

# ENTREPRENEURSHIP

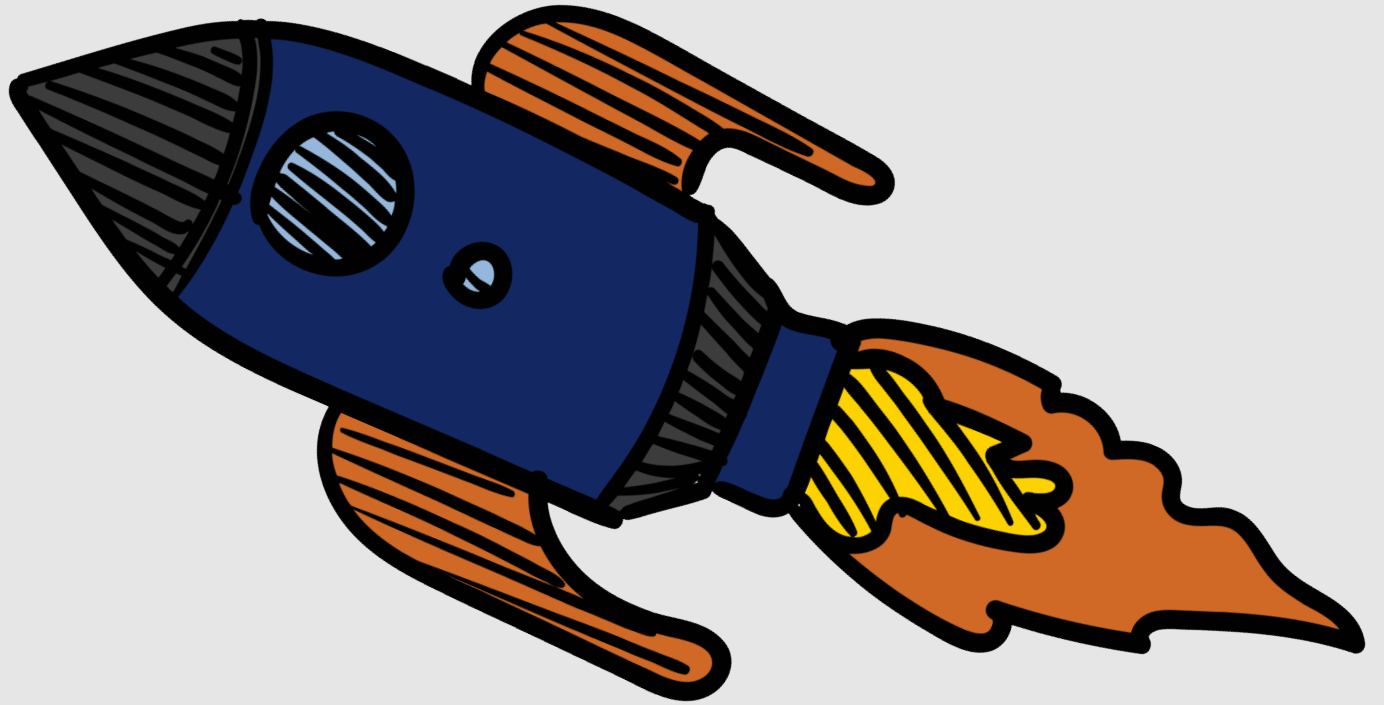


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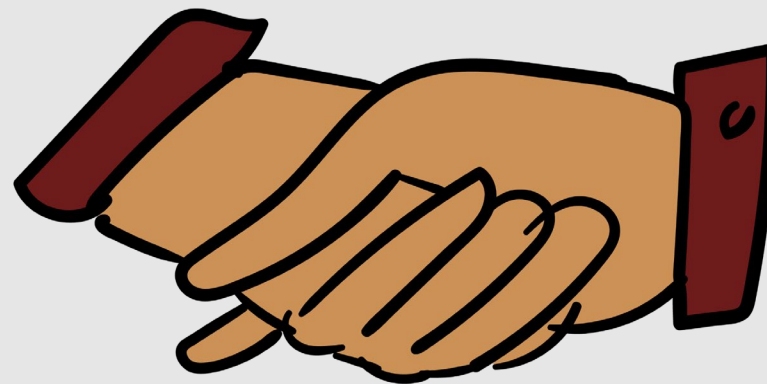




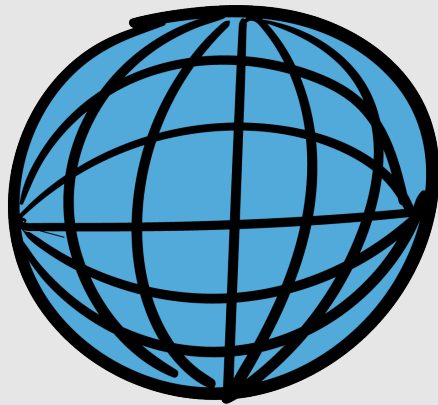
# What is Entrepreneurship?

Entrepreneurship as a competence  
is defined as the capacity to act upon opportunities  
and ideas to create value for others.

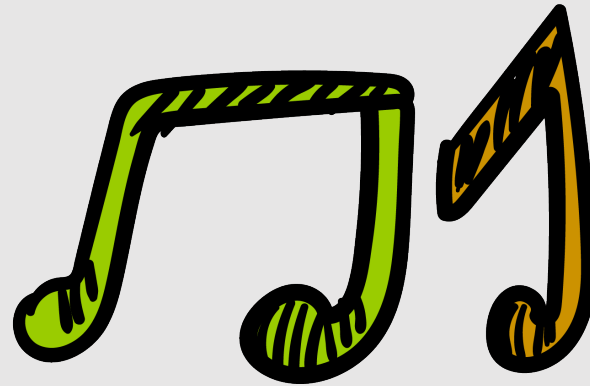
Entrepreneurship competence is both an individual and collective capacity.



The value created can be



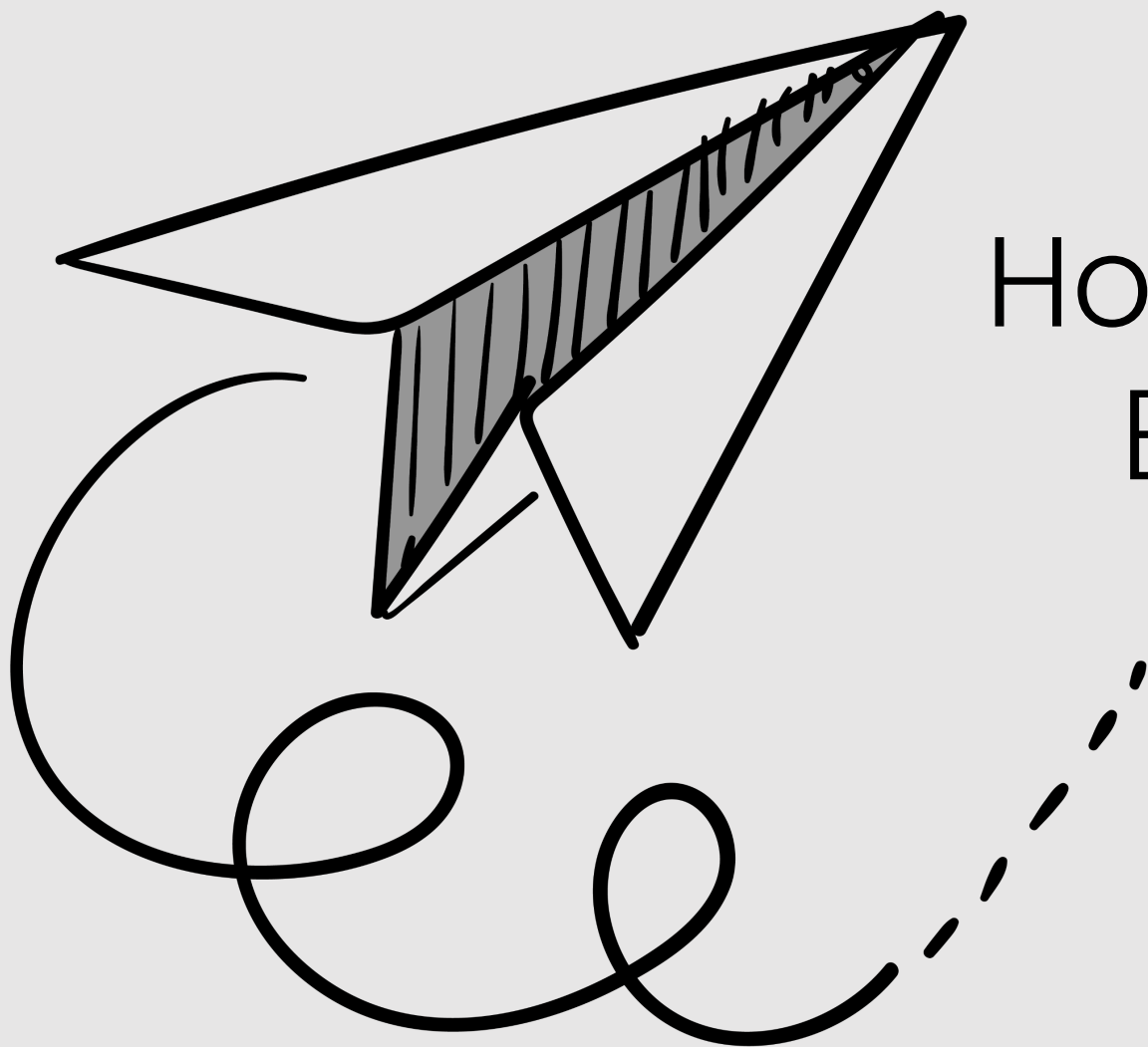
social



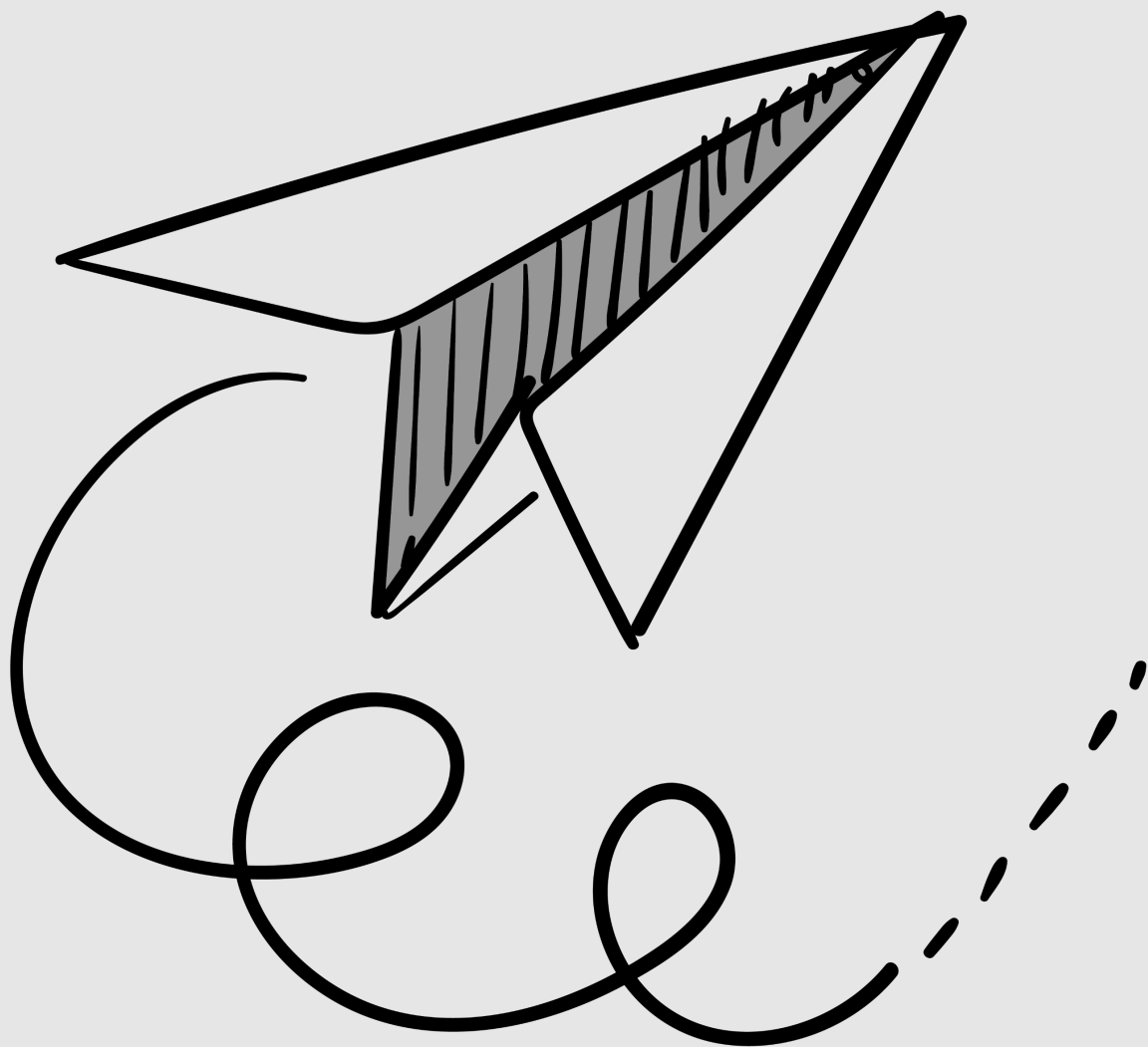
cultural



financial



# How Many Types of Entrepreneurship Are There?

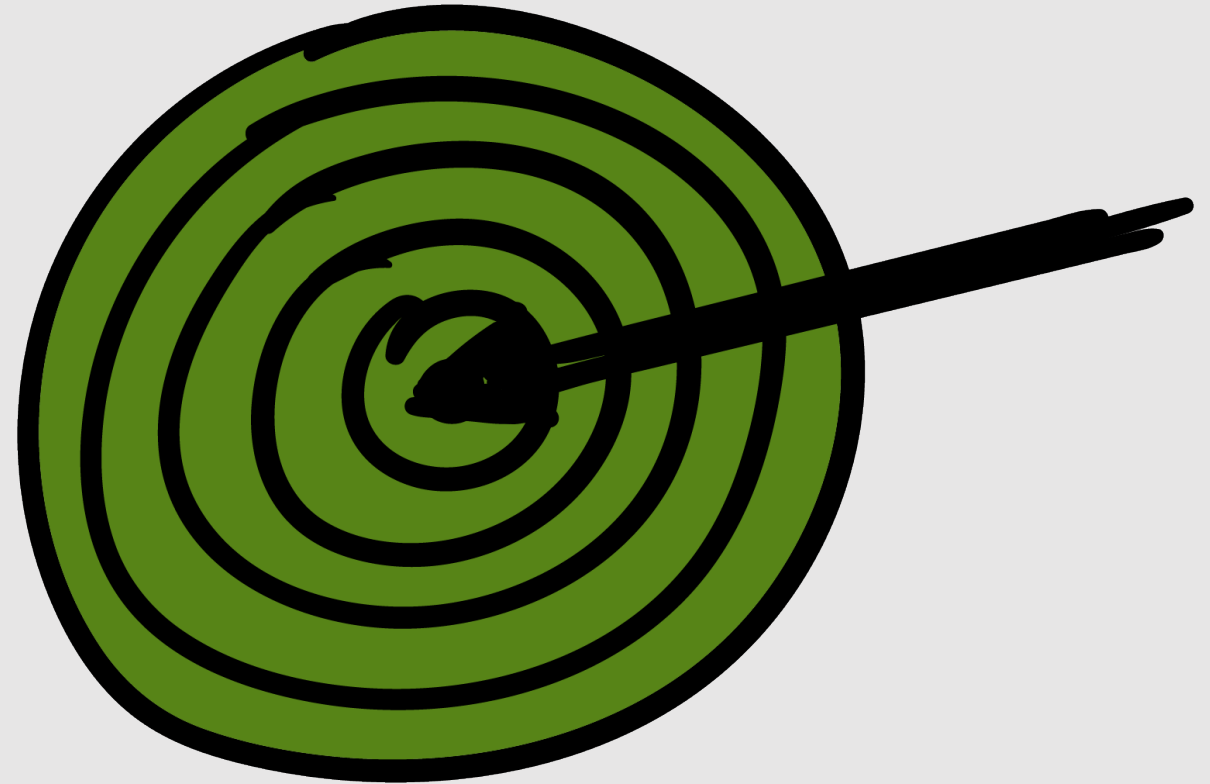


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# Social Entrepreneurship

Driven by a desire to give back to the community, social entrepreneurs seek to offer solutions to important social problems, which may include:

- Addressing social inequality
- Engaging with environmental concerns
- Supporting more equitable economic development





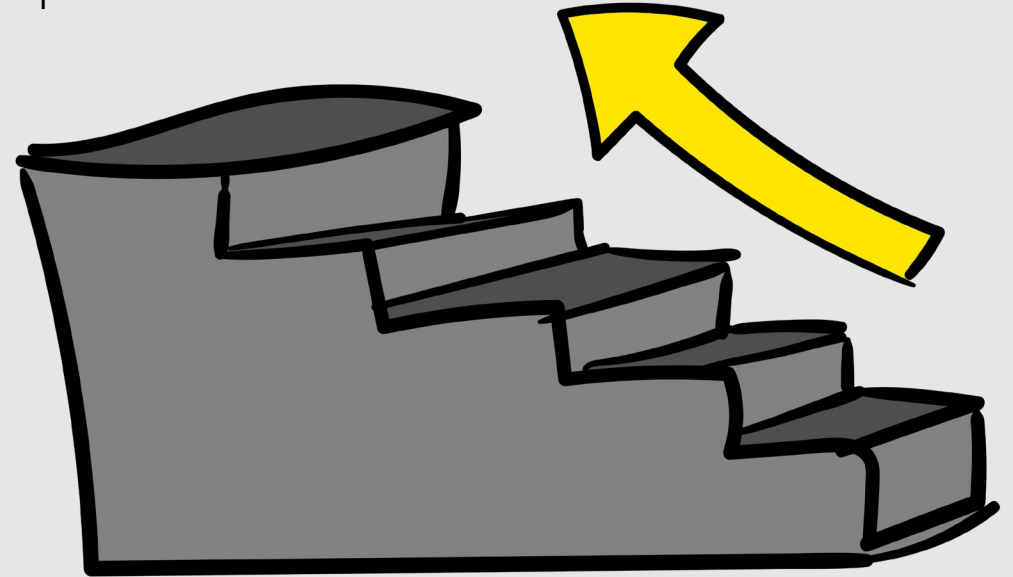


**Ashoka** is an international organization that promotes social entrepreneurship by affiliating individual social entrepreneurs into the Ashoka organization. Their stated mission is "to shape a global, entrepreneurial, competitive citizen sector: one that allows social entrepreneurs to thrive and enables the world's citizens to think and act as changemakers".

# Scalable Startup Entrepreneurship

Scalable startup entrepreneurs dream big, focusing on innovative ideas that can expand their business and generate as much profit as quickly as possible.

- Find a gap in the market and focus on filling that need
- Seek to create a scalable business that's ready to expand and serve a larger market
- Have high margins, as well as a lean and agile staff prepared to pivot as the business grows





from Harvard to the world



from book market to general market

# Small Business Entrepreneurship

Small business entrepreneurs are focused on creating and running their own business, either on their own or with the help of family members.

- Seek to make a living from their business activities and generate enough profit to support their family and lifestyle
- Typically aren't focused on rapid growth and expansion
- Instead of courting investors, they may choose to get a business loan for financing

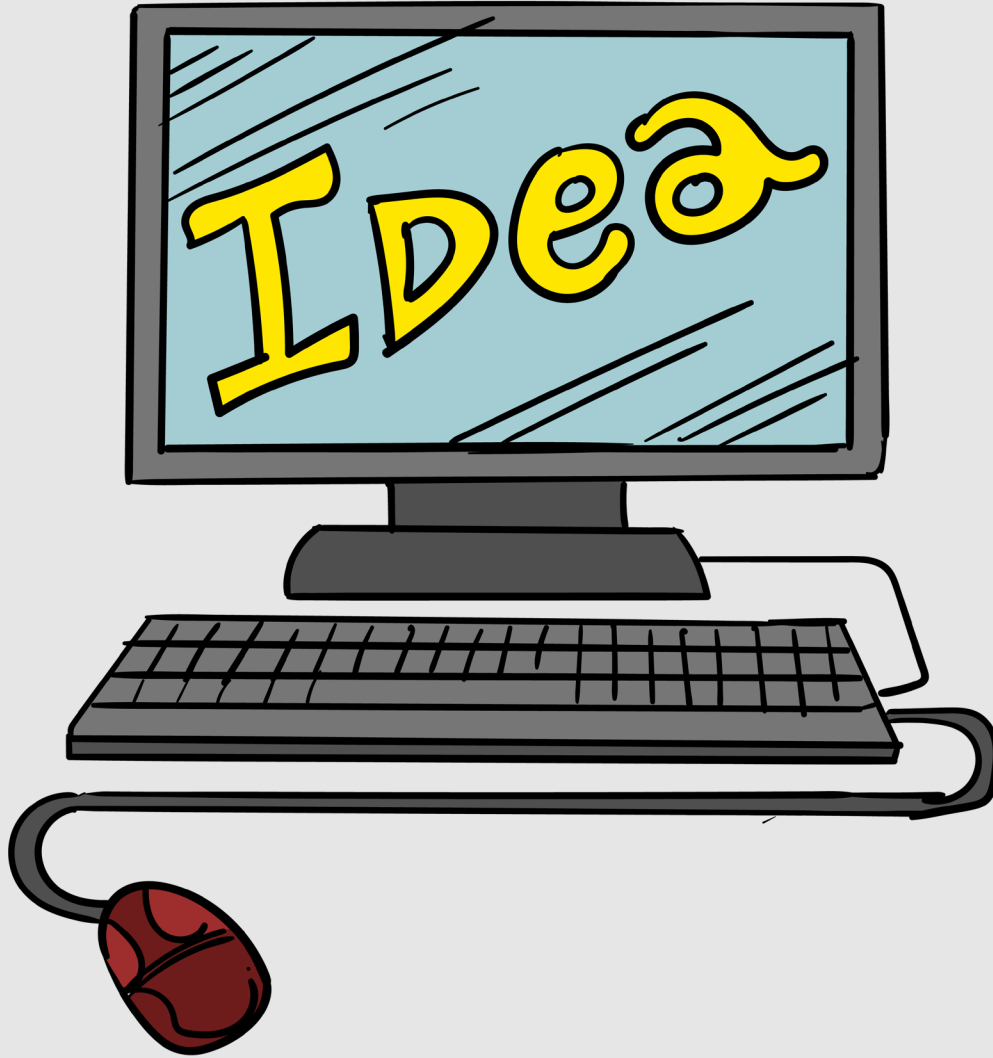
Business



# Large Company Entrepreneurship

Some businesses naturally grow over time, and large company entrepreneurship aims to grow a large company from an existing business model.

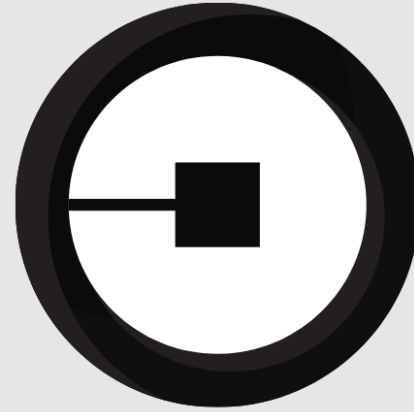




# Innovative Entrepreneurship

Innovation entrepreneurs create their businesses with the intent of bringing completely **new products** or **new ideas** to market.





# UBER

changed the taxi business

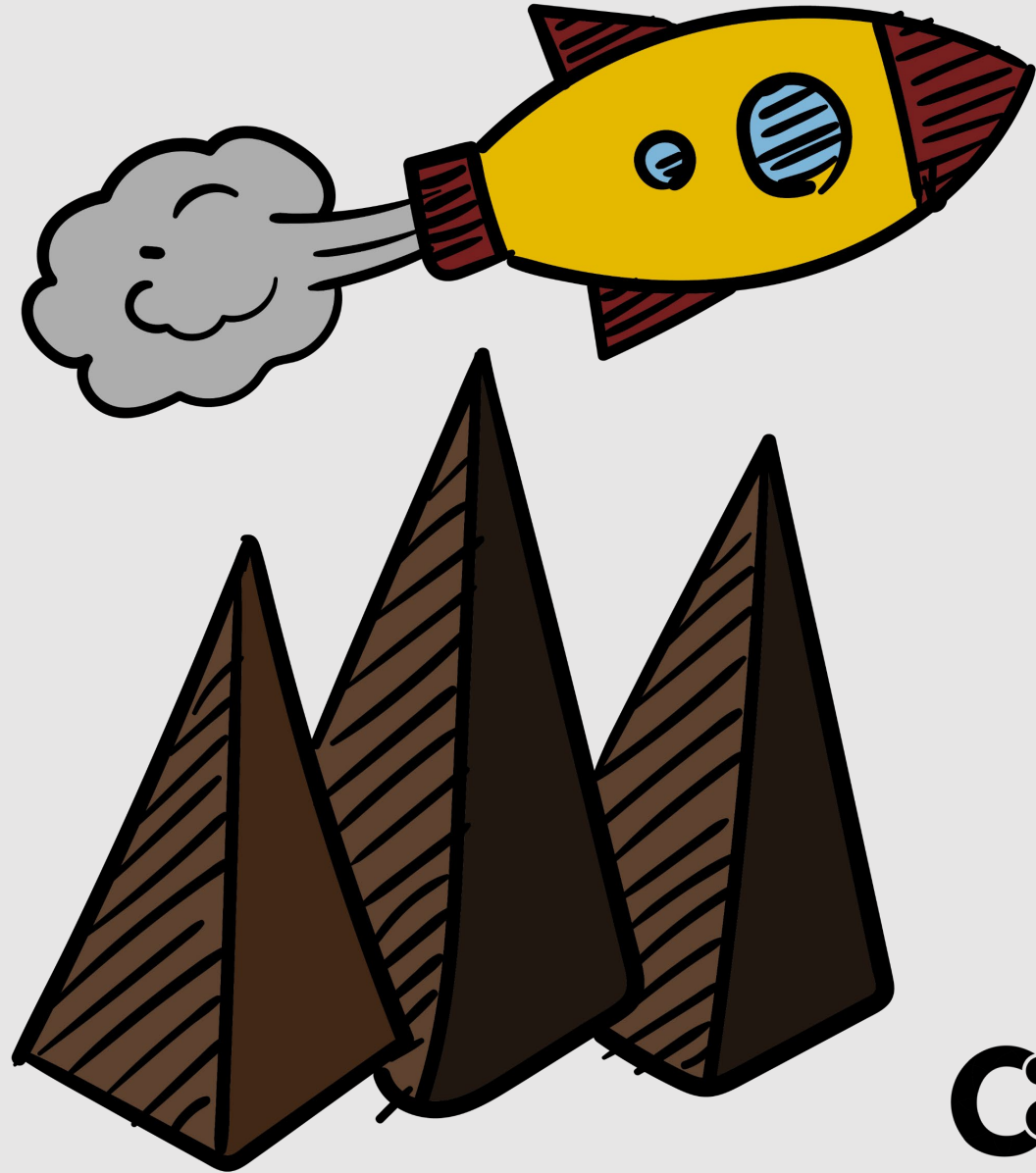


changed the accommodation industry



revolutionized the interpersonal  
communications market

# What is Startup?



# Startup

is a young company established by one or more entrepreneurs to create unique and irreplaceable products or services. It aims at bringing innovation and building ideas quickly.





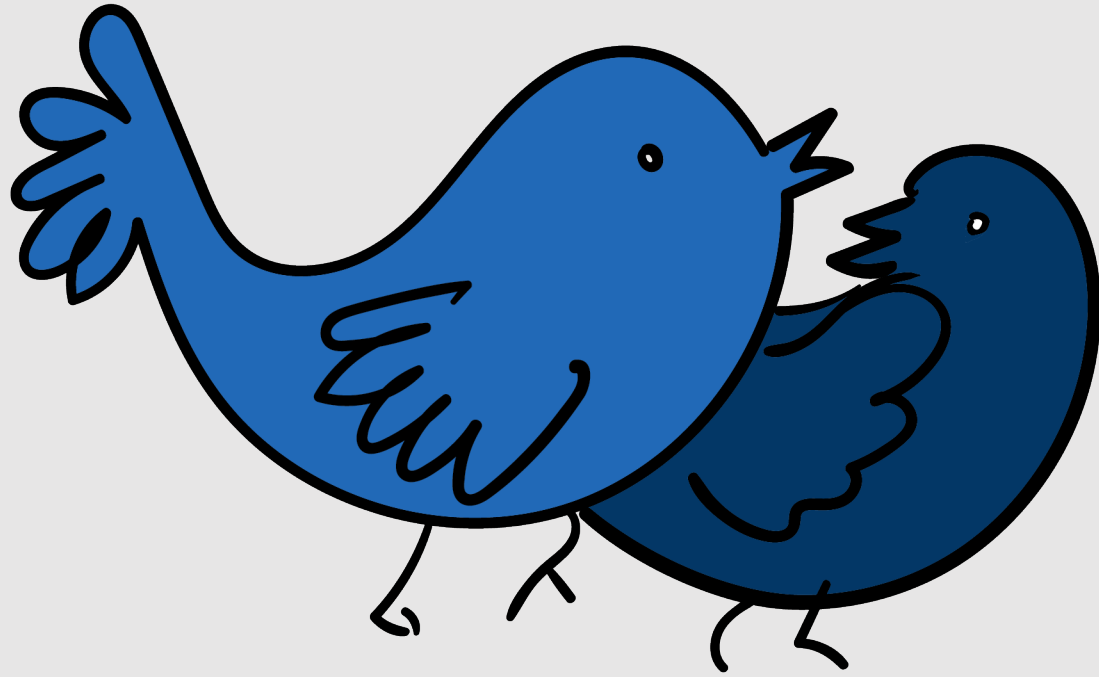


# What is Accelerator?



# Accelerator

supports early-stage, growth-driven  
companies through education, mentorship  
and financing.



# What is Incubation Center?

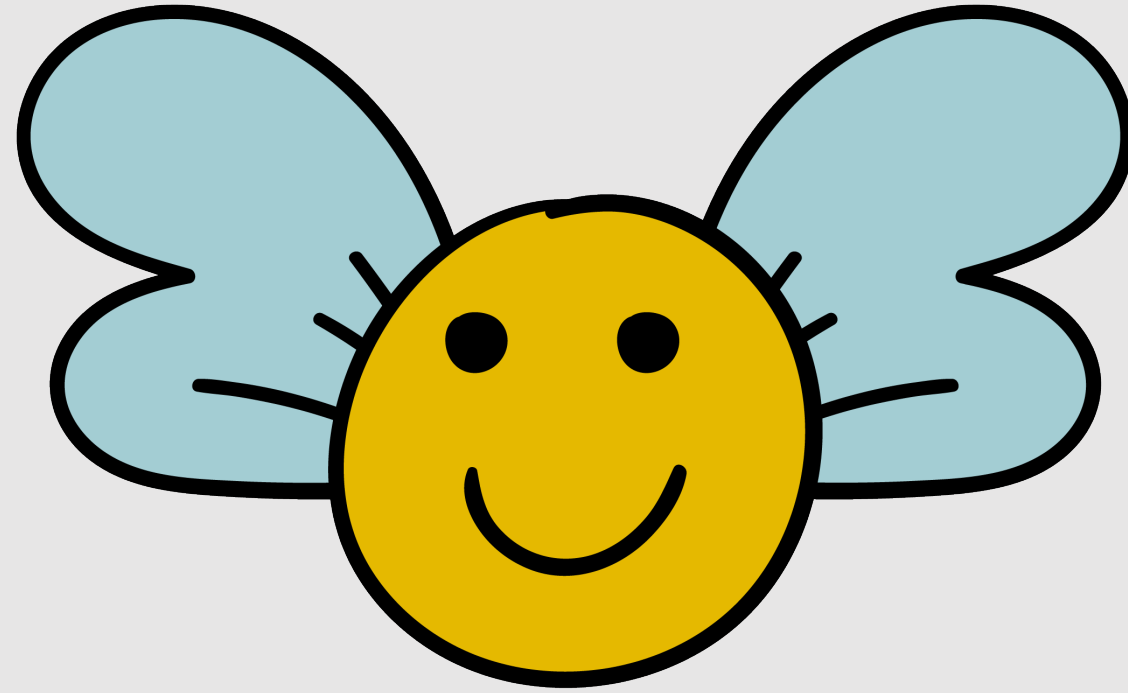
# Incubation Center

is a workspace created to offer startups and new ventures access to the resources they need, all under one roof.



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# What is Angel Investor?

# Angel Investor

is an individual who provides capital for a business or businesses start-up, usually in exchange for convertible debt or ownership equity.



# Thanks

