


Let's do it
CREATIVELY <http://letsdoit.upol.cz/>



Introduction to Entrepreneurship

The need for Creativity and Adult Learning in a changing world

Franco Curmi
MECB
NECD

Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Let's do it
CREATIVELY <http://letsdoit.upol.cz/>

Presentation Outline

1. What's so important about Entrepreneurship?
2. What is Entrepreneurship?
3. What makes and Entrepreneur?
4. What to do about it?

Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Let's do it
CREATIVELY <http://letsdoit.upol.cz/>

Presentation Outline

1. What's so important about Entrepreneurship?
2. What is Entrepreneurship?
3. What makes and Entrepreneur?
4. What to do about it?

Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Let's do it
CREATIVELY <http://letsdoit.upol.cz/>

The importance of Entrepreneurship

- Entrepreneurship is considered to be the engine of economic growth as it is a major source of job creation, innovation and wealth
- In March 2000, the European Council launched a ten-year action and development plan for the European Union (EU) known as the Lisbon Agenda or Lisbon Strategy
- The European Union has invested large amounts of resources in incentive schemes and support measures for innovation and enterprise in its member states

Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Let's do it
CREATIVELY <http://letsdoit.upol.cz/>

Presentation Outline

1. What's so important about Entrepreneurship?
2. What is entrepreneurship?
3. What makes and Entrepreneur?
4. What to do?

Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Let's do it
CREATIVELY <http://letsdoit.upol.cz/>

What do we understand by Entrepreneurship?

Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Let's do it CREATIVELY <http://letsdoit.upol.cz/>

An entrepreneur is...

- **entrepreneur**: from the French *entre* (to enter) and *prendre* (to take)
- someone who goes into a new market or a new venture **exploiting opportunities**
- someone who organises factors of production (land, labour and capital) to produce goods and services
- obtain **resources**
- need to be able to **convince** others of the value of their idea
- need to have **leadership skills** and decision making skills
- a person who **senses opportunity** and **takes risks** in the face of uncertainty to open new markets

Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Let's do it CREATIVELY <http://letsdoit.upol.cz/>


What is the difference between an entrepreneur, a manager and a business owner?

Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Let's do it CREATIVELY <http://letsdoit.upol.cz/>

Mark Zuckerberg: facebook

- Age 22
- 2004
- Student
- The youngest recorded billionaire



Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Let's do it CREATIVELY <http://letsdoit.upol.cz/>

Richard Branson: Virgin

- Beginning with a student newspaper at age 17 and a record label in his mid-20's
- Built the Virgin Group into an international conglomerate of some 350 companies
- Combining for more than \$8 billion a year in sales







Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Let's do it CREATIVELY <http://letsdoit.upol.cz/>

Jeff Bezos: amazon.com

- Analyzed possibility of moving a traditional business over the net.
- Business plan
- July 16, 1995: Bezos opened his site to the world. In 30 days, with no press, Amazon had sold books in all 50 states and 45 foreign countries.
- Amazon.com ended 2006 with annual sales over \$10.7 billion.



Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Let's do it CREATIVELY <http://letsdoit.upol.cz/>

“I keep a notebook in my pocket all the time,” he says, “and I really do listen to what people say, even when we're out in a club at 3 a.m. and someone's passing on an idea in a drunken slur. **Good ideas come from people everywhere, not in the boardroom**”

Project No. 2009-1-IE1-BRN06-007179 This project has been funded with support from the European Commission. This courseware reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.