

Cowboy, Prophet, Coach: What is the Nature of Entrepreneurship



Center for Entrepreneurship
EMBRY-RIDDLE
Aeronautical University
COLLEGE OF BUSINESS

Who or What is an Entrepreneur?

- People who start businesses.
- People who own businesses.
- People who think, feel and act “entrepreneurially.”



Inventor vs. Entrepreneur

What's the difference?



Center for Entrepreneurship
EMBRY-RIDDLE
Aeronautical University
COLLEGE OF BUSINESS

CEO vs. COE

Mike Lodish

Pat's Gourmet LLC



Center for Entrepreneurship
EMBRY-RIDDLE
Aeronautical University
COLLEGE OF BUSINESS

A Definition of Entrepreneurship

- *Entrepreneurship is a way of thinking, a way of feeling and a way of acting.*
- *Entrepreneurs see opportunities and seek solutions. Entrepreneurs are passionate in making what is possible a reality. Entrepreneurs grasp the whole of a business, not just the parts; are focused in their commitment and immediate in their actions.*
- Bowers & McInnis Bowers (August 6, 2008)



Entrepreneurs are Cowboys

- Fire, Ready, Aim
- Independent
- Stubborn
- Self Directed



Center for Entrepreneurship
EMBRY-RIDDLE
Aeronautical University
COLLEGE OF BUSINESS

Entrepreneurs are Prophets

- Visionary
- Divine purpose
- Preachers



Center for Entrepreneurship
EMBRY-RIDDLE
Aeronautical University
COLLEGE OF BUSINESS

Entrepreneurs are Coaches

- Talent finders
- Talent developers
- Skill integrators
- Team builders



Center for Entrepreneurship
EMBRY-RIDDLE
Aeronautical University
COLLEGE OF BUSINESS

Essentials for Entrepreneurship

- Opportunity Recognition
- Opportunity Exploitation
- Networking



Center for Entrepreneurship
EMBRY-RIDDLE
Aeronautical University
COLLEGE OF BUSINESS

So you want to be an entrepreneur?

- Are you willing to bear financial risk?
- Are you willing to sacrifice your lifestyle for years?
- Is your significant other on board?
- Do you like all aspects of running a business?
- Are you comfortable making decisions on the fly, with no play book?
- What's your track record on executing ideas?
- How persuasive are you?
- Do you have a concept you are passionate about?
- Are you a self-starter?
- Do you have a business partner?

- Kelly Spors <http://online.wsj.com/article/SB123498006564714189.html>



Center for Entrepreneurship
EMBRY-RIDDLE
Aeronautical University
COLLEGE OF BUSINESS

Activities & Opportunities for 2016/2017

- **Collegiate Entrepreneurs Organization (CEO)**
- **Startup Weekend November 11-13**
- Cairns Innovation Challenge, April 5th
- **TREP EXPO, April 11th**
- **Launch Your Venture Competition, April 18th**
- **Center for Entrepreneurship**
- **Marketing Techie**
- Florida Venture Forum Collegiate Competition, May 2017
- **ERAU Research Park, AKA the MICAPLEX**



Center for Entrepreneurship
EMBRY-RIDDLE
Aeronautical University
COLLEGE OF BUSINESS



NO TALK,
ALL ACTION.
LAUNCH A STARTUP
IN 54 HOURS. NOV.

Purchase your tickets now
at www.StartupDaytona.com

11, 12, & 13

WEDNESDAY

TWITTER
[@startupdaytona](https://twitter.com/startupdaytona)

FACEBOOK
[@startupweekenddaytonabeach](https://facebook.com/startupweekenddaytonabeach)



Center for Entrepreneurship
EMBRY-RIDDLE
Aeronautical University
COLLEGE OF BUSINESS

Contact Information

Michael R Bowers, PhD

Professor of Entrepreneurship

Director, Center for Entrepreneurship

College of Business

Embry-Riddle Aeronautical University

600 S. Clyde Morris

Daytona Beach FL 32114-3900

386-226-7554

[Center for Entrepreneurship](#)

[MarketingTechie](#)