

# Entrepreneurship: An Introduction

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JANUARY 2017

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# How do we identify entrepreneurs?

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- Identify opportunities, mobilize resources, and relentlessly execute on their vision
- **Identify** and pursue solutions among problems, possibilities among needs, and opportunities among challenges
- Tech entrepreneurs use information technology (IT) to solve problems and exploit opportunities
- Combine capabilities and skills with interests, passion and commitment
- Spot opportunities and execute ~ a favorable juncture of circumstances with a good chance for success or progress

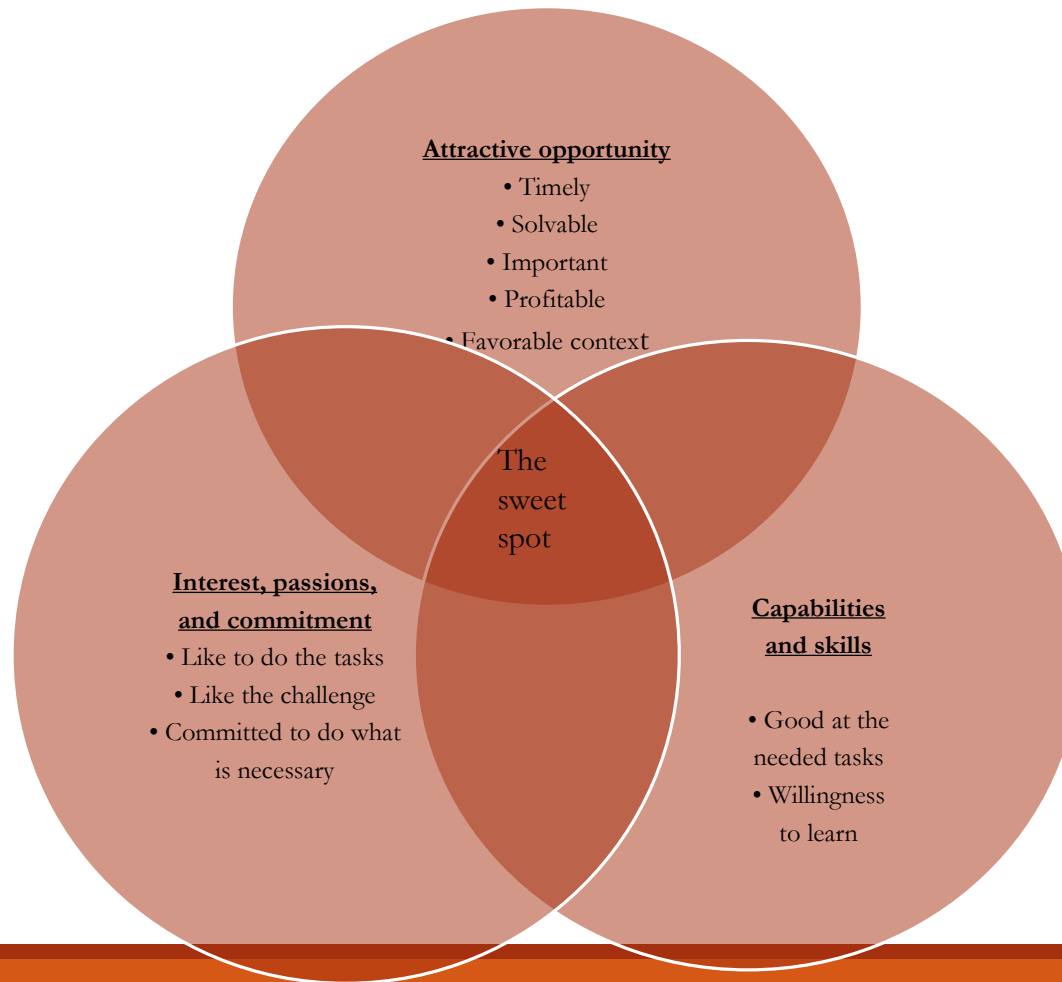
# Many ways to entrepreneur

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- Entrepreneurship versus intrapreneurship
- Social entrepreneurship / government entrepreneurship
- Entrepreneurship versus a trading business

# The opportunity sweet spot

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1. Who are some of the tech entrepreneurs you are familiar with?

# Characteristics of great entrepreneurs

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| ■ Has talent, knowledge, and experience within the industry where the opportunity occurs                   | ■ Able to accommodate uncertainty and ambiguity   |
| ■ Seeks important opportunities with sizable challenges and valuable potential returns                     | ■ Flexibly adapts to changing circumstances and competitors                                     |
| ■ Able to select an opportunity in a short period: timely  | ■ Seeks to evaluate and mitigate the risks of the venture                                       |
| ■ Creatively explores a process that results in the concept of a valuable solution for the problem or need | ■ Creates a vision of the venture to communicate the opportunity of staff and allies            |
| ■ Able to convert an opportunity in to a workable and marketable enterprise                                | ■ Attracts, trains, and retains talented, educated people capable of multidisciplinary insights |
| ■ Wants to succeed: achievement-oriented   | ■ Skilled at selling ideas and have a wide network of potential partners                        |
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## 2. Are entrepreneurs born or made?

# Skills/ activities of entrepreneurs

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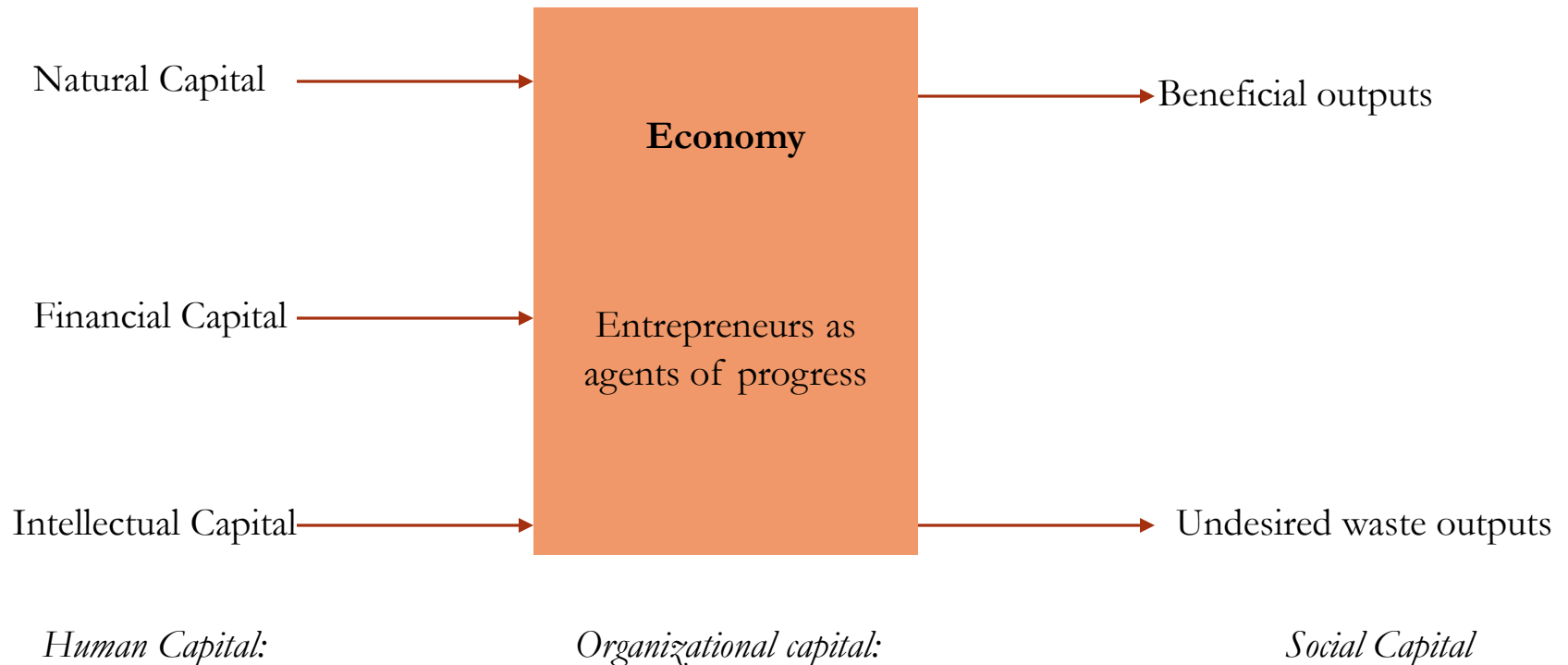
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| ■ Entrepreneurs initiate and operate a purposeful enterprise.                                    | ■ Entrepreneurs assess and mitigate uncertainty and risk associated with the initiation of the enterprise.                         |
| ■ Entrepreneurs operate within the context and industrial environment at the time of initiation. | ■ Entrepreneurs provide an innovative contribution or at least a contribution that encompasses novelty or originality.             |
| ■ Entrepreneurs identify and screen timely opportunities.  | ■ Entrepreneurs enable and encourage a collaborative team of people who have the capabilities and knowledge necessary for success. |
| ■ Entrepreneurs accumulate and manage knowledge and technology.                                  |  |
| ■ Entrepreneurs mobilize resources—financial, physical, and human.                               |  |
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# Economics and the firm

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Economics ~ the study of the production, distribution and consumption of goods and services.

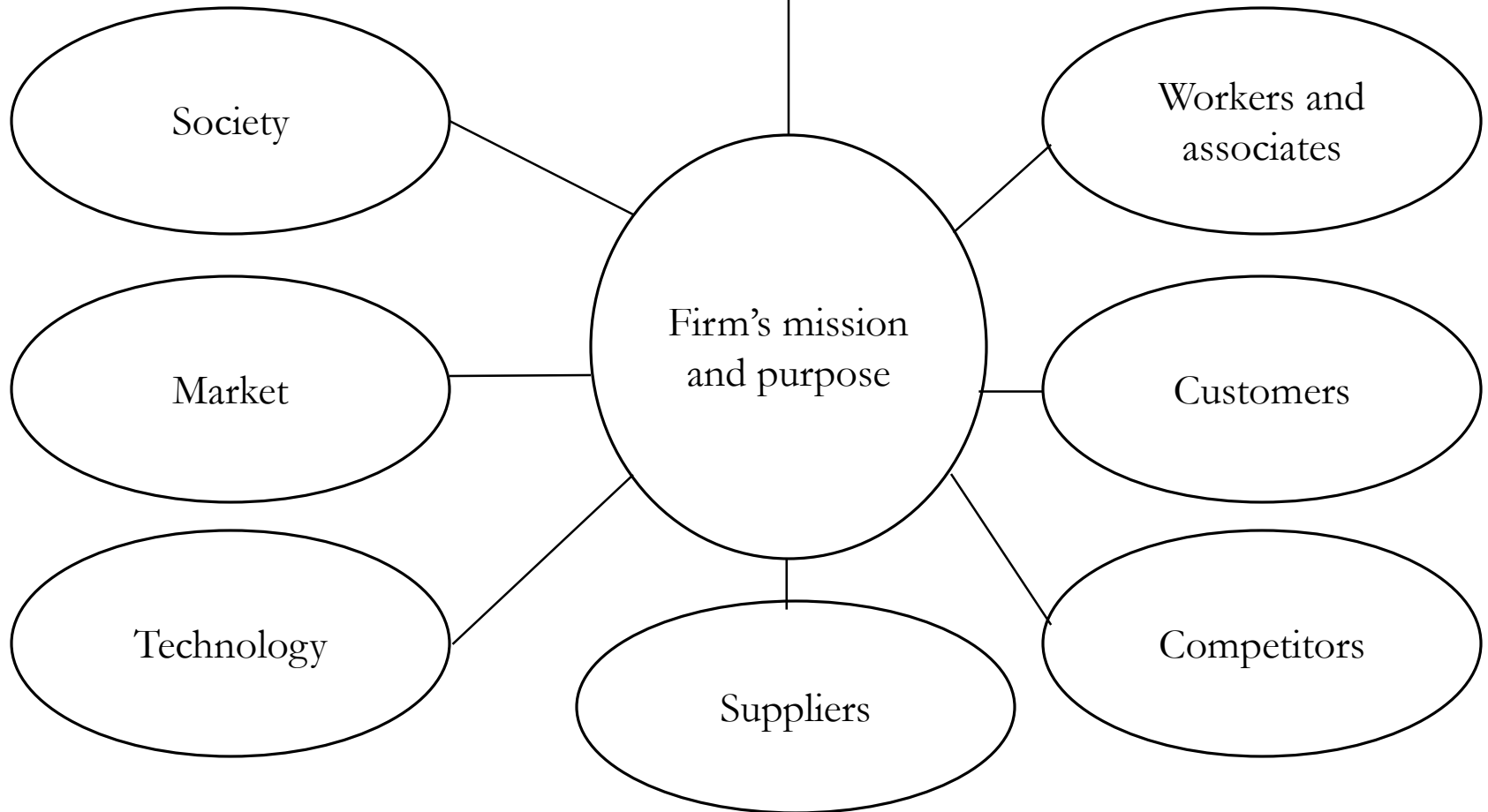


## Firm's Intellectual Capital

*Human Capital*

*Organizational Capital*

*Social Capital*



# Innovation and disruption

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Salman Khan on Khan Academy

# 10 people to read about

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- Mark Zuckerberg (Facebook)
- Jeff Bezos (Amazon)
- Jack Ma (Alibaba)
- Sergey, Brin (Google)
- Lerner, Sara (Cisco)
- Mohamed Yunus (Grameen)
- Shwed Gil (Checkpoint)
- Mo Ibrahim (Celtel Africa)
- Li Robin (Baidu)
- Diane Greene (VMWare USA)

# Recap

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