

entrepreneurs and enterprises

by python

game/test v. business

- ☼ Risk

- ☼ \$ \$ \$ \$ \$ and lots of \$ \$ \$ \$ \$

- ☼ Objective

TVN CNBC

- ✪ Do you know it?
- ✪ Do you watch it?

TVN CNBC

☀ Motto TVN CNBC?

TVN CNBC

☀️ **“BIZNES JEST DLA LUDZI”**

US SME

- ✿ 20 000 000 one man shops!
- ✿ USD 900 000 000 000 in revenue!
- ✿ 2004 numbers

this class

%?

entrepreneurs

ENTREPRENEUR

- ✿ Who are they?
- ✿ What skills do they command?
- ✿ Are they evil?



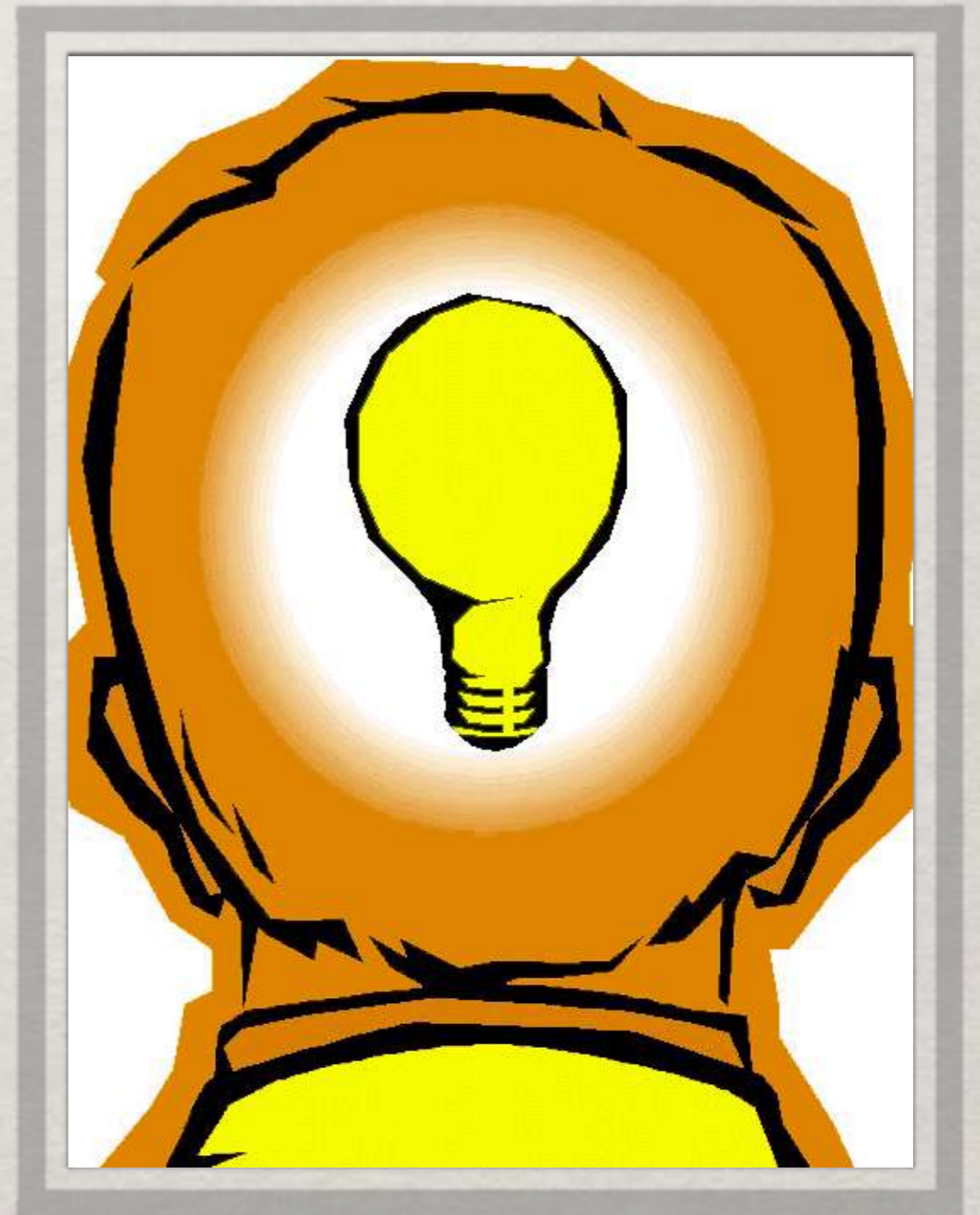
Who could that be?

greed is good?



Inventor v. Entrepreneur

- ✿ 1802 Humphry Davy
- ✿ 1889 Thomas Edison
- ✿ Today: GE, Philips, OSRAM, etc.



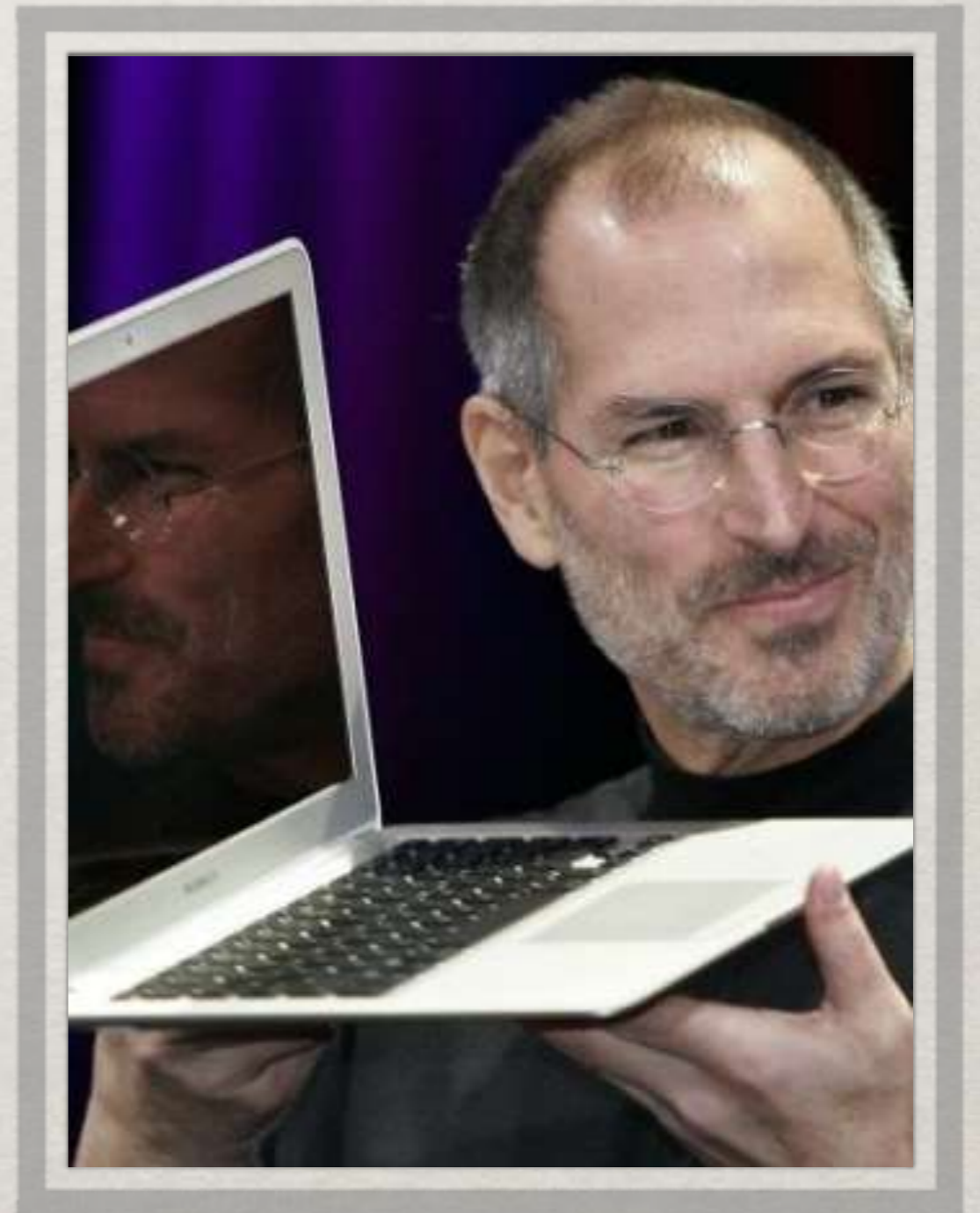
Richard Branson

- ✿ Entrepreneur
- ✿ Zillion of startups
- ✿ Helpful
- ✿ Knighted in 1999 for “services to entrepreneurship”
- ✿ innovator



Steve Jobs

- ✿ Entrepreneur
- ✿ Rescued Apple
- ✿ Style Icon
- ✿ Business Guru
- ✿ innovator



ENTREPRENEUR

- ✿ Do you know any?
- ✿ You Wished you knew ONE?

RISK

Lotto

- ☼ Risk
- ☼ 1/1 000 000 chance
- ☼ Winners & Losers
- ☼ Are participants entrepreneurs?



Business

- ☼ Risk
- ☼ 1/100 chance
- ☼ Entrepreneurs



It is cool to be an
entrepreneur!

Oxford society of entrepreneurs

- ✻ 3600 members
- ✻ 6 start-ups a year

Apprentice uk

- ☀ 20 000 applications

- ☀ 16 seats

Dragons' den

- ✪ Millions of followers
- ✪ Great Show
- ✪ Successful entrepreneurs

half time

Enterprise

Business Model

☀ Narrative

☀ Numerical



Business model

- ☀ Method of achieving revenue and profit

myths

- ✪ 95% successful businesses start without funding
- ✪ no helping hand of incumbents
- ✪ first mover advantage
- ✪ break-even soon
- ✪ perfect founder

Webhouse club

- ✿ brand loyalty
- ✿ total lack of cooperation
- ✿ no moat
- ✿ a total “bubble” business model
- ✿ product comparison model winning

lentile (AUS)

- ✿ Trust

- ✿ Inclusion

- ✿ and a Success but Not-for-profit

Business plans

- ✻ 100 pages of wasted paper
- ✻ 1 in 500 gets funded
- ✻ just get started
- ✻ create cash first than pitch

Youdoodoll

Youdoodoll

- ✻ Entrepreneur
- ✻ Funding
- ✻ Business Plan
- ✻ New Service / invention
- ✻ High-tech / innovative
- ✻ Cool

Your doo doll?

- ??????????????????

- Any ideas

- Any revenue

- ??????????????????

further education

- ✻ Dragons' Den, Apprentice.
- ✻ Apple Keynote pod-casts on new products.
- ✻ ALL on Richard Branson
- ✻ www.youdoodoll.co.uk