

Entrepreneurship – what is it?

So what's an entrepreneur !



Entrepreneur is one who always searches for change, respond to it and exploits it as an opportunity . Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or services (Peter Drucker)



Why be an entrepreneur ?

- To get rich?
- Follow a passion ?
- Just lost your job
- To manage your own destiny ?
- To create something special ?

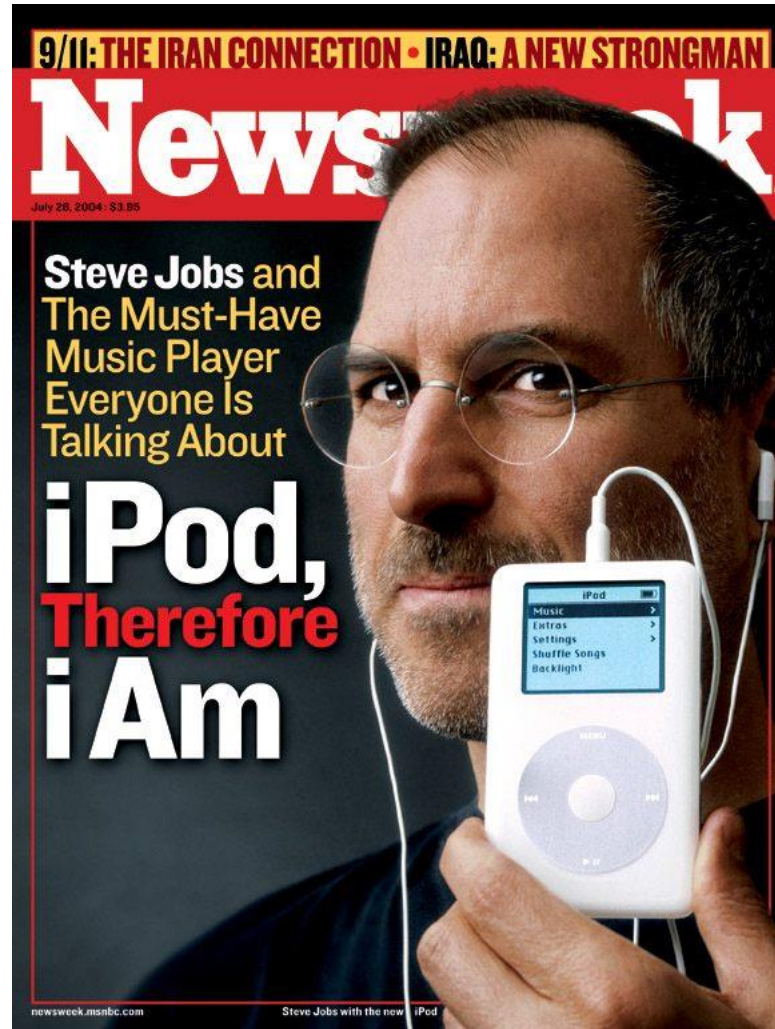


There are *lots* of valid reasons to become an entrepreneur, but you'd better know *your* reason.

Believe in yourself to pull this off
without fear of failure



Identify a genuine market opportunity



Assembling your foundation team



Assembling your support team



Financial



Legal



Fund-raising



Mentor

Getting a business plan done which guides everything you do



Securing your pioneer customers



Customer, customer & customer

- It's amazing how many people start a business without talking to a customer.
- It's not hard.
- They usually want to help and validate (or invalidate).
- This can save you a lot of time.
- Not just “will they buy?”, but
 - *How* they buy.
 - What are the nuances?
 - Other opportunities?



Your banking partner for the journey

*Bank
manager*



You need to get your bank partner involved early, understand your business and help them to be prepared to support you at critical junctures

Raising the right level of investment at the right times from the right people



True leadership inspires



LEADERSHIP

The leader always sets the trail for others to follow.

Be prepared for good and bad days



Give it heart and soul



A time of tremendous opportunity



Entrepreneurs are made as well as born !

Entrepreneurship: One of the hardest yet most rewarding personal journeys you can take

