



# TECHNOPRENEURSHIP

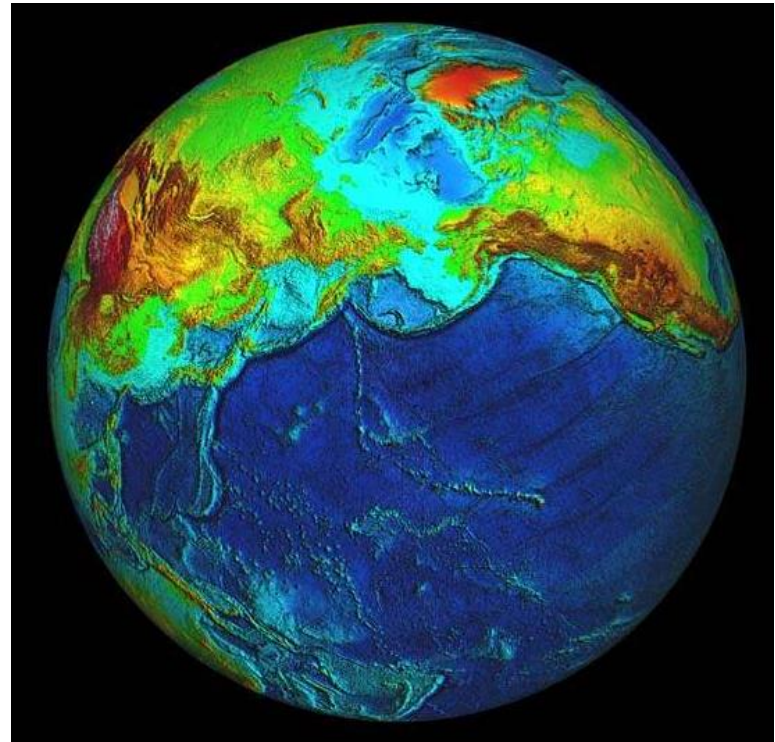
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# Topics

- Our Changing World
- What is “Technopreneurship”
  - Some Definitions
  - Some Thoughts from the Definitions
- Some Examples
  - Bill Gates, Steve Jobs, Mark Zuckerberg, Sergey Brin and Larry Page etc.
- Ideas on Technopreneurship
  - Understanding your Strengths
  - Having Eyes for Opportunities
    - Distinguishing Between Risk and Uncertainty
  - Defining and Assembling your Audience
  - Developing a Viable Business Model
  - Monetizing your Audience
- Funding your Ideas
  - Concept of the 3Fs
  - Assessing the Angels
  - Collaboration
- Final Thoughts

# In The Beginning.....

The World was round.....



And Now.....?

What if  
**Earth**  
was flat?

A photograph of the Earth from space, showing the curvature of the planet and the sun in the background. The Earth is a thin blue and white arc against the blackness of space. The sun is a bright, glowing orb in the upper left corner, casting a soft light on the Earth's surface.

- Companies worldwide are finding they must either convincingly justify their prices or differentiate themselves with some kind of perceived recognizable value.

*“Technology is always evolving, and companies, not just search companies, can’t be afraid to take advantage of change.”-Eric Schmidt*

*“The use of technology as an integral and key element in the transformation of goods or services.” – Randall Stross*

# What is “Technopreneurship”

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# Definition

- **Technopreneurship** is the Result of uniting “Technology” with “Entrepreneurship”
  - This is not just the effect of technology on businesses but rather the process where progression in the lives of the people happens.
  - It is the process of using the developments brought about by specialized knowledge to come up with innovations in all the aspects of human life with the aid of a creative and skillful mind.
  - Birth of this field provides every entrepreneur a challenge of exploring an untraveled path towards greater success.



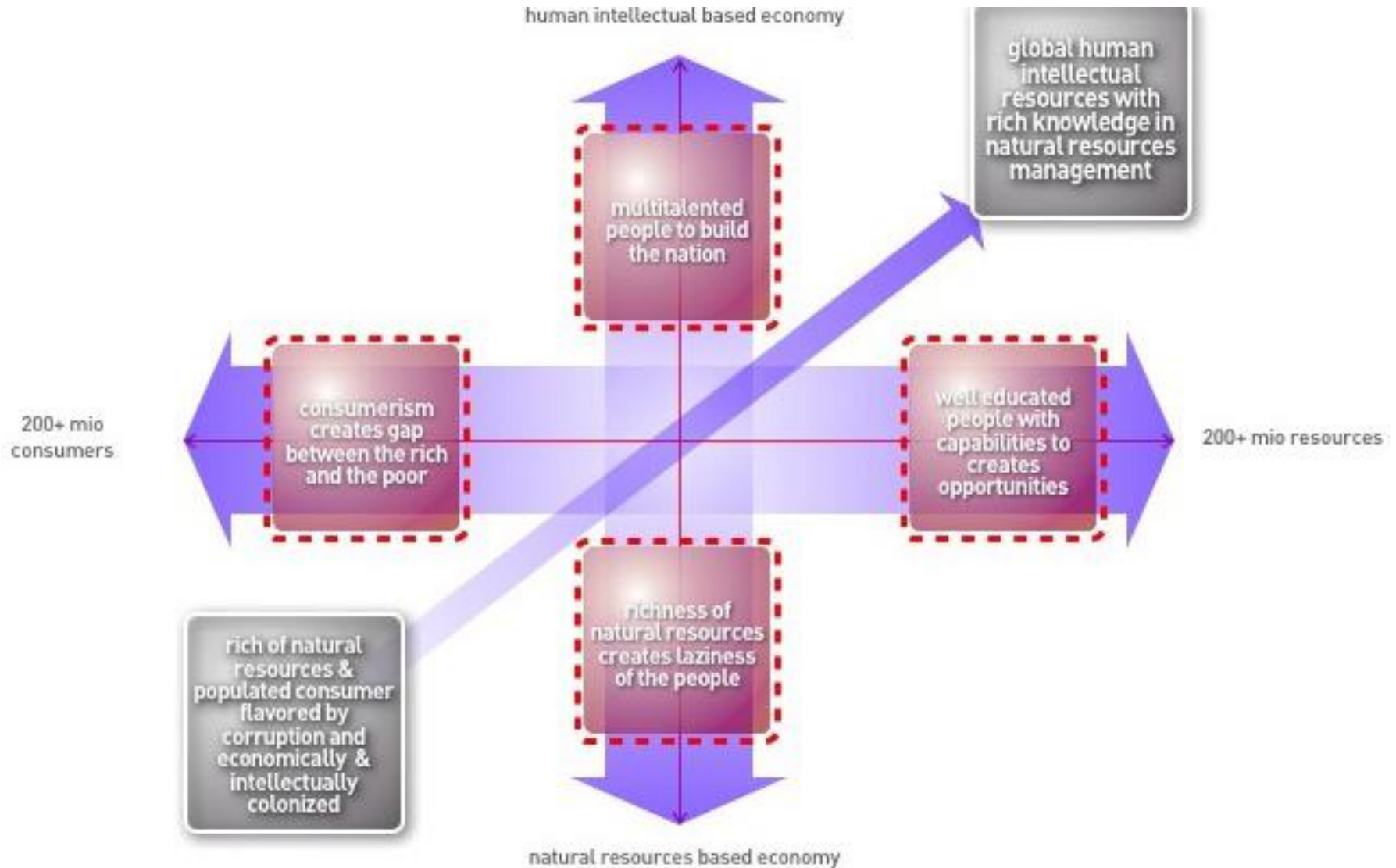
# Technopreneurship can be defined as..

- *Integration of Technology, Innovation and Entrepreneurship*
- *Act of turning “something” into a resource of high value by converting good ideas into business ventures that relies heavily on the application of human knowledge for practical purposes.*
- *Entrepreneurship in the field of technology.*
- *Firms in which technology plays a critical role in their operations.*
- *Process of engineering the future of an individual, an organization or a nation.*

# Definition Continues....

- *Application of the newest inventions and advancements in coming out with new and innovative products through the process of dissemination.*
- *Manufacturing of hi-tech products or making use of hi technology to deliver product to consumers.*
- *Exhaustive use of and Exploitation of technology in making profit.*

# Some Thoughts from Definition- The Meruvian Roadmap



# Who Has Been?

- Steve Jobs



- Bill Gates



# Who has Been.....?

- Mark Zuckerberg

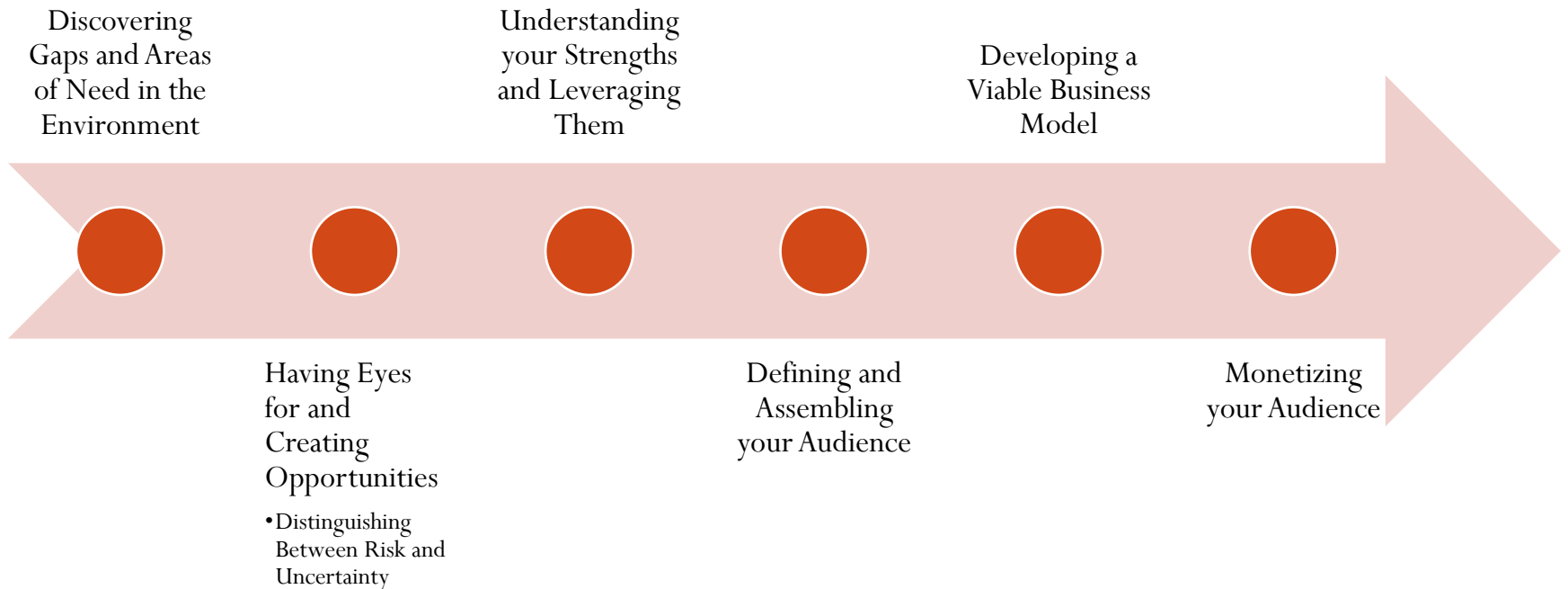
- Sergey Brin and Larry Page



# Ideas on technopreneurship

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# Key Ideas





# Discovering Gaps

Environmental Awareness

Mental Alertness

Research and Knowledge Seeking Behaviours

Eye for Details

# Seeking and Creating Opportunities

- What do you See?
  - Problem or a Challenge?
- Always Distinguish Between Risk and Uncertainty
  - Uncertainty is an opportunity for Innovation
- Opportunities Abound, See or Create them



# Knowing and Leveraging your Strengths

- Areas of Expertize
- What comes to you Naturally
- Areas you can Leverage in a Synergy
- Skills, Knowledge, Proven Abilities



# Defining and Assembling Your Audience

- Define your Market
- Segment your Audience
- Assemble the Audience and Target the Share of Mind
- Create Top of Mind Awareness
- 



# Developing a Viable Business Model

## Determining How Money will be Made

- Customer Segmentation
- Value Proposition
- Customer Relations
- Revenue Streams

## Service Deliver

- Channels
- Mode of Delivery

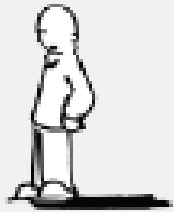
## Understanding the Cost Structure

- Fixed Cost Structures
- Variable Costs
- Shared

## Finding and Engaging Key Partners

## Engaging and Managing Key Resources

- Financial Resources
- Human Capital



CS

**1 Customer Segments**

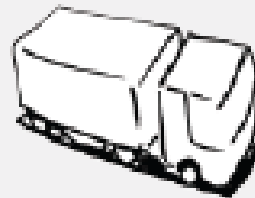
*An organization serves one or several Customer Segments.*



VP

**2 Value Propositions**

*It seeks to solve customer problems and satisfy customer needs with value propositions.*



CH

**3 Channels**

*Value propositions are delivered to customers through communication, distribution, and sales Channels.*



CR

**4 Customer Relationships**

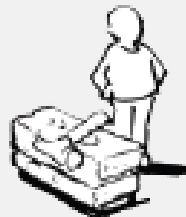
*Customer relationships are established and maintained with each Customer Segment.*



RS

**5 Revenue Streams**

*Revenue streams result from value propositions successfully offered to customers.*



KR

**6 Key Resources**

*Key resources are the assets required to offer and deliver the previously described elements...*



KA

**7 Key Activities**

*...by performing a number of Key Activities.*



KP

**8 Key Partnerships**

*Some activities are outsourced and some resources are acquired outside the enterprise.*












CS

**Cost Structure**

*The business model elements result in the cost structure.*

# The Business Model Canvas

<b>Key Partners</b> 	<b>Key Activities</b> 	<b>Value Proposition</b> 	<b>Customer Relationships</b> 	<b>Customer Segments</b> 
	<b>Key Resources</b> 		<b>Channels</b> 	
<b>Cost Structure</b> 			<b>Revenue Streams</b> 	

① PLOT THE CANVAS ON A POSTER

② PUT THE POSTER ON THE WALL

③ SKETCH OUT YOUR BUSINESS MODEL



# Monetizing your Creation

- Revenue Models

- Subscription
- Advertising
- Outright Sales
- Sales and Service

Money is a result not a starting point.



# Funding your ideas

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# Various Possible Funding Models

## Concept of the 3 Fs

- Friends
- Family
- Foes

## Assessing the ANGELS

- Private Equity
- Venture Capital
- Angel Investors
- Public Offers

## Collaboration

- Synergy and Partnering
- Participatory Investment
- You Cannot Go it Alone Always

# Final Thoughts



*If you really want it, you'll find a way If you don't, you'll  
find an excuse!*

*- Jim Rohn*

*“If I had asked people what they wanted, they would have  
said faster horses.”*

*-Henry Ford*

**Merci De Votre  
Attention**