

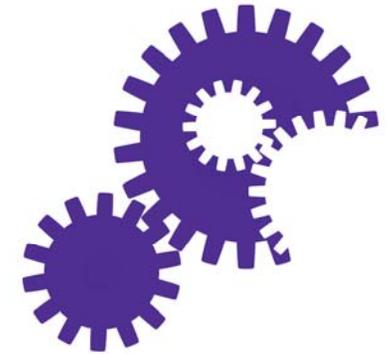
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# Introduction to Entrepreneurship

*have you got what it takes?*

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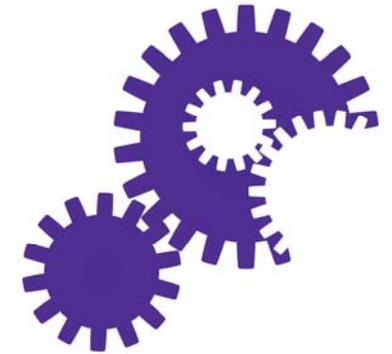
Jon Boyes

Trainer and Support Officer  
Careers and Employment Service

*skills for self employment and enterprise*

[www.exeter.ac.uk/employability](http://www.exeter.ac.uk/employability)

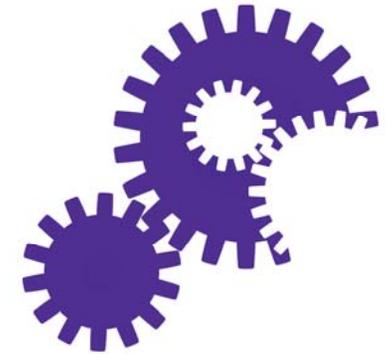
# Session objectives



- Define what we mean by entrepreneurship
- Identify factors that contribute to success
- Identify the skills and qualities needed for success in business
- Identify your own personal qualities and skills

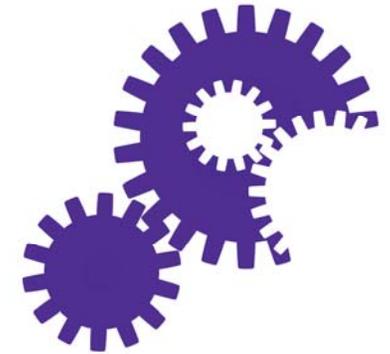
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# What is Entrepreneurship?



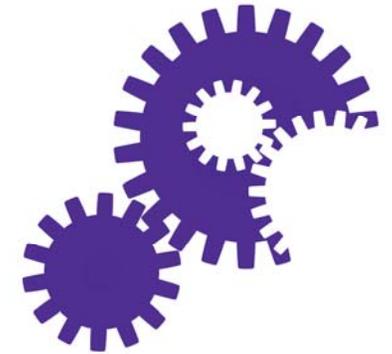
- *"Entrepreneurs use personal initiative, and engage in calculated risk-taking, to create new business ventures by raising resources to apply innovative new ideas that solve problems, meet challenges, or satisfy the needs of a clearly defined market."*

# What is Entrepreneurship?



- *"Entrepreneurship involves bringing about change to achieve some benefit. This benefit may be financial but it also involves the satisfaction of knowing you have changed something for the better."  
(Entrepreneurship: Creating a Venture by Lily Kretchman et al. 1991)*
- *"Entrepreneurship is essentially the act of creation requiring the ability to recognize an opportunity, shape a goal, and take advantage of a situation. Entrepreneurs plan, persuade, raise resources, and give birth to new ventures."  
(Entrepreneurship: The Spirit of Adventure by Richard Bodell et al, 1991.)*

# Ingredients for success....



Anita Roddick



Sir Alan Sugar



Richard Branson



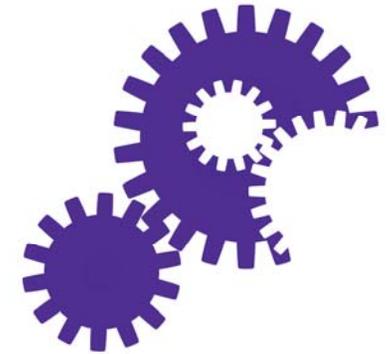
David Beckham



Ellen MacArthur

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# Success in business



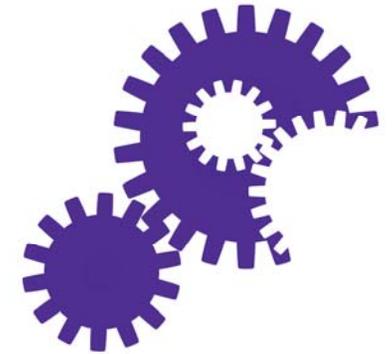
*Successful people have:*

- Skills and knowledge
- The right **attitudes**
- Support and access to resources

*Successful **business** people have these plus...*

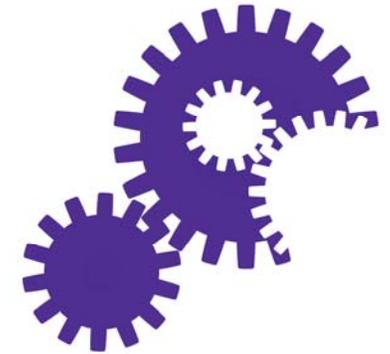
- Entrepreneurial qualities
- Business skills

# Coaching – the GROW model



- Goal
- Reality
- Options
- Will

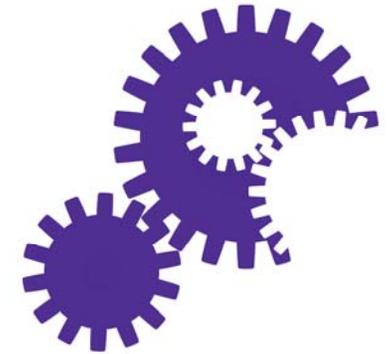
# Enterprise training: Full list of sessions



- Intro to entrepreneurship
- Project planning
- Creativity and innovation in business
- Networking skills
- Finding a product/trend analysis/research and test marketing
- Sales and marketing
- The business plan
- Legal and statutory considerations
- Finance: principles/funding/management
- Social entrepreneurship
- Online business
- ZING Business planning game

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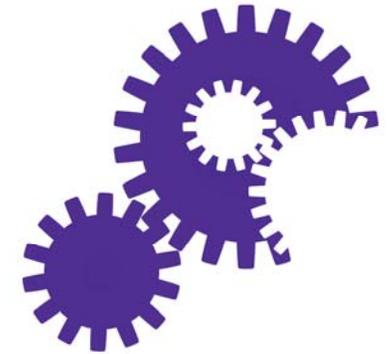
# Launching your business: further support



- One-to-one financial and expert support and advice
- Seed funding for business propositions which have the potential to contribute to the regional economy (up to £5k)
- Application form to enrol, need to have relevant skills/info first (*attend relevant enterprise sessions*)
- Further info from Joe Pearce, Business Support  
Joe.Pearce@spaceforsuccess.co.uk

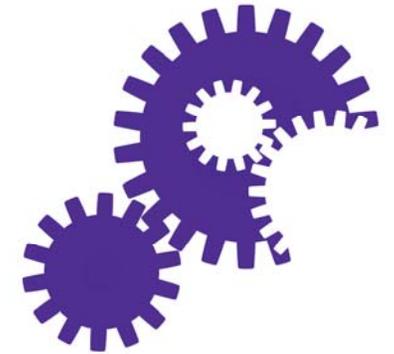
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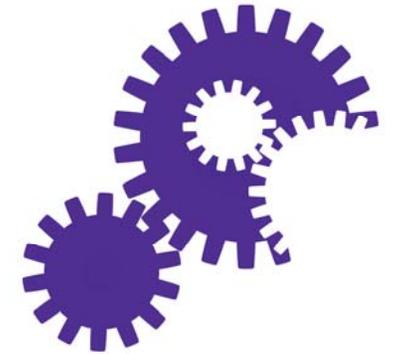


*“Give a man a fish and you feed him  
for a day.*

*Teach him how to fish and you feed  
him for a lifetime.”*

**Lao Tzu**

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*“Catch a man a fish, and you can sell it to him.*

*Teach a man to fish, and you ruin a wonderful business opportunity”*

***Karl Marx***

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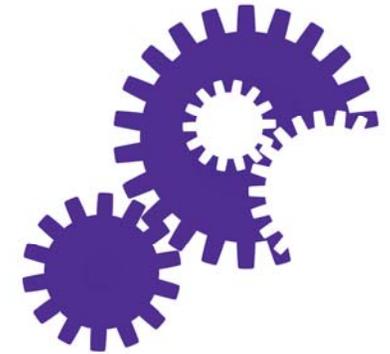
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