

10/13/2022, Week 5, Lecture 2

effectual reasoning..

Difference between normal business man vs entrepreneurship..

Businessman sets goal and then spends all energy in achieving those goals...

Entrepreneur on the other hand, analyzes resources and then creates imagined ends...

Is this causal or casual (???)

MVP always gives future benefit, so it is important for entrepreneur as he sees future goal...

Trends in entrepreneurship.

Big Data

data creation being done by Google. Useful vs non useful data.

The quantified self

Smart watches, is the example... Behaviour tracking of humans, overall tracks of humans...

It should be viable or helpful to the humans...

Collaborative Commerce

Straight example is E commerce.. Ordering online...

Context Awareness

Example, automated brightness?? Create products that are aware of their environments,

Chapter 2

Five pillars of technology entrepreneurship,

Pillar # 1: Value Creation

Value, what is value...

if your cost is $>$ (greater) than value, $c > v$, you will never be satisfied...

IF the cost is equal then you will be satisfied...

delight when $v > c$