribution**
- **Net Profit**

## Size and Segmentation

- **Market Size**
- **Market Share**
- **Market Depth**

# Customer Analysis Diagram

## Define The Market

What Needs are we aiming to Serve?

## Decision Making Unit

- Who Uses the Product
- Who Purchases the Product?
- Who Makes the Decision?
- Who Influences the Choice?
- Who Pays for the Product?

## Situational Factors

- Nature of Use?
- Purchase Occasion? I Time?
- Stability of Choice Set?
- Any new Information about Existing Alternative?

## Decision Making Process

### Process Type:

- Low Involvement?
- Utilitarian?
- Technical?

### Choice of Sequence?

- What Triggers the need?
- How alternatives are evaluated?
- What impact Information has on the Decision?

## Product Use

- How Much?
- How Often?
- When, Where, with Whom?
- What aspects of Product Performance are not Salient?

## Nature of the Product

- What is the nature of Relationship and Why?
- Does the Product Meet or Exceeds Expectations?



# **Why Digital Entrepreneurship?**

- 1. Digital Technologies are Fostering Disruptive Innovation.**
- 2. Enabling Impossible as Possible: Creating Jobs and Wealth.**
- 3. Digital Organizations are 26% More Profitable than their Industry Peers. (HBR)**
- 4. Digital Platforms Provide Global Reach.**
- 5. Velocity, Veracity/Accuracy and Ubiquity of Digital Platforms Have Made the Digital Entrepreneurship as the Foreground of Disruptive Innovation and Development.**
- 6. Bangalore Has Best ICT Infrastructure and Ecosystems for Innovation, Entrepreneurship and Digital Transformation.**

# Disruptive Innovation



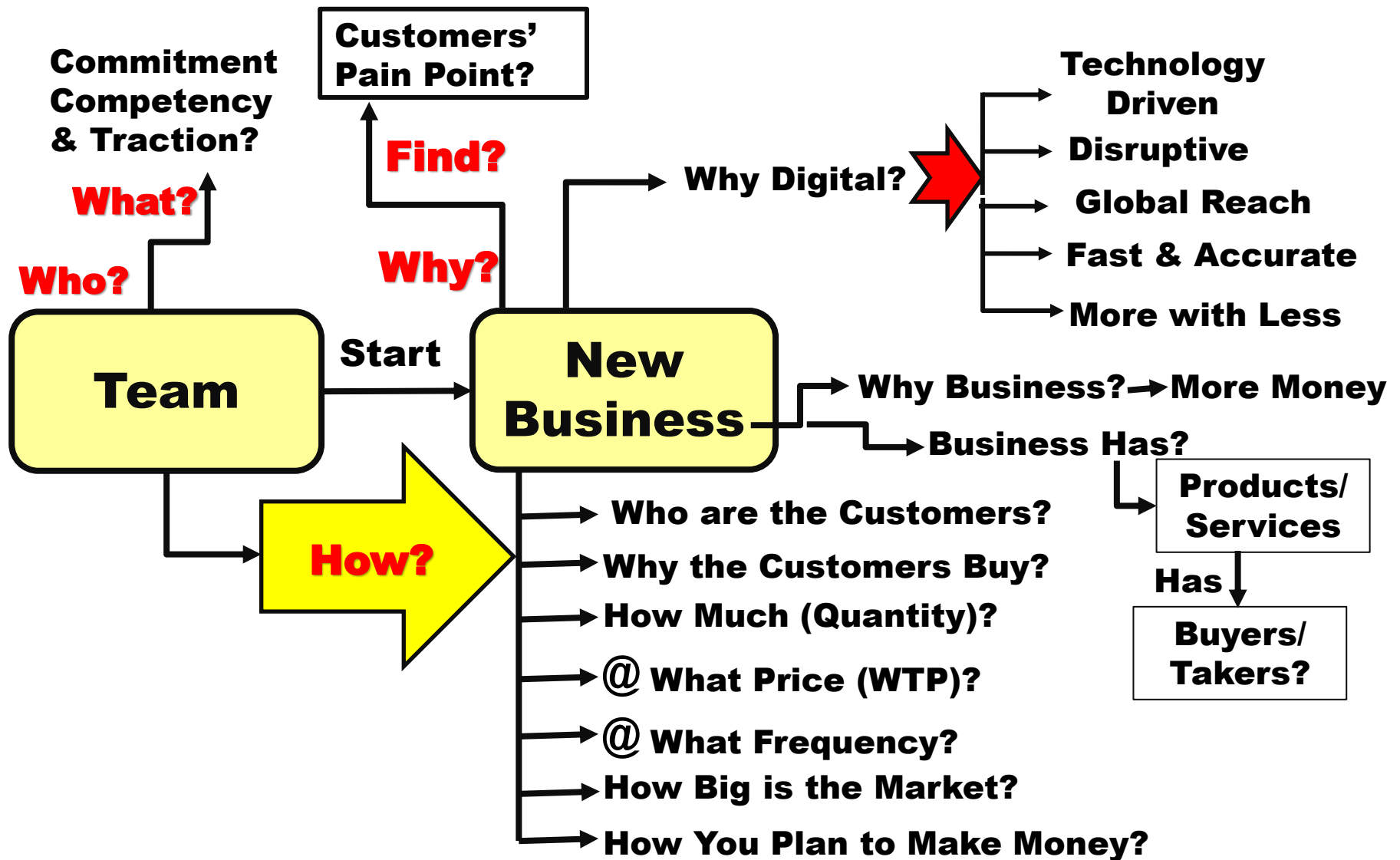
**Break the Barrier,  
Delight the Customers**

**Turn  
Expensive,  
Difficult,  
Inaccessible  
Products and  
Services into  
Simpler and  
More  
Affordable  
Ones**

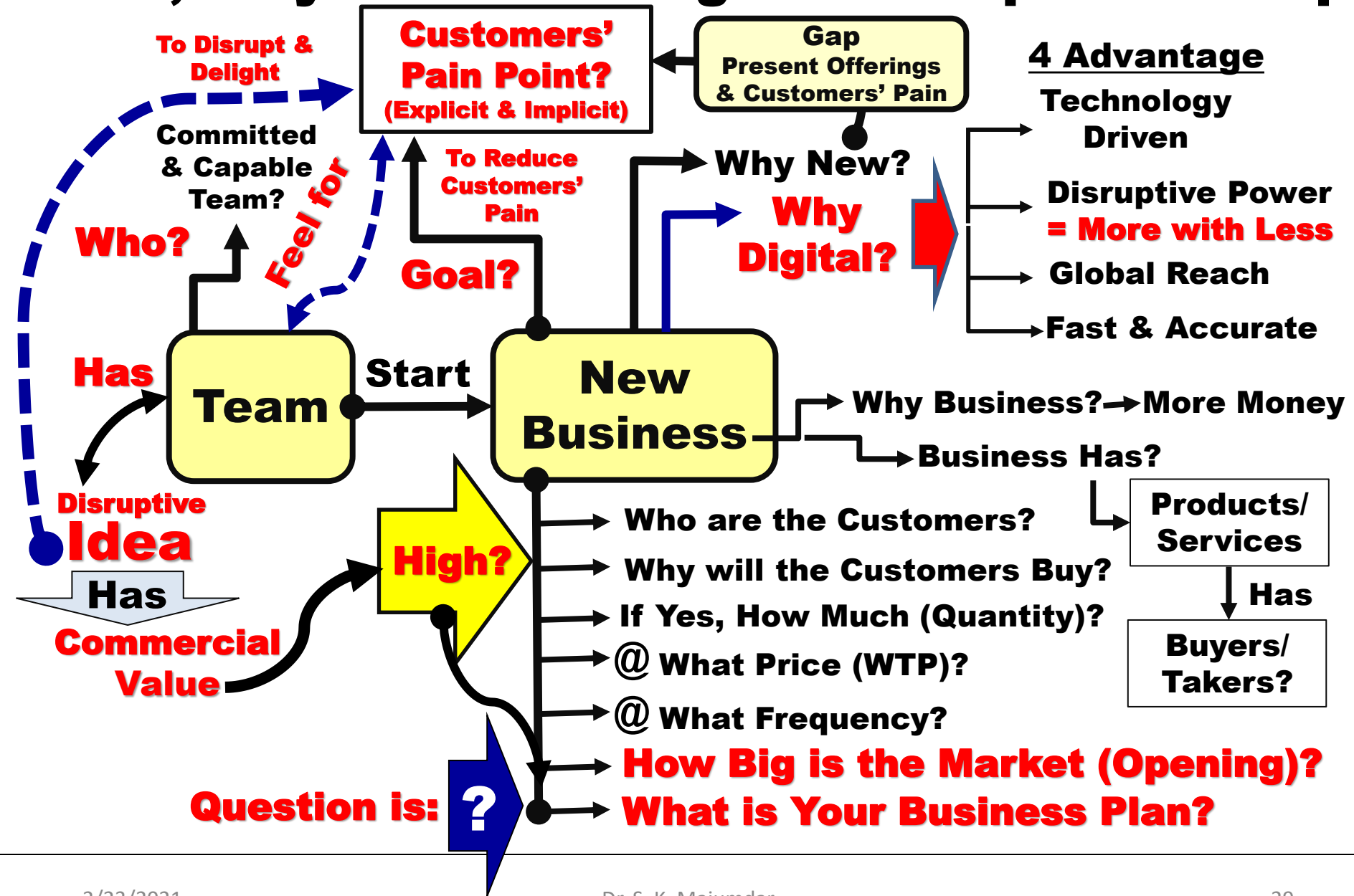
# Disruption

- **“Disruption” describes a process whereby a smaller company with fewer resources is able to successfully challenge established incumbent businesses.**
- **Digital Entrepreneurs are Disruptive Entrepreneurs and Make Impossible as Possible.**

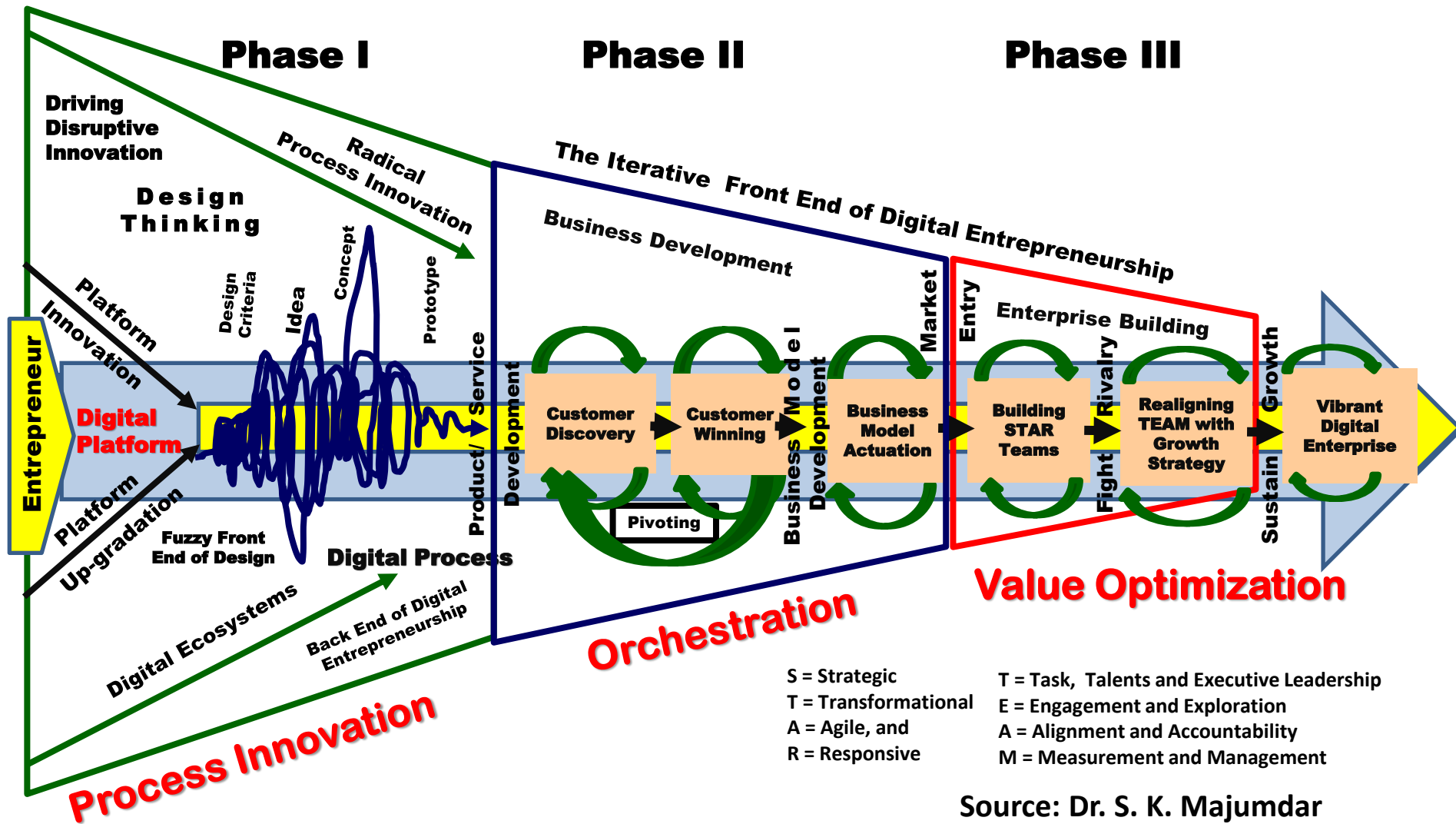
# What is Digital Entrepreneurship



# Who, Why & How of Digital Entrepreneurship



# Lifecycle Model of Digital Entrepreneurship



# How?

## Phases and KR Each Phase of Digital Entrepreneurship Lifecycle

### Three Distinct Phases of Digital Entrepreneurship Lifecycle

1. **Process Innovation,**
2. **Business Development and**
3. **Enterprise Building**

### The key Responsibility (KR) of the 3 Phases are:

1. **Innovation,**
2. **Orchestration and**
3. **Value-Optimization**

Orchestration is to plan and organize something carefully and secretly in order to achieve a desired result

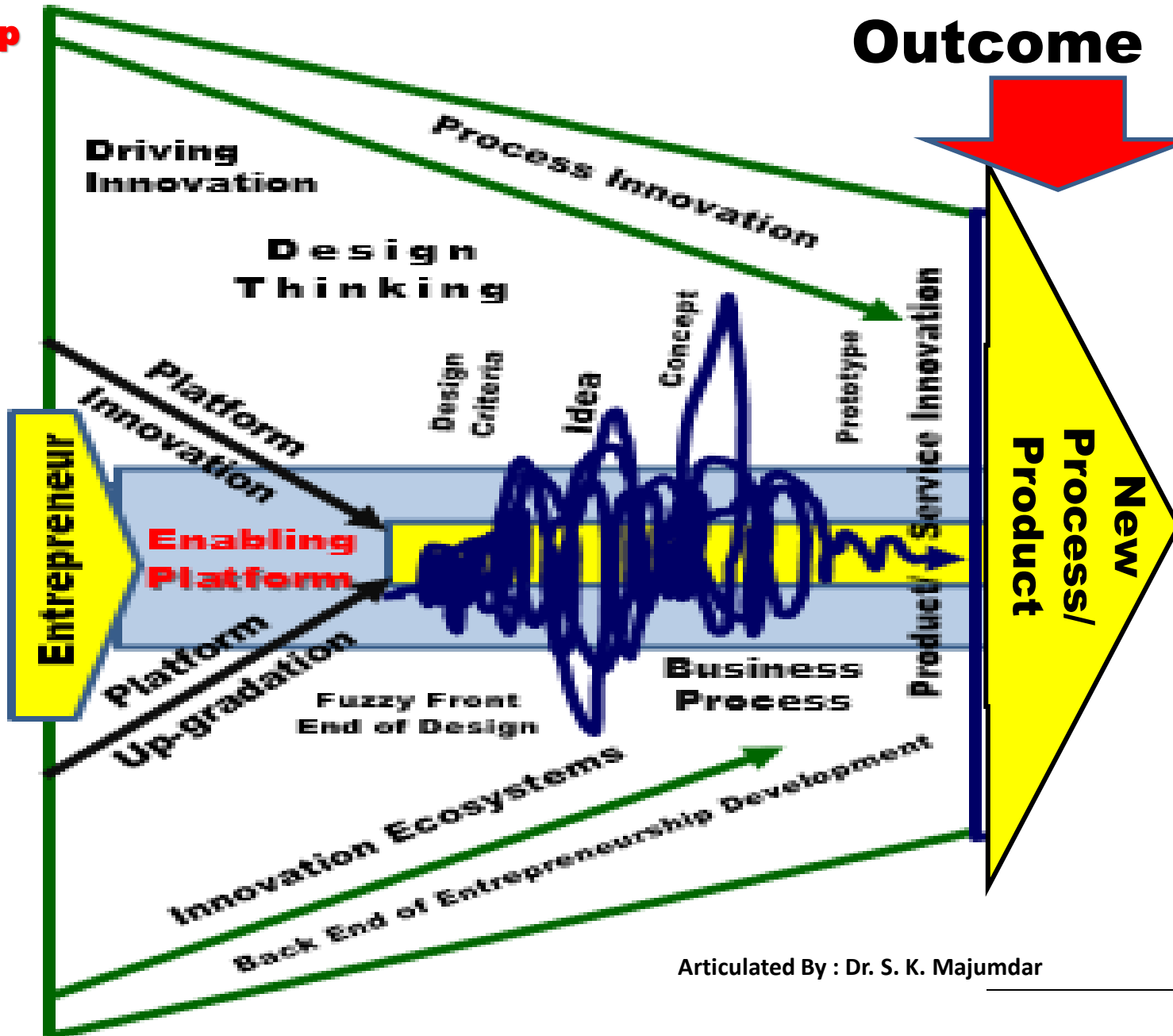
**Value optimization is Maximization of Stakeholders' Value and Minimization of Waste**

Source: Dr. S. K. Majumdar

# Entrepreneurship Development Lifecycle

Outcome

## Phase I

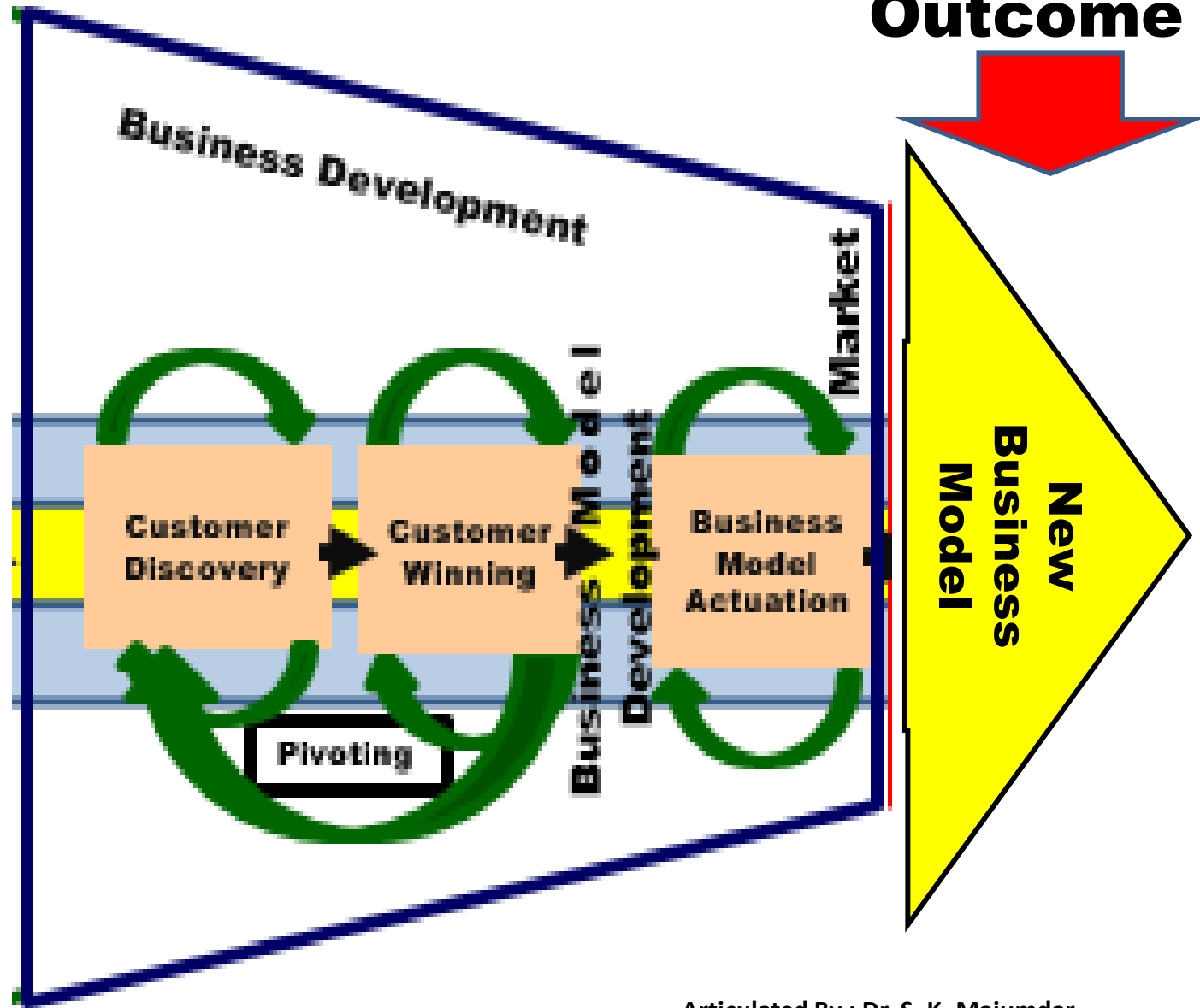


Articulated By : Dr. S. K. Majumdar



# Entrepreneurship Development Lifecycle

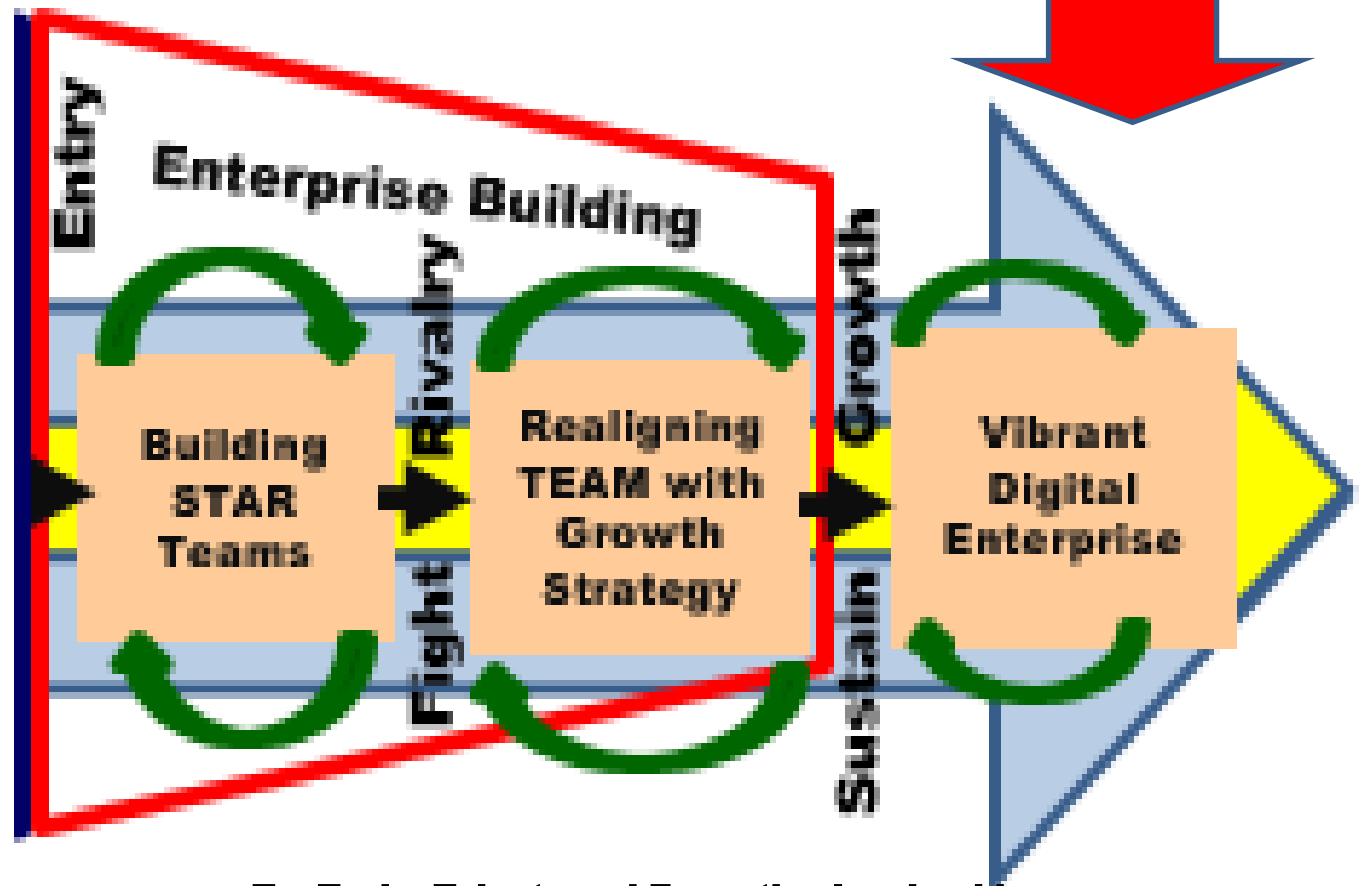
## Phase II



Articulated By : Dr. S. K. Majumdar

# Entrepreneurship Development Lifecycle

## Phase III



**S = Strategic**  
**T = Transformational**  
**A = Agile, and**  
**R = Responsive**

**T = Task, Talents and Executive Leadership**  
**E = Engagement and Exploration**  
**A = Alignment and Accountability**  
**M = Measurement and Management**

# Important MAP Features

(MAP = Market, Actor and Product)

**GCC** = Growth, Complexity & Connectivity  
**TOTC** = Traits of Target Customers  
**KSF** = Key Success Factors

**PCPD** = Process Characters &  
 Product Durability  
**CSU** = Class, UtiCritical Function  
 Metricslity, Sensitivity  
**CFM** = **USP** = Unique Selling  
 Proposition

**External**

**Product**

(Actor's Value  
 Proposition for  
 Customers)

**Internal**

**TWOS** = Threats, weakness,  
 Opportunity and Strengths  
**CRC** = Capabilities, Resources and  
 Constraints

**Market**

**Actor**

**Size, Value & Pains + GCC of Target Market**

•Limit to 2-3 most important Pain Factors

**Industry (KSF):**

•Limit to 2-3 most important

**Competition (5 Forces & its Scale) +  
 Opportunities (Unmet Demand/ Growth Potentials):**

•Limit to 3-4 most important

**Customers TOTC (Needs + Desires + Concerns):**

•Limit to 2-3 most important

**The PCPD + CSU+ CFM + USP of the Product**

•Limit to 3-4 most important

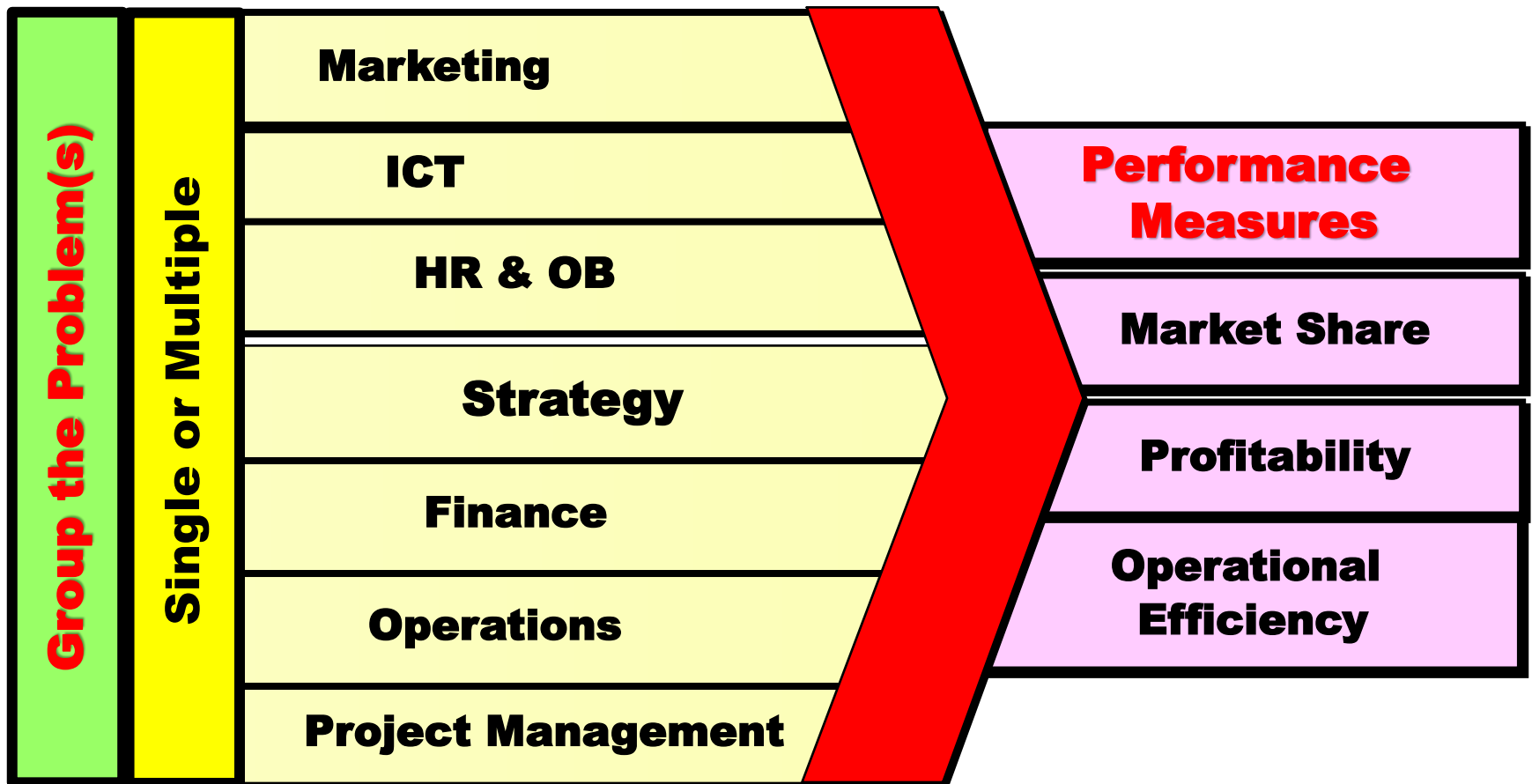
**TWOS + Competitive Advantage of the Actor:**

•Limit to 3-4 most important

**Capabilities + Resources + Constraints (CRC) of Actor:**

•Limit to 3-4 most important

# Define Problem Type

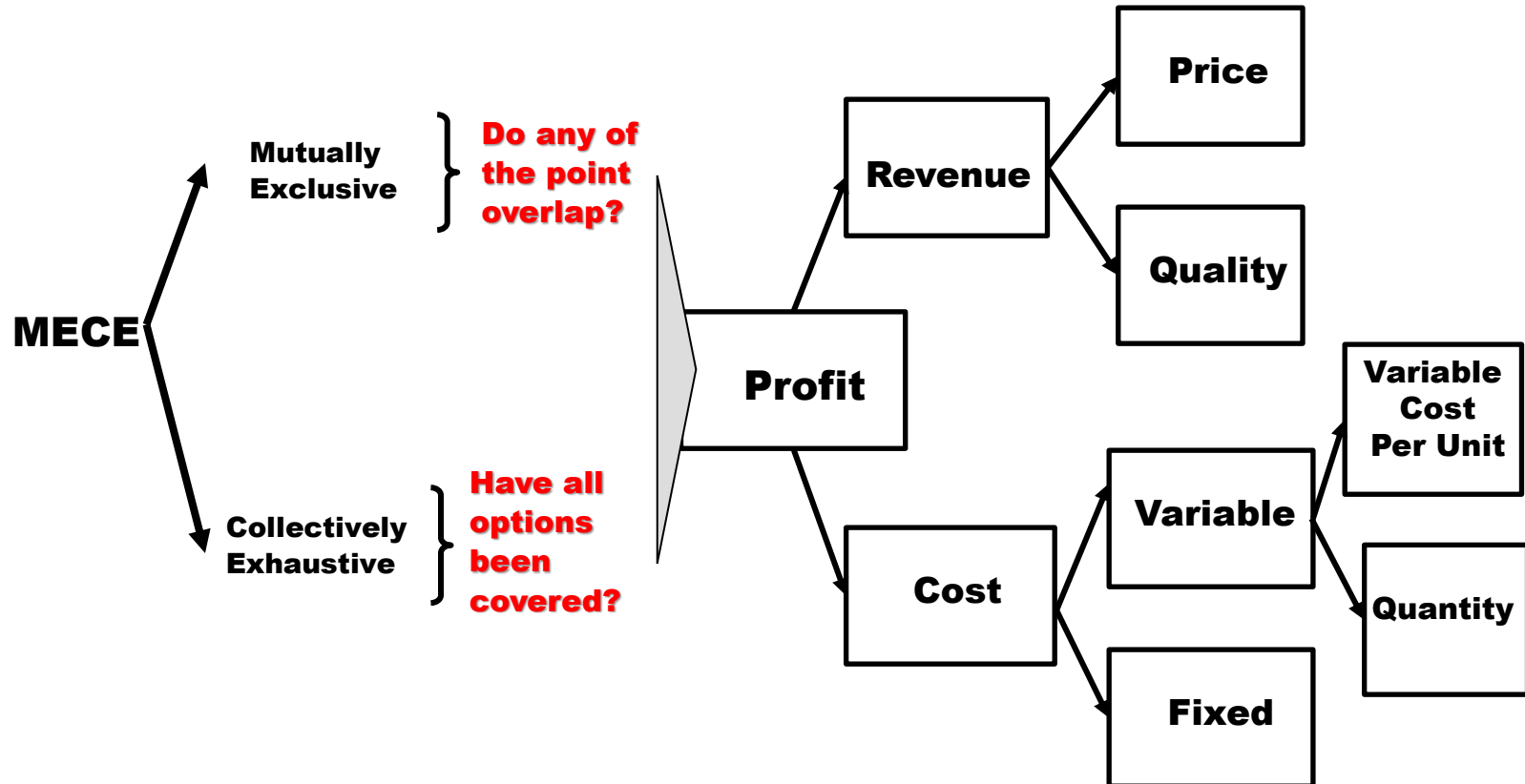


Source: Dr. S. K. Majumdar

# MECE Issue Tree

(MECE = Mutually Exclusive, Collectively Exhaustive)

**Example: The Parts that make up  
PROFITABILITY of a Project**



**Issues Across the Branches of the Issue Tree should be MECE**

# Review, Revisit and Find The Gap; Fill The Gap

## **Use...**

*Results...  
To improve  
Processes and  
Practices*

## **Assess...**

*Achievement  
against those  
goals or  
outcomes*



## **Plan...**

*Develop  
Action Plan  
And Goal  
Measuring  
Matrix*

## **Implement...**

*Provide  
Opportunities for  
to achieve  
those goals*

Source: Dr. S. K. Majumdar

# **Be Aware of the 4 Barriers of Improvement**

- **Amnesia-Industry**
- **Fantasia-Market**
- **Inertia-Product**
- **Nostalgia-Customer**

**-- Shulman**

# **Six Hats of Effective Entrepreneurship**



**White: Objective Facts & Figures**



**Red: Emotions & Feelings**



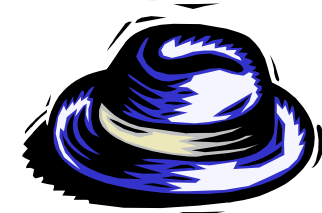
**Black: Cautious & Careful**



**Yellow: Hope, Positive & Speculative**



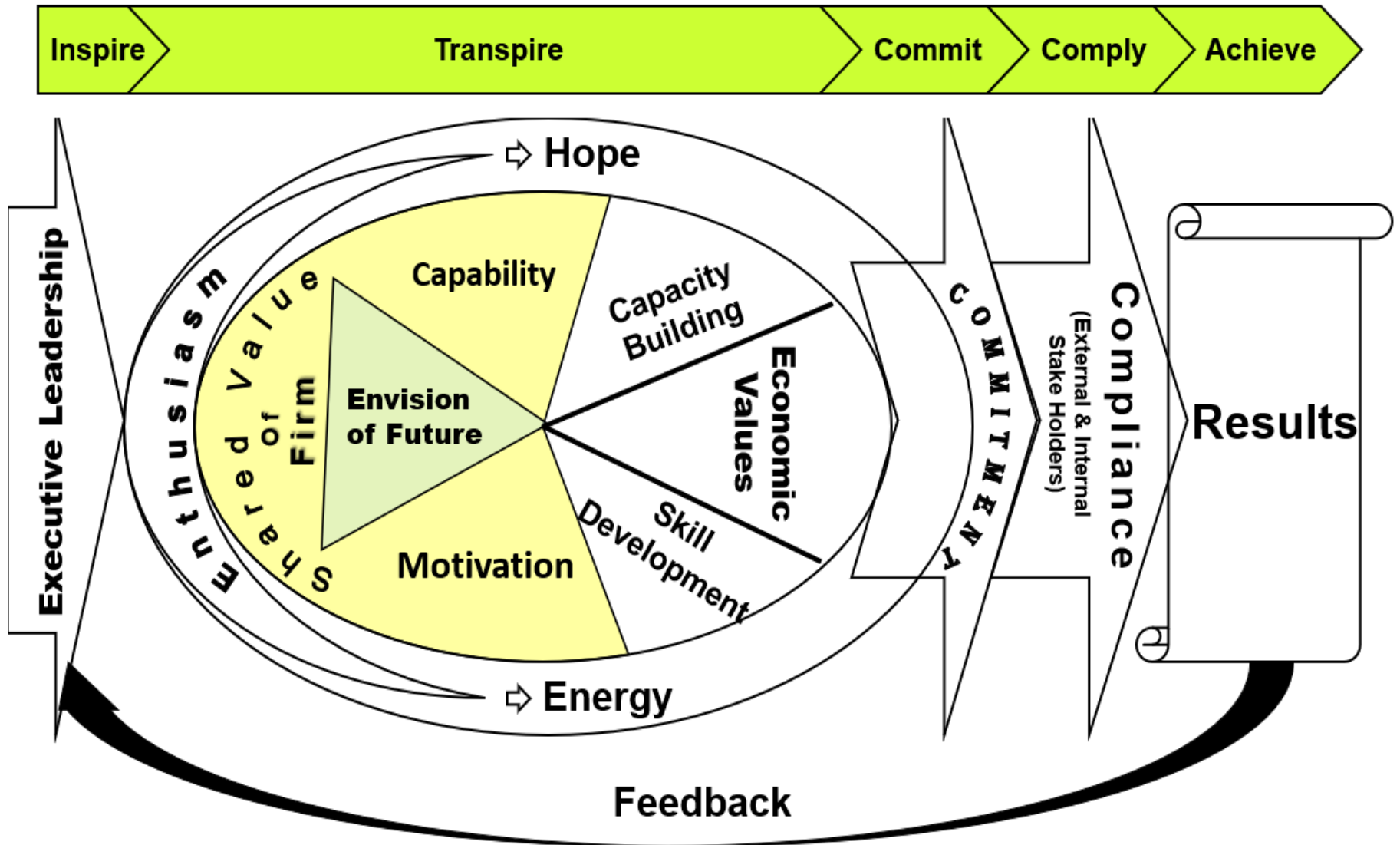
**Green: Creativity, Ideas & Lateral Thinking**



**Blue: Control & Organization of Thinking**



# Transforming the Ideas Into Reality



# Mantras of Success



***“Never give in,  
never give in,  
never, never,  
never, never– in  
nothing, great or  
small, large or  
petty– never give  
in except to  
convictions of  
honour and good  
sense.”***

# QUESTIONS



# Thank You

