



Entrepreneurship

-Jasbir Singh Bhatia
-Vishesh Pahuja

“Definition”

*"A person who organizes and manages any enterprise, especially a business, usually with considerable **initiative and risk**".*

Seen as a **business leader** and **innovator** of new ideas and business processes.

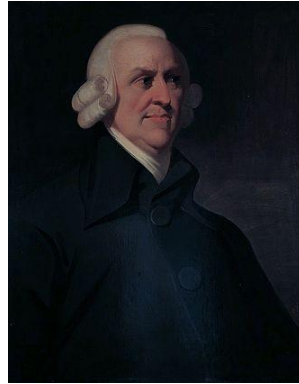
“History”

Entrepreneur is a word adopted from French, first used in 1723.

Historically the study of entrepreneurship reaches back to the work in the late 17th and early 18th centuries of **Richard Cantillon** and **Adam Smith**, which was foundational to classical economics.



Richard Cantillon



Adam Smith



Entrepreneurial Start-Up Process

- The Entrepreneur
 - The Environment
 - The Opportunity
 - Start-Up Resources
 - The New Venture Organisation
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“Questions to keep in mind”

- ❖ What are my motivations for owning a business?
- ❖ Should I start or buy a business?
- ❖ What and where is the market for what I want to sell?
- ❖ How much will all this cost me?
- ❖ Should my company be domestic or global?



“Difference in Entrepreneurs”

Successful

- Creative and Innovative
- Position themselves in shifting or new markets
- Create new products
- Create new processes
- Create new delivery

Unsuccessful

- Poor Managers
- Low work ethic
- Inefficient
- Failure to plan and prepare
- Poor money managers

Do

- Trust your gut.
- Keep your calm
- Aim High
- Keep trying
- Analyse
- Be Patient

Don't

- Don't follow the trend
 - Miss on loopholes
 - Don't be careless
 - Dont be afraid to try
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Contribution



“Way to success”

1. Recognize opportunity

2. Test the opportunity in the marketplace

3. Assemble an expert team to execute the business concept

4. Plan and manage effectively

Top Entrepreneurs



Bill Gates

“**Microsoft** Founder”

Net over \$77 Billion



Ronny Reader

“Founder and CEO of **Apple**”

Net over \$10.2 Billion



Elon Musk

“Founder of **Paypal, SpaceX**
and **Tesla Motors**”

Net \$11.2 Billion



Oprah Winfrey

“Media Proprietor”

Net \$3 Billion



Jasbir *says*

“For me, Entrepreneurship is creating the difference i want to see in the world. It is my way of expression as an individual, towards the betterment of lifestyle and or work.”



Vishesh *says*

“Entrepreneurship to me is a way of being independent and growing simultaneously.
It shows the practicality of you, and helps you deal with risks”

Books for reference

Art of The Start 2.0 *by* Guy Kawasaki

The World's Greatest Speeches

Connect *by* John Browne

How to Win Friends & Influence People *by* Dale Carnegie

Thank You
