

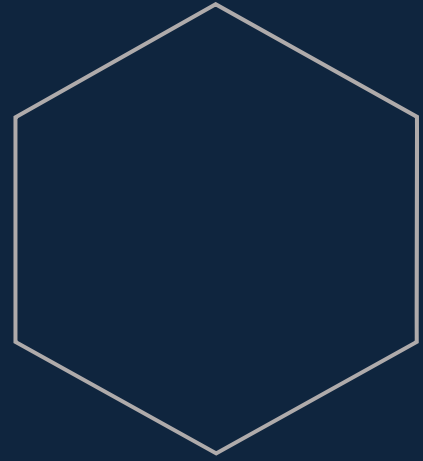
# Project Management and Entrepreneurship,

**Course Topics:** The Innovation-Entrepreneurship  
Relationship

\*\*\*ST. MARY'S TECHNICAL CAMPUS KOLKATA.\*\*

Name: MD AYAN  
CA1, 7TH SEM, CSE(DS)  
Roll no.: 28630522008





# Agenda

Index Page:



# Defining the Terms

- **Innovation:** The creation of new ideas, products, or services that add value.
- **Entrepreneurship:** The process of identifying opportunities, creating value, and assuming risk to launch and grow a business.



An abstract graphic design featuring several hexagons. A large orange hexagon is the central element. To its upper right is a light blue hexagon. To its lower left is a white outline of a hexagon. Below the large orange hexagon is a smaller orange hexagon. The background is a dark blue gradient.

# The Interplay

**Innovation as a Catalyst:** New ideas fuel entrepreneurial ventures.

**Entrepreneurship as a Driver:** Entrepreneurs bring innovation to life.

**Iterative Process:** A cyclical relationship between innovation and entrepreneurship.

# Types of Innovation



## Product Innovation

Creating new or improved products.



## Process Innovation

Enhancing the way products or services are created or delivered.



## Business Model Innovation

Developing new ways to generate revenue and value.



## Social Innovation

Addressing social challenges through innovative solutions.



# Challenges and Opportunities

## Challenges

Risk, competition, funding, talent.

## Opportunities

High growth, new markets, societal impact, job creation.

# Conclusion

- Innovation and entrepreneurship are interdependent.
- Successful businesses often combine both effectively.
- Encourage a culture of innovation and risk-taking."



**Thank you**

