



Bharathidasan University

Centre for Differently Abled Persons
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Inclusion

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Dimensions of Entrepreneurship

This presentation explores the multifaceted nature of entrepreneurship, from its definition and key characteristics to its diverse types and strategies for success.



What is Entrepreneurship?

Creating Value

Entrepreneurship is the process of creating new products, services, or business models to meet unmet needs and create value for customers.

Risk and Reward

It involves taking calculated risks to pursue opportunities, with the potential for significant financial and social rewards.

Innovation and Growth

Entrepreneurs are driven by a desire to innovate and grow, constantly seeking ways to improve and expand their ventures.

Key Characteristics of Entrepreneurs

Passion and Vision

Entrepreneurs possess a deep passion for their ideas and a clear vision of their goals.

Creativity and Innovation

Entrepreneurs are highly creative and innovative, constantly exploring new ideas and solutions.

Resilience and Determination

They are resilient in the face of challenges and setbacks, with unwavering determination to succeed.

Risk Tolerance and Adaptability

They are comfortable taking calculated risks and adapting to changing market conditions.



Types of Entrepreneurship

Small Business

Focuses on providing goods or services locally, often with a single owner or small team.

Scalable Startups

Aims for rapid growth and expansion, typically in technology or consumer-facing markets.

Social Entrepreneurship

Addresses social or environmental problems through innovative business models and solutions.

Corporate Entrepreneurship

Involves innovation and new venture creation within established organizations.





Identifying Entrepreneurial Opportunities



Market Research

Identify unmet needs, trends, and potential customer segments.



Networking

Connect with industry experts, investors, and potential partners.



Problem Solving

Find solutions to existing problems or create new value for customers.



Observation

Pay attention to everyday challenges and opportunities for innovation.

Business Model Innovation

1

Value Proposition

Clearly define the value you offer to customers.

2

Customer Segments

Identify your target audience and their specific needs.

3

Revenue Streams

Determine how you will generate income from your business.

4

Key Partnerships

Collaborate with other businesses to enhance your value proposition.

5

Channels

Establish effective channels to reach and engage your customers.



Financing Entrepreneurial Ventures

1

Bootstrapping

Use personal savings, family and friends to fund initial operations.

2

Angel Investors

High-net-worth individuals who provide capital in exchange for equity.

3

Venture Capital

Investment firms that fund high-growth potential startups in exchange for equity.

4

Crowdfunding

Raise capital from a large number of individuals through online platforms.

Building an Entrepreneurial Team



Scaling and Growth Strategies

1

Customer Acquisition

Develop effective strategies to attract and retain customers.

2

Product Development

Continuously innovate and improve your product or service offerings.

3

Market Expansion

Expand into new markets and geographic regions.

4

Strategic Partnerships

Collaborate with other businesses to leverage their resources and expertise.

Overcoming Entrepreneurial Challenges

1

Uncertainty

Embrace uncertainty and adapt to changing market conditions.

2

Competition

Differentiate your business and offer unique value to customers.

3

Financial Constraints

Manage cash flow carefully and explore different funding options.

4

Burnout

Prioritize self-care and create a sustainable work-life balance.



Thank You!