



Bharathidasan University

Centre for Differently Abled Persons
Tiruchirappalli - 620024.

Programme Name : Bachelor of Computer Applications

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Inclusion

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Entrepreneurship: The Path to Success

Entrepreneurship is about building a successful future, driven by passion and innovation. From idea to impact, this journey involves overcoming challenges, learning from failures, and embracing the thrill of growth. This presentation will guide you through the key steps involved.



What is Entrepreneurship?

Definition

Entrepreneurship is the process of designing, launching, and running a new business, which typically involves taking on financial risks to create a product or service.

Key Elements

It includes identifying opportunities, creating a business plan, securing funding, building a team, and marketing and selling a product or service.

Developing an Entrepreneurial Mindset

Passion and Drive

A strong passion for your idea fuels your dedication and motivates you to overcome obstacles.

Resilience and Adaptability

Be prepared for setbacks and learn to adjust your approach as needed. Adapting to changing circumstances is essential.

Risk Tolerance

Entrepreneurship involves taking calculated risks. Be comfortable with uncertainty and embrace the possibility of failure.



Identifying Opportunities

Market Research

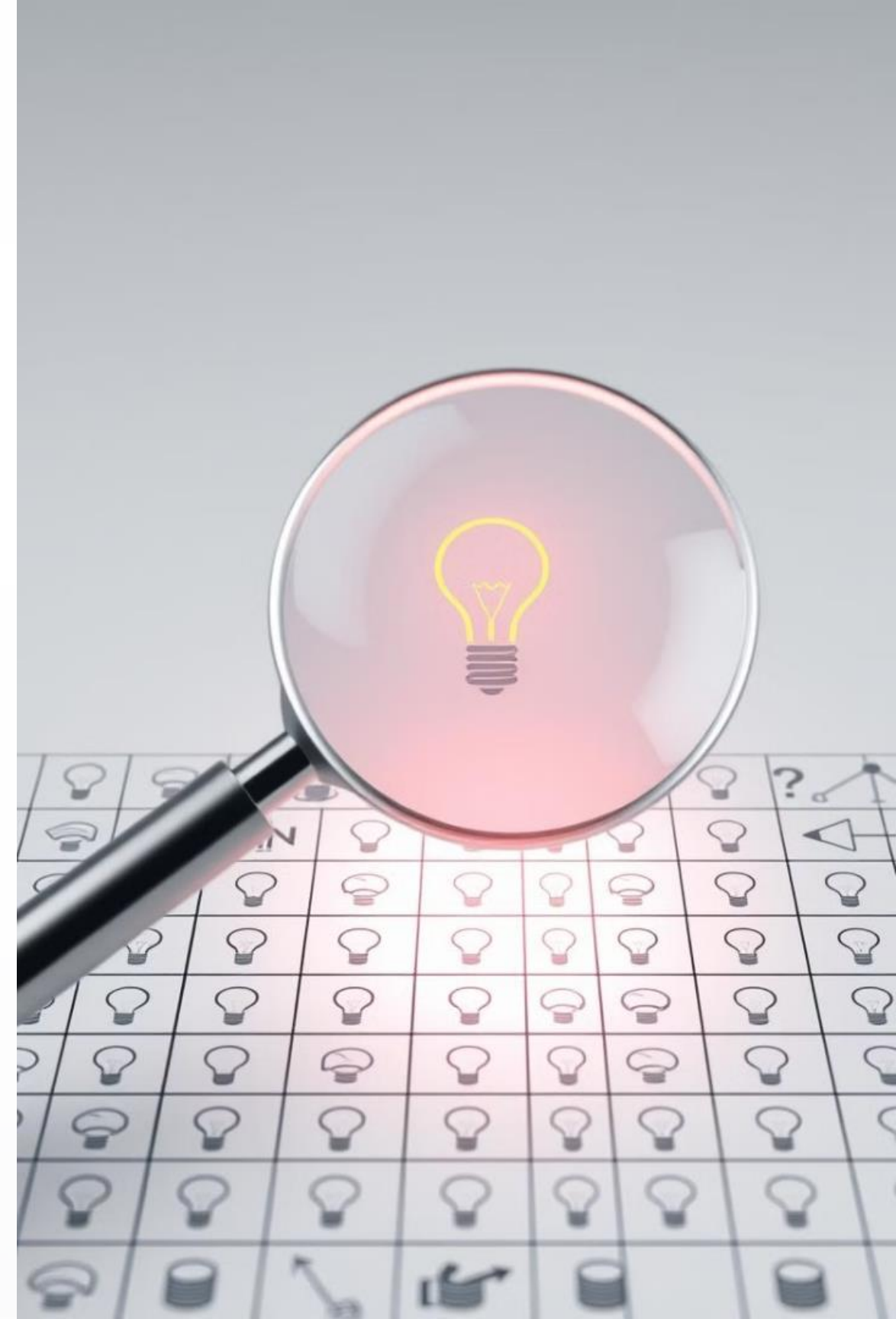
Understand your target audience, competitors, and market trends to find gaps and unmet needs.

Problem Solving

Identify problems in your industry or daily life that your product or service can solve.

Innovation and Creativity

Think outside the box and come up with unique solutions to existing problems.





Business Planning and Strategy

1

Executive Summary

A brief overview of your business idea, target market, and key objectives.

2

Products/Services

Detailed descriptions of your offerings, including features, benefits, and pricing.

3

Marketing and Sales

Strategies for reaching your target audience and generating revenue.

4

Financial Projections

Forecasts for revenue, expenses, and profitability, including funding needs.



Funding Your Startup



Seed Funding

Early-stage funding from angel investors or venture capitalists.



Bank Loans

Traditional loans from financial institutions, often requiring collateral.



Crowdfunding

Raising money from a large number of individuals through online platforms.



Building the Right Team

1

Define Roles

Clearly define the responsibilities and skill sets needed for each team member.

2

Recruit Talent

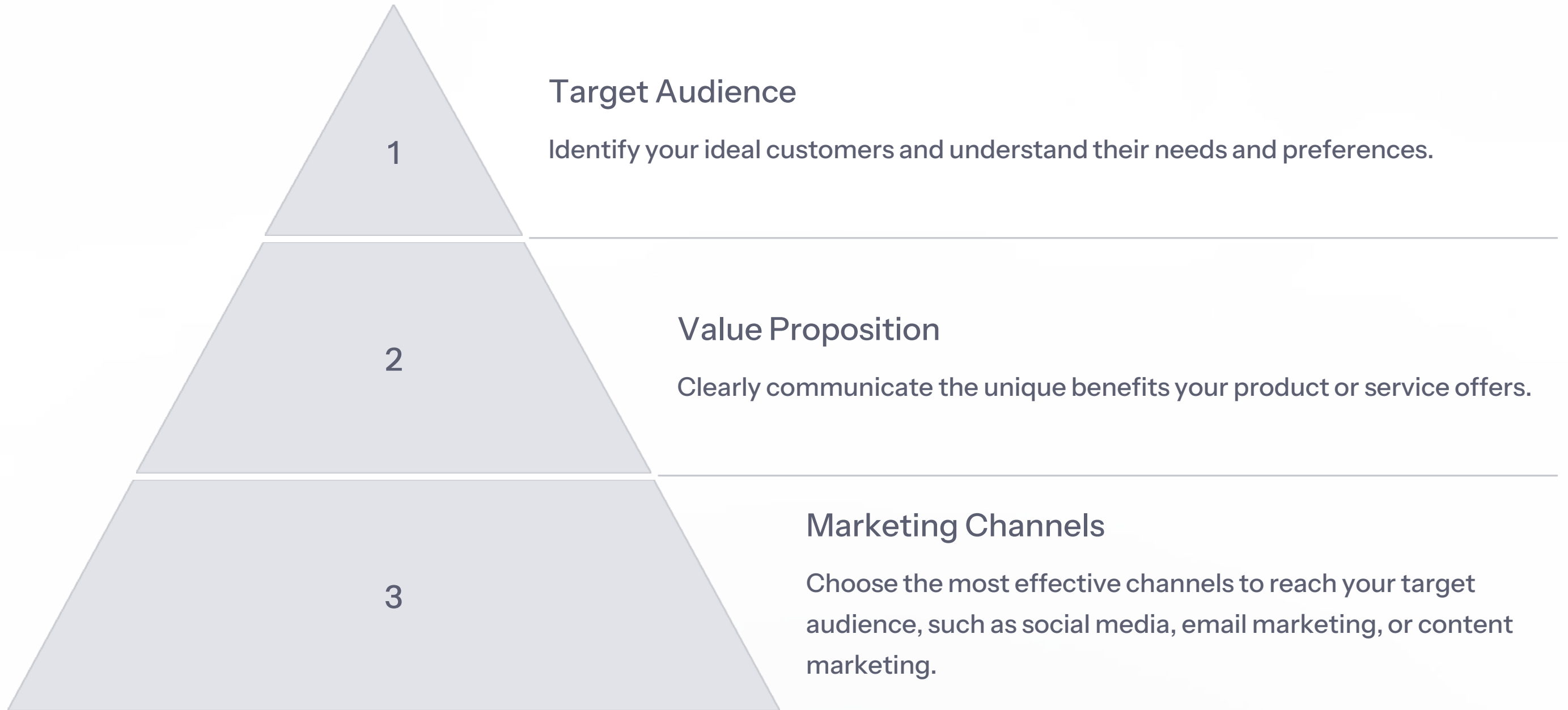
Find individuals with complementary skills and a shared vision for your business.

3

Foster Collaboration

Create a culture of teamwork and encourage open communication and collaboration.

Marketing and Sales Strategies



Overcoming Challenges

1

Market Volatility

Economic downturns and changing consumer behavior can affect your business.

2

Competition

You'll likely face competition from established players and new startups.

3

Financial Constraints

You may face challenges securing funding or managing cash flow.



Scaling Your Business

1

Growth Strategy

Develop a plan for expanding your customer base and increasing revenue.

2

Team Expansion

Hire additional talent to support your growth and handle increased workload.

3

Operational Efficiency

Optimize your processes and systems to handle larger volumes of business.

Thank You!