



Entrepreneurship and Enterprise Skills





Entrepreneurship

– What do you mean by that?

Making positive changes?

Doing something creative?

Taking calculated risks?

Setting up a business?

Doing things differently?

Making money?

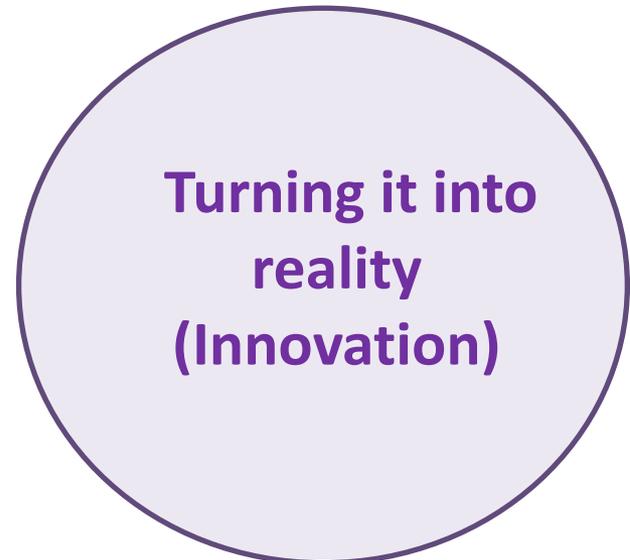
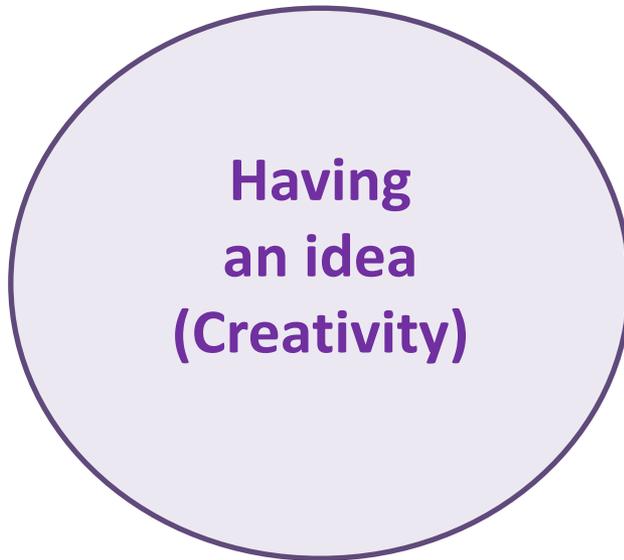
Being your own boss?





Entrepreneurship

– What do you mean by that?



Entrepreneurship

Enterprise skills – What are they? Why are they important?





Generating Ideas



Sources for generating ideas for new ventures!



Research has shown that there are four main sources for generating business ideas:



1. Invent something new
2. Copy someone else's idea and improve it
3. Spot a gap in the market/Answer an unmet need
4. Use your own skills and interests



How do I come up with ideas for new ventures?



- Use the needs, market, skills, and passion matrix;
- Look at other people's businesses, and improve them;
- Reflect on your own experiences as a consumer;
- Read through newspapers, magazines, and online directories for inspiration;
- Look at a product or service, and apply it to a different industry or setting;
- Use the gap analysis technique;
- Use word association/random words stimulus.





The Needs, Market, Skills, Passion Matrix

Needs	✓
Market	✓
Skills and Capacity	✓
Passion	✓





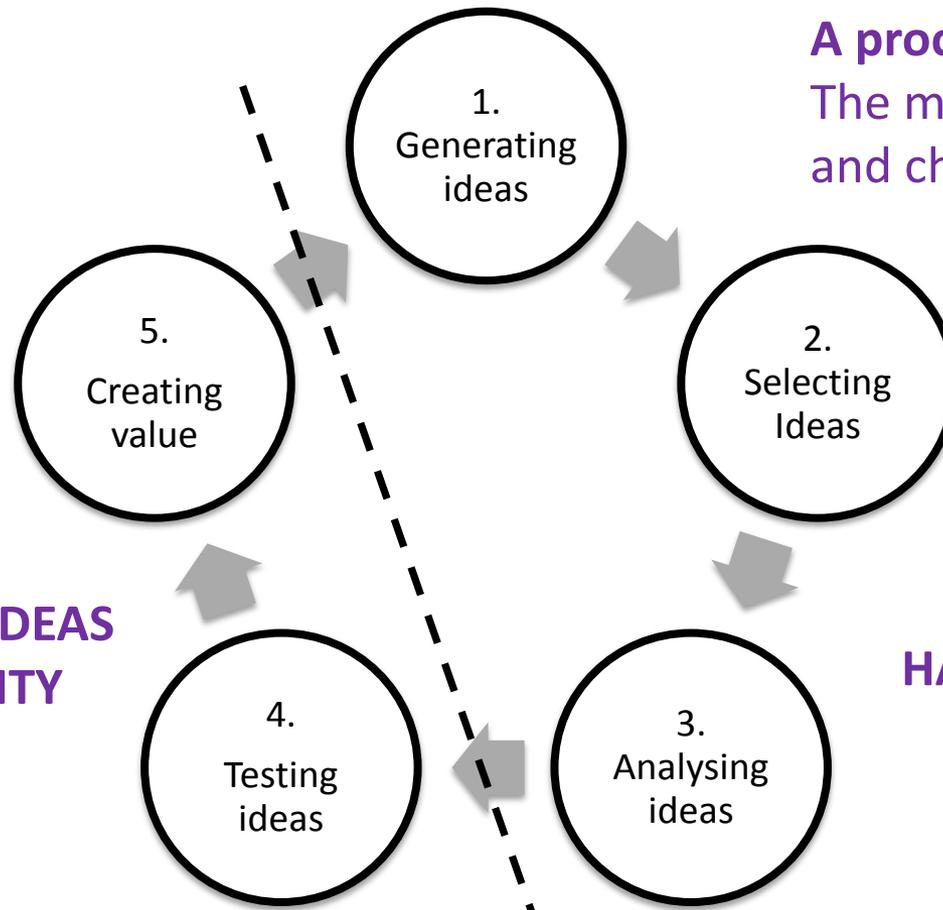
Innovation in Business



What is innovation?

A process:

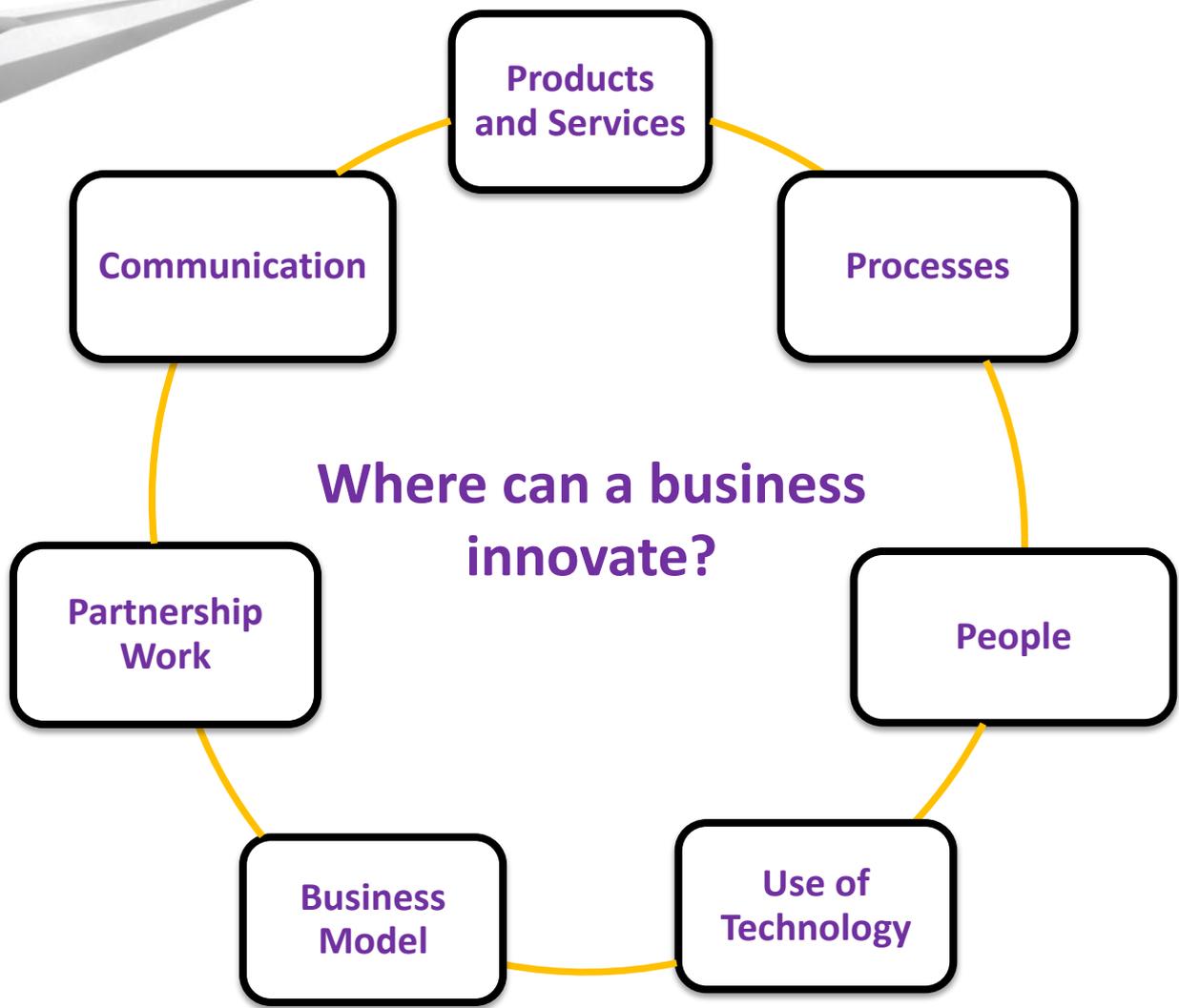
The management of ideas and change

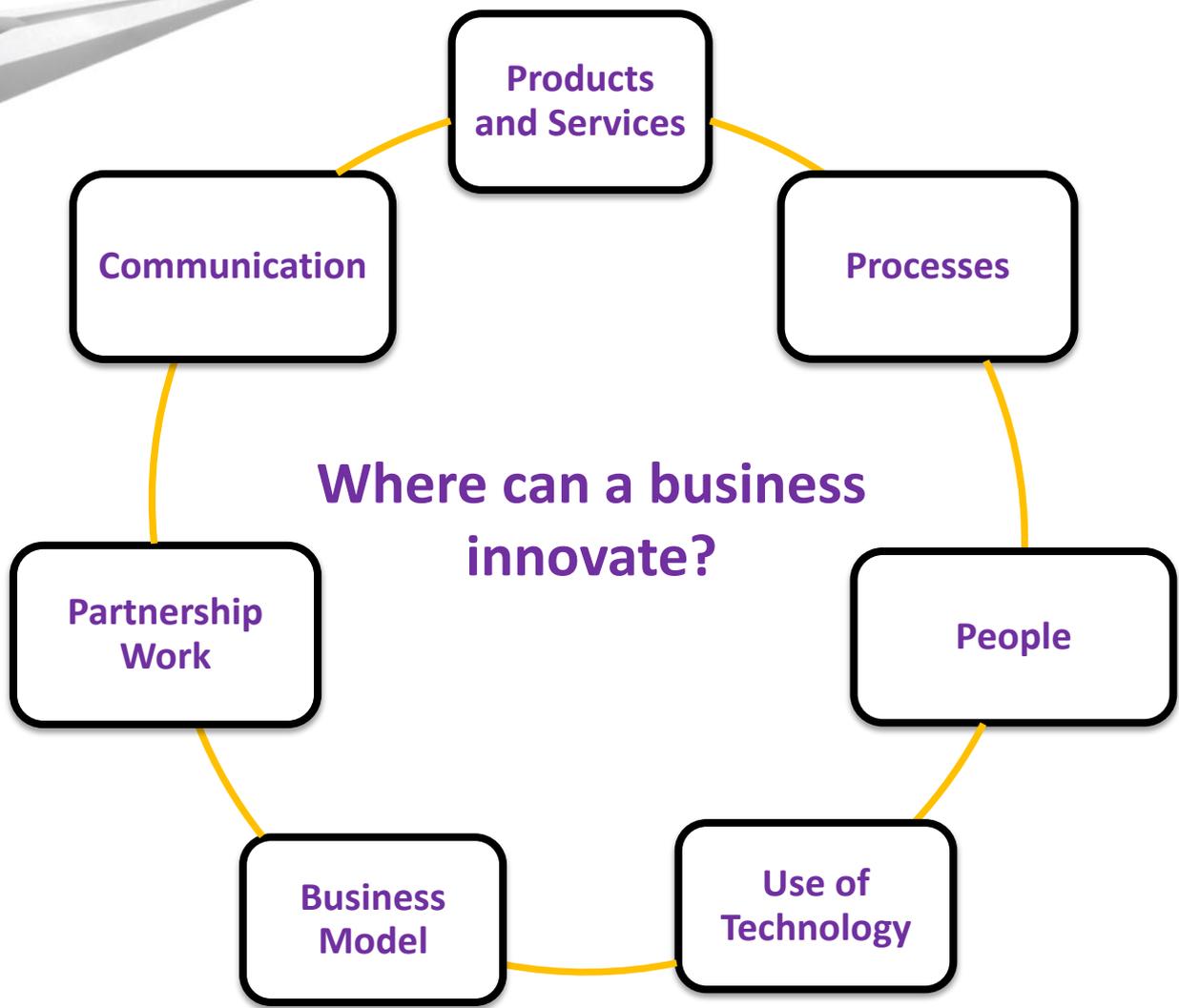


TURNING IDEAS INTO REALITY

HAVING IDEAS









Next Steps



Vision

What's in it for you?

Products and Services

What are you selling?

Benefits and Impact

What's in it for your customers?

Customers and Competitors

Who are you selling to?

Who is already doing it?

Marketing Activities

How are you going to tell people about what you do/sell?

External Environment

What's happening in the world that could affect your business?

Operations and Risks

Where and how are you going to do this?

What could go wrong?

Me and My Team

Who's going to help you with this?

Costs and Income

What money is going to be coming in and out of your business?

Start-Up Check List



There are lots of things you will need to do, before you start your own business. These are the key areas of work you need to carry out and/or consider, before you start up.

- Write some form of a business plan
- Carry out some market research
- Address all the legalities (e.g. Register with HMRC and with Companies House, if necessary)
- Calculate how much funding you need
- Plan your marketing carefully
- Protect your intellectual property



Useful Links



Business Support Organisations



Beepurple – University of Brighton’s Entrepreneurship Network

<http://www.brighton.ac.uk/careers/enterprise/>



Shell LiveWIRE – Supporting young entrepreneurs/business start-ups

<http://www.shell-livewire.org/>



Revenue and Customs

<http://www.hmrc.gov.uk/>

Business Link – Online support for business of all sizes

<http://www.businesslink.gov.uk>

Intellectual Property Office – Official body for protecting IP

<http://www.ipo.gov.uk/>

Springwise.Com – An Inspiring Database of Innovative Products/Services

<http://www.springwise.com/>

Unltd – Supporting Social Entrepreneurs To Turn Their Ideas Into Reality

<http://www.unltd.org.uk/>

