

Entrepreneurial New Ventures

Prepared by Dr. Sarah Chahine

ENT 634

Introduction Lecture





مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY

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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.



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.





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Thank You

