

Entrepreneurial New Ventures

Prepared by Dr. Sarah Chahine

ENT 634

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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.



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

Recognizing Opportunities and Generating Ideas

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

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

Writing a Business Plan

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

Assessing a New Venture's Financial Strength and Viability

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

Building a New-Venture Team

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

Getting Financing or Funding

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

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