Introduction to Entrepreneurship

Professor Tamara Friedrich
Warwick Business School

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What will we cover today?

1. Busting myths about entrepreneurship
2. What is an entrepreneurial mindset?
3. Where do entrepreneurial opportunities come from?
4. How can I boost my entrepreneurial creativity?
5. Getting ready for the seminar…
6. Off to your seminar with me, Aylin or Rakshita!

Picture an entrepreneur

It can be a specific person or a general “type” of person – whatever comes to your mind first!

Who did you think about?

How do they act?

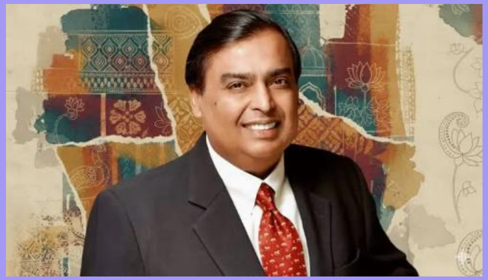
What are they like?

Myth 1: There is an entrepreneurship “type”

The Myth

Entrepreneurs are:
....young
....left university early
....ruthless
....never sleep
....male?






The Truth

Entrepreneurs are:
....EVERYONE

But holding this image of what an entrepreneur is can be detrimental - Particularly to those who do not fit the image.

In fact, the most successful entrepreneurs may be the opposite of many of these stereotypes.

(Miller, 2015; Mollick, 2020)

Myth 2: Entrepreneurs have no fear

The Myth

To be an entrepreneur, you have to be fearless and like taking risks – that you just have to jump and you can "build the plane while you fly it"

The Truth

Successful entrepreneurs have a fear of failure – but they manage that fear and take SMART risks – They carefully evaluate what they are willing to lose

Managing the fear depends on what you are afraid of (and it is ok to be afraid!)

Self-esteem fears? Build your knowledge and skills!
Social-esteem fears? Build your entrepreneurship network!
Idea quality fears? Test your idea early and often!
Financial fears? Start small and bootstrap!

Caciotti, et al. (2016)

Myth 3: Entrepreneurship means founding a start-up and scaling it as fast as possible

The Myth

You are only a “real” entrepreneur if you have founded a new business with an innovative offering and you want to scale (grow) it

The Truth

A start up is just a temporary business – it may or may not turn into an organisation

Entrepreneurship comes in many forms

- Acquiring an existing business
- Founding a business with a well-established business model (e.g., a common service)
- Creating a social enterprise or charity
- Creating value in smaller ways that are entrepreneurial

In what ways are YOU entrepreneurial?

(Neck, et al., 2018)

Myth 4: Being entrepreneurial is something you are born with

The Myth

You are either born to be an entrepreneur or you aren't – it's not something that you can learn

The Truth

Obviously false or I wouldn't be here with you!

It is a method that requires practice, not a linear process

"Process" implies a known outcome, but entrepreneurship is unpredictable

Developing psychological tools like proactivity, personal initiative, and an **entrepreneurial mindset** tend to be more effective than just teaching entrepreneurship concepts and business practices

Mensmann & Frese (2019)

Myth 5: You need a perfect business plan before you start

The Myth

Entrepreneurship means doing lots of research and writing a perfect business plan with a clear goal in mind

Once you have your goal, you align the pieces of the puzzle and tick off your list to make it happen

Failure should be avoided

...This is the **“causation”** view of entrepreneurship

The Truth

Business plans are **resource-intensive** to create, and there are so many uncertainties in entrepreneurship that you **cannot fully predict** the variables that will lead you to your goal

Most entrepreneurs end up regularly **adapting** and sometimes fully **pivoting** their idea as they learn more and gather new resources

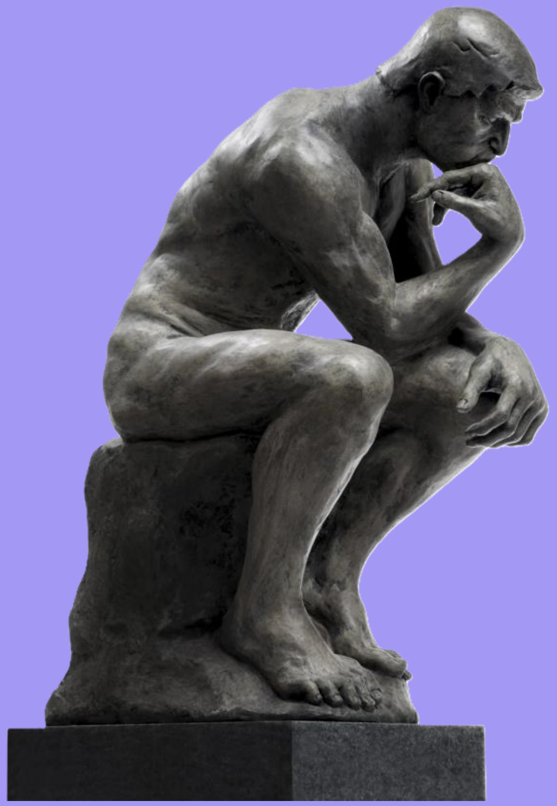
Failure is a chance to constantly **learn** and adapt your plan

...This is the **“effectuation”** view of entrepreneurship

Sarasvathy (2001)

What is an Entrepreneurial Mindset?

First: What is a Mindset?



An established **set of attitudes** held by someone (Dweck, 2007) which is often focused on a certain thing, like learning or being positive.

We know that **attitudes affect our behaviour** (Glasman & Albarracin, 2006), so developing a mindset towards something can direct your actions.

Created by Milinda Courey
from Noun Project

Ok, but what is an ENTREPRENEURIAL mindset?

An **entrepreneurial mindset** is a general set of attitudes or an outlook in which you are open to seeing opportunities and willing to take action to create value

Ireland et al., 2003; Haynie et al., 2010

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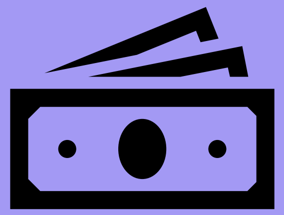
Where do entrepreneurial opportunities come from?

What is an entrepreneurial opportunity?

A way of creating value through **novel**, **useful** and **desirable** ideas that have not been previously exploited (Baron & Hmieleski, 2018; Neck et al., 2018)

Value can be:



Financial

Social

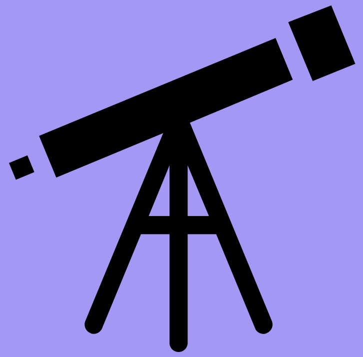
Environmental

Where do entrepreneurial opportunities come from?

Two views on where they come from:

Discovery View

Assumes that opportunities exist independently of the entrepreneur and are waiting to be discovered



Creation View

Assumes that opportunities do not exist outside the entrepreneur, but are created in their own mind

(It’s a bit of both)

Where do entrepreneurial opportunities come from?

Source 1: Within you

- What "bugs" you about things you use or do? Could they be done better?
- What needs do you personally have that are not currently being fulfilled by something available in the market?
- How does your prior knowledge or skills guide your discovery?
- What talents, interests, or passions do you have that guide your curiosity?
- Does your personal network give you unique insights?

Baron & Hmieleski (2018)

Where do entrepreneurial opportunities come from?

Source 1: Outside of you

- Being alert to the world around you and building a discipline of observation
- Actively trying to connect the dots between new information and what you know already
- Holding on to curious questions you have and connecting new observations to them
- Noticing trends in what you see, hear, read, etc.
- Creating diverse opportunities to see the world in new ways

Baron & Hmieleski (2018)

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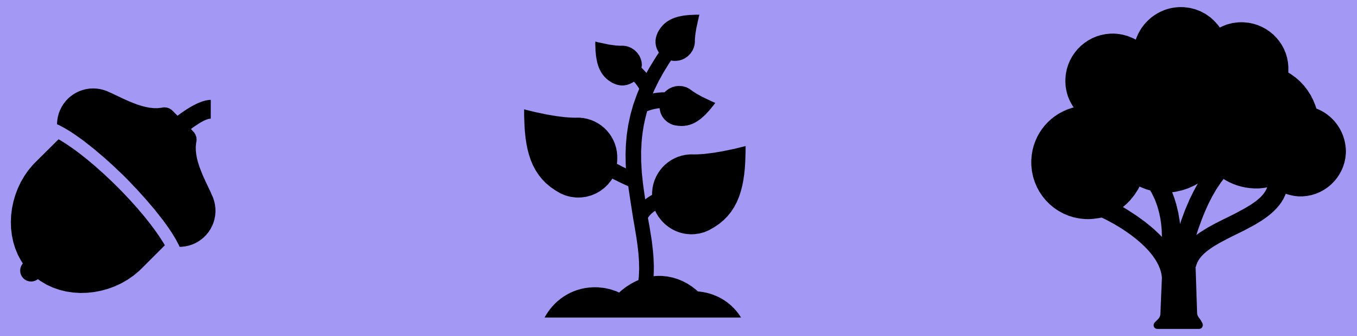
How can I boost my entrepreneurial creativity?

First: Why is creativity a part of this lecture?

“Creativity is where entrepreneurship begins” (Baron & Hmieleski, 2018)



How can I boost my entrepreneurial creativity?

Ok, so what is creativity?

CREATIVITY IS NOT:

A magical moment of inspiration

Limited to a select few

Afraid of structure and constraints

Limited to one type of job

(Benedek et al., 2021; Kaufmann & Beghetto, 2009; Rosso, 2014; Villanova & e Cunha, 2021)

How can I boost my entrepreneurial creativity?

Ok, so what is creativity?

CREATIVITY IS:

Developing ideas that are both new AND useful

Boosts success at uni & beyond

A source of resilience

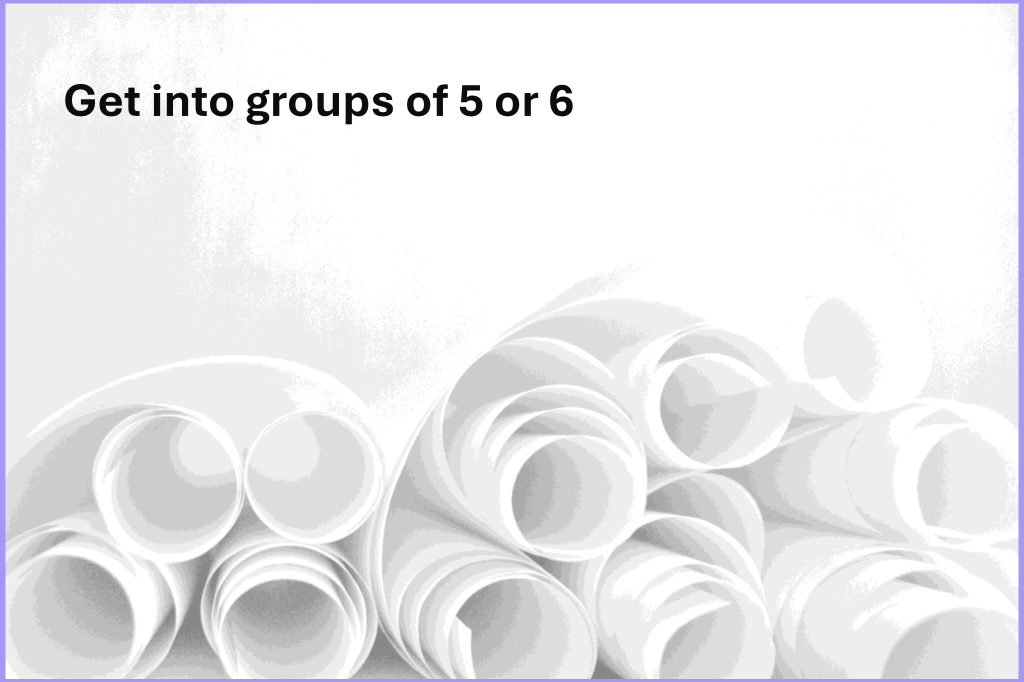
A transferrable skill

Something you can learn

(Forgeard, 2024; Plucker & Beghetto, 2004; Reiter-Palmon & Ilies, 2004; Sternberg, 2019)

How can I boost my entrepreneurial creativity?

How do I come up with more ideas?



What did you observe?

There are MANY ways to boost your creativity (here are a few)

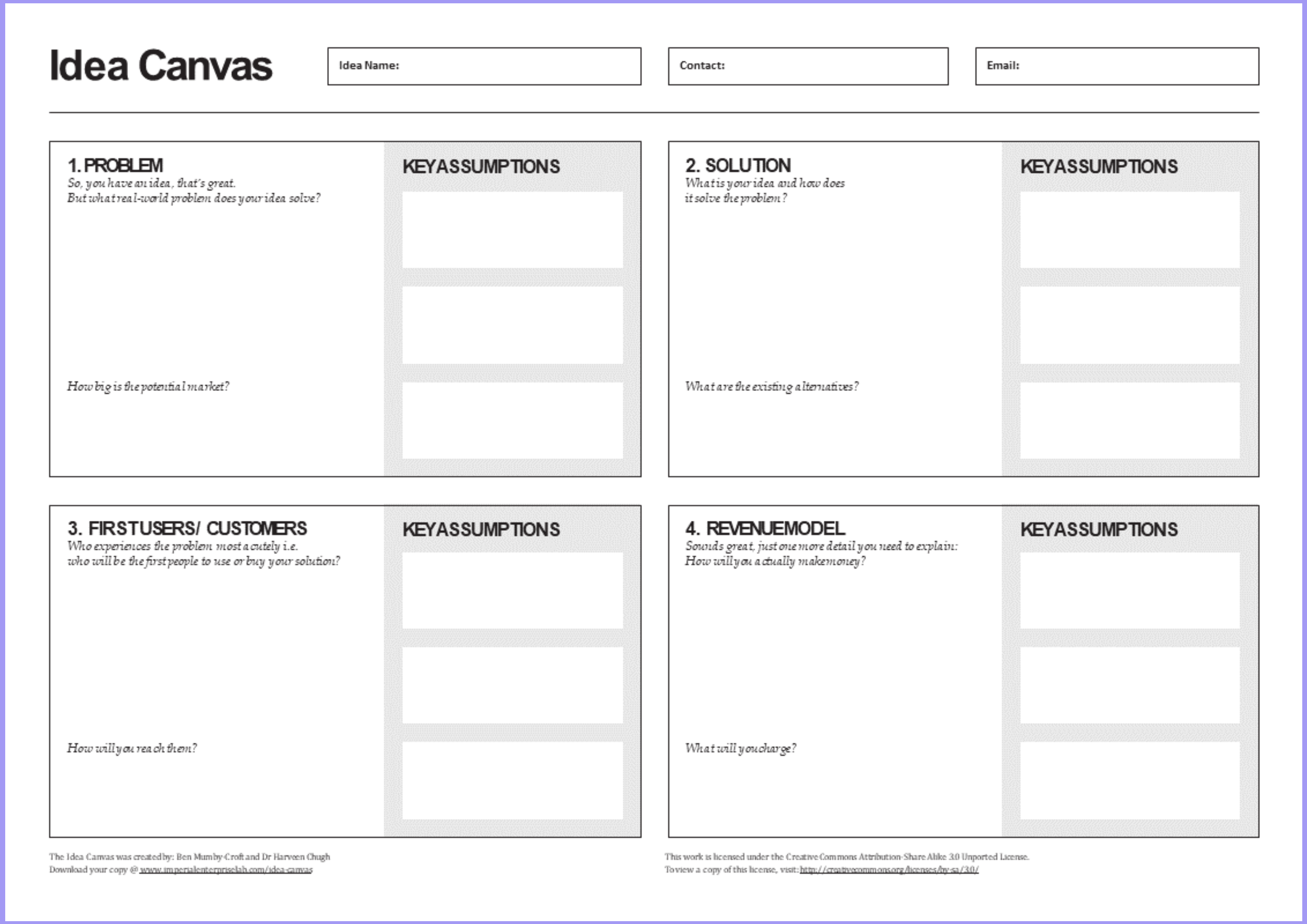
- Creative lenses
- Switch tracks
- Reframe the problem
- Little experiments
- Push past "empty"
- Drop the ego

How can I boost my entrepreneurial creativity?

I have an idea, now what do I do?

Start thinking it through…

1. **WHAT** is the problem I am actually trying to solve with my idea?
2. **HOW** does my idea solve this problem?
3. **WHO** experiences this problem, and how will I help them find my solution?
4. **CAN** my idea sustain itself?



How can I boost my entrepreneurial creativity?

How do I share my idea with others?

What do you think makes for a good pitch?

You want people to:

- Pay attention
- Understand and remember
- Believe and agree
- Care
- Act

Remember: SUCCESs

Simplicity

Unexpectedness

Concreteness

Credibility

Emotions

Stories

How can I boost my entrepreneurial creativity?

What SUCCESs factors can you spot in this 3-minute pitch?

In your seminars…

Now we will put this all into action!

Please head to your seminar rooms with your seminar leader!

The Brief

The Product-Market Mashup Challenge

You will start with examining your **internal resources** to help inspire your creative ideas later

Then you will be put into teams and randomly assigned a **“product” and a “target market”** to create that product for

You will generate ideas on your own first and THEN in teams

Each team will work on an idea, get feedback from another team, and then **PITCH** their idea in front of the class

The winning team gets a prize!

STEP 1: Map your resources

5 minutes

This is a key principle of the “effectuation” approach to entrepreneurship – looking at what you have already available to you

Doing this activity won’t just help you today, use this if you want to think about starting your own venture soon!

Turn to the first page of your handout and fill in the table with as much information as you can

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STEP 2: Generate Ideas Individually

5 minutes

You now have your “product” category and the “target market” you need to create a product for in that category.

Use the space on the second page of your handout to generate as many ideas as you can in 5 minutes

It can be ideas for the full product or just parts of it

Think about the resources you listed in step 1 – do any of them inspire an idea? Could they help you successfully implement any?

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STEP 3: Meet your co-founders and generate ideas together

20 minutes

First, introduce yourselves and discuss your shared pool of resources that you now have

Then, share at least one or two ideas that you each generated on your own

Discuss ideas and see if you can combine or build on any ideas that were shared. You can also generate new ones as a team.

By the end of the 20 minutes, you should have picked an idea to develop. You may want to create a visual (e.g., sketch) of it to ensure you are on the same page and help you get feedback from others.

STEP 4: Fill in the Idea Canvas

15 minutes

Time to start fleshing out this idea and thinking if it could really work

Fill in each box with at least a couple notes

Help each other question assumptions you might be making – what are you assuming to be true, that may not be true (e.g., that all parents of young children are X; or that everyone that goes to the gym does Y)

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STEP 5: Get feedback

10 minutes

You are going to be paired up with another team

Each team has 5 minutes to share their idea and get feedback. I suggest choosing one person to speak on behalf of your team.

Make notes of what they say.

This is early concept testing!

STEP 6: Refine and prep your pitch

15 minutes

Use the feedback you received to update your idea. Then prepare a 2-3 minute pitch for your classmates.

Remember the SUCCESs factors we discussed in the lecture - Simple, Unexpected, Concrete, Credible, Emotion, and Stories!

At least one team member needs to deliver the pitch.

STEP 6: Time to pitch!

20 minutes

Each team will have 2-3 minutes to pitch

Only one person needs to pitch, but you can have as many as you like

It would be a good idea to practice at least once before coming up

The class will vote for the winner and they will get a prize!

Discussion

Thank you!