

Entrepreneurial New Ventures

Prepared by Dr. Sarah Chahine

ENT 634

Introduction Lecture



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Chapter

01

Introduction to Entrepreneurship



Entrepreneurship has ignited a global interest capturing the imagination of individuals and communities worldwide. This surge of interest can be attributed to its transformative potential, offering avenues for innovation, economic growth, and individual empowerment.

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Chapter

01

Introduction to Entrepreneurship

- Why do people become entrepreneurs?
- Characteristics of successful entrepreneurs
- Common myths about entrepreneurs
- The positive effects of entrepreneurship and entrepreneurial firms
- The entrepreneurial process



Chapter

02

Recognizing Opportunities and Generating Ideas

- The differences between opportunities and ideas
- Personal characteristics of the entrepreneur
- Techniques for generating ideas



Chapter

03

Feasibility Analysis

- Product/service feasibility analysis
- Industry/target market feasibility analysis
- Organizational feasibility analysis
- Financial Feasibility



Developing an Effective Business Model

- Business models and their importance
- General categories of business models



Industry and Competitor Analysis

- The five forces model
- Industry types and the opportunities they offer
- Competitor analysis



Chapter

06

Writing a Business Plan

- Guidelines for writing a business plan
- Outline of the business plan
- Presenting the business plan to investors



Chapter

08

Assessing a New Venture's Financial Strength and Viability

- Financial Objectives of a Firm
- The process of financial management
- Financial statements
- Forecasts



Chapter

09

Building a New-Venture Team

- Liability of newness as a challenge
- Creating an new-venture team
- The role of professional advisors



Chapter

10

Getting Financing or Funding

- Sources of personal financing
- Sources of equity financing
- Sources of debt financing
- Creative sources of financing and funding



Chapter

11

Unique Marketing Issues

- Selecting a market and establishing a position
- Branding
- Sales process and related issues





Whether driven by the desire for financial independence, a desire to solve pressing global issues, or a thirst for creative expression, entrepreneurship stands as a beacon of opportunity, transcending borders and cultures in today's dynamic and ever-evolving landscape.





Thank You

