

Introduction to Entrepreneurship

Entrepreneurial Process

- William Bygrave “The entrepreneurial process is a set of stages and event that follows one another. These entrepreneurial process stages are: the idea or event conception of the business, the event that triggers the operations, implementation and growth. A critical factor that drive the development of business at each stage as the most human behaviour, entrepreneurial traits are shaped by personal attributes and environment”.

Entrepreneurial Process

Innovation

Idea generation

Identification of market opportunity

Feasibility studies

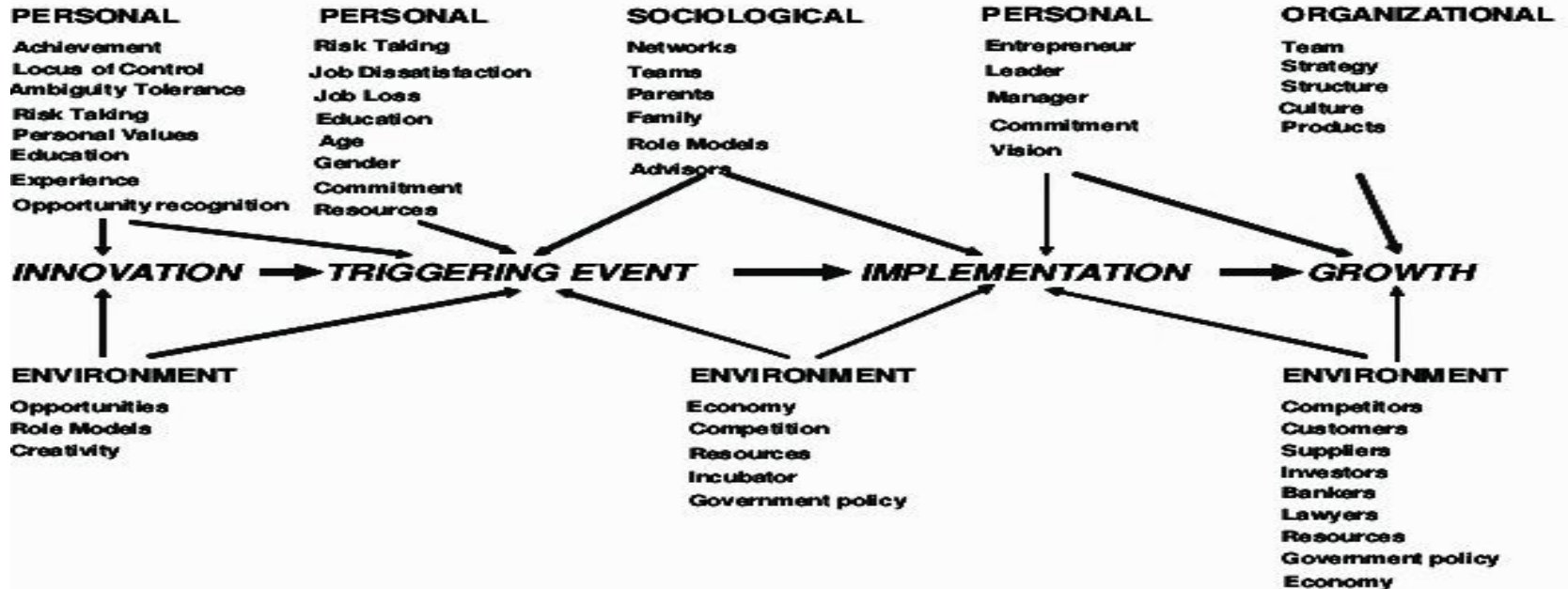
Triggering Event

Implementation

Growth

Entrepreneurial Process

Moore-Bygrave Model of the entrepreneurial process



Based on Carol Moore's Model (Moore 1986)





AIRBNB

GAME CHANGER



Core Elements of Entrepreneurship

William Sahlam have given four key elements of an entrepreneurial venture

Context

People

Opportunity

Deal