

Activity

Identify the Effectuation Principle Used

You have already learned about the five principles of effectuation. You have also taken stock of your resources and identified how certain entrepreneurs had used the Bird-in-Hand principle in their respective venture creation process.

In this session, you will identify the effectuation principles used by the entrepreneurs named in the table below.

Instructions:

1. Research and identify the effectuation principles used by the entrepreneurs named in the table below.
2. Record your findings in the first three rows of the table below.
3. Research and find out two more entrepreneurs who have used at least one of the five effectuation principles in their venture creation journey. Use the last two rows to record your finds.
4. You have **50 minutes** for the entire activity.

Entrepreneur	Venture/Company	Effectuation Principle Used	How did the entrepreneur use the principle?
Tom Fatjo	Browning-Ferris Industries	Affordable loss	instead of looking on upside he looked at the downside and planned based on that
Bernie Marcus and Arthur Blank	Home Depot	crazy quilt	combining the convenience and service of mom and pop hardware store to bring price
Konosuke Matsushita	Panasonic	bird in hand	had knowledge about electrical appliances so started making and selling them by himself