

Entrepreneurship

PRESENTED BY UNNI KRISHNAN V
YATEER CREATIVE SOLUTIONS

abilities innovation venture team money management
owner business leadership
initiative entrepreneur
manager motivation capital
action enterprise successful
risk responsibilities
solutions



GENERAL DEFINITION

Entrepreneur is a person who takes financial risks, involves innovations to generate business ideas, create opportunities to make money, starts profitable businesses, gathers and manages the right resources to reach his goal and mostly is driven by his vision and mission of life.



“Entre” means **between**, the idea of **navigating between challenges**, between **risks and rewards**.

“Preneur” means **taker**, someone who **seizes opportunities**, someone who takes action

"Preneur" is a **French** word meaning **"taker"** or "one who accepts".

It's often used in combination with other words, like "entrepreneur," to describe someone who takes action, seizes opportunities, or is willing to buy.

In the context of business, it can highlight the entrepreneurial spirit of taking risks and moving forward despite uncertainty.

FINANCIAL RISK



Types of Entrepreneurs

THE DREAMERS



THE REAL DEAL



THE ALL-TALK-NO-WORK



THE SERIAL



Faith, if it has not works, is dead

What is a lifestyle entrepreneur?

A lifestyle entrepreneur is an individual who **creates a business for the purpose of changing their lifestyle instead of focusing on making profits.**

A lifestyle entrepreneur focuses more on the rewards of life: **Autonomy, Fun, Freedom, Time, Flexibility, Happiness**

He is passionate about his works and enjoy what he does

Indian Entrepreneurs Who Overcame Failure

Narayana Murthy (Infosys)

Struggles: His first venture, Softronics, failed within 1.5 years.

Success: Co-founded Infosys, now a global IT services giant.

Kalpana Saroj (Kamani Tubes)

Struggles: Faced child marriage, abuse, and poverty; attempted suicide.

Success: Revived Kamani Tubes from bankruptcy; awarded Padma Shri.

Hari Menon (BigBasket)

Struggles: Early e-commerce venture Fabmart failed due to low internet penetration.

Success: Co-founded BigBasket, India's leading online grocery platform.

Sunil Bharti Mittal (Bharti Airtel)

Struggles: Initial ventures in bicycle parts and generators faced setbacks.

Success: Founded Bharti Airtel, one of Asia's largest telecom companies.

Captain G.R. Gopinath (Air Deccan)

Struggles: Multiple failed ventures including farming and a motorbike dealership.

Success: Launched Air Deccan, India's first low-cost airline, revolutionizing air travel.

Indian Entrepreneurs Who Overcame Failure

Kiran Mazumdar-Shaw (Biocon)

Struggles: Faced skepticism as a female entrepreneur in biotechnology.

Success: Founded Biocon, a leading biopharmaceutical company.

Dheeraj Gupta (JumboKing)

Struggles: Initial sweet business failed, leaving him in debt.

Success: Founded JumboKing, a successful vada pav QSR chain.

Ghazal Alagh (Mamaearth)

Struggles: Faced challenges finding natural products for her child's skin condition.

Success: Co-founded Mamaearth, a leading toxin-free personal care brand.

Viraj Bahl (Veeba Foods)

Struggles: Dreamed of participating in MasterChef India; faced initial business challenges.

Success: Founded Veeba Foods, now a sponsor of MasterChef India and a household name.

Jamsetji Tata (Tata Group)

Struggles: Denied entry into a European-only hotel during British rule.

Success: Founded the Taj Mahal Palace Hotel, symbolizing Indian pride and hospitality.

FEW STORIES OF ENTREPRENEURS



With in 1.5 years
32.8 crores

Ritesh Agarwal

- His hobby was travelling.
- He gained valuable insights while traveling and transformed into a business idea.
- **The need for budget travelling in the nation led to his venture**
- The company operates in five countries including Singapore,
- it is headquartered in Gurugram while having **investments** from big names like Softbank and Sequoia capital.

Passion for travel to business idea

Ritesh Agarwal (born 16 November 1993) is an **Indian entrepreneur** and the Founder and CEO of **OYO Rooms**. He is known as the second youngest billionaire in 2021 in India.



His net worth in **2021** was estimated to be approximately \$1.1 billion (**₹8751 crore**) according to Hurun Rich List 2020. As of February 2020, he is the second youngest self-made billionaire in the world after Kylie Jenner

**LET'S PLAY SOME BRAIN
GAMES**

$$13 + 6 =$$

$$4 + 55 =$$

$$87 + 2 =$$

$$12 + 52 =$$

$$75 + 26 =$$

$$25 + 52 =$$

$$63 + 32 =$$

$$123 + 5 =$$

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

FRIDAY

10

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

FRIDAY

MONDAY

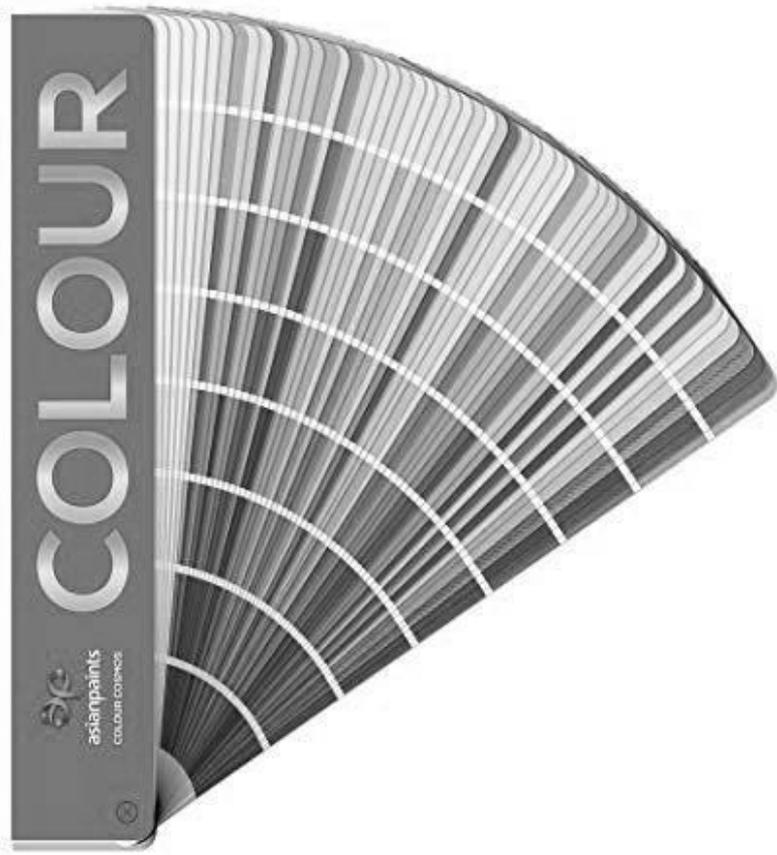
SATURDAY

SUNDAY

THURSDAY

TUESDAY

WEDNESDAY

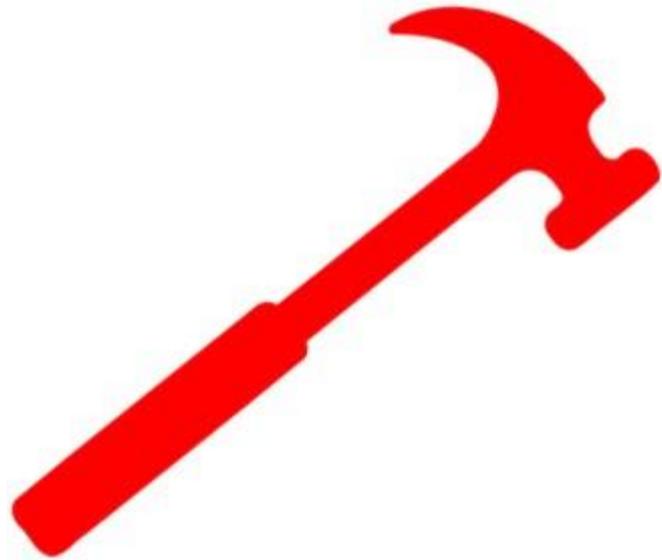


COLOUR



TOOL

HOW MANY OF
YOU DID THINK
OF THE
COLOUR : RED
TOOL: HAMMER?

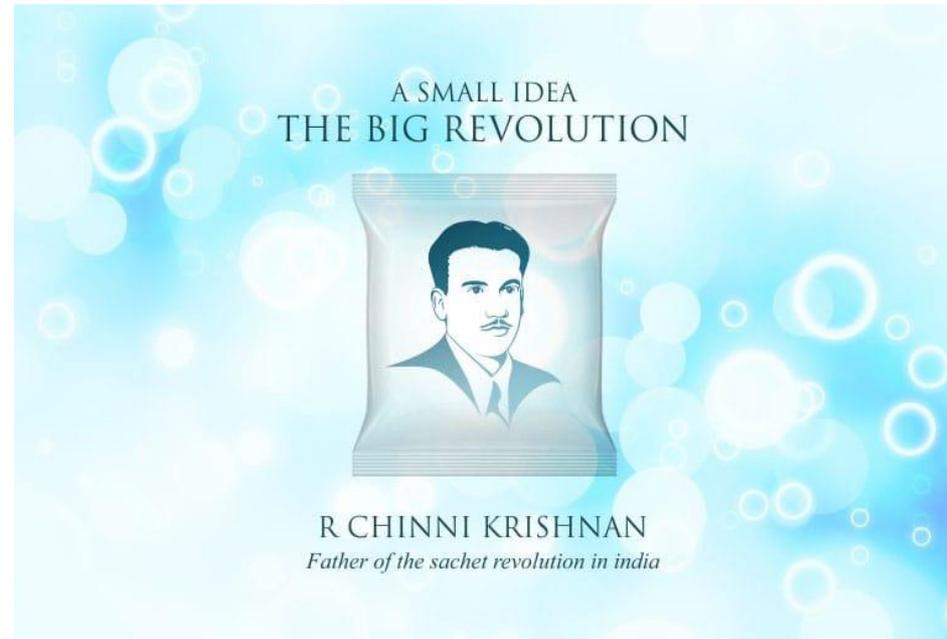


PERSPECTIVE



Dave Calhoun -
CEO - Boeing

**THIS IS HOW ENTREPRENEUR
THINKS / ANALYZE**



The man behind the ‘*Sachet Revolution*‘ was not from a multinational company but an Indian himself. Late **Chinni Krishnan**, based in Cuddalore, Tamil Nadu, was the man who introduced the sachet concept to the Indian market. It was only later on that the sachet concept was picked up by other leading multinational brands.

The brother’s started the **Velvet International** shampoo product which came in a sachet of Rs 2. Velvet International, eventually expanded not only in India, but overseas as well, and did phenomenally well.

ENTREPRENEURS ARE
CONTRIBUTORS TO THE
SOCIETY THAN
CONSUMERS

JOURNEY

LIFE STYLE

MINDSET

ATTITUDE

**VISION / PASSION/
DETERMINATION**

PAPERS N PARCELS

Age
16



Tilak Mehta Age

- Tilak believes that *“every ordinary youngster those who are curious enough to know why? when? and what? About anything can become an entrepreneur.”*

- Papers N Parcels is a company that offers door-to-door pickup and delivery services for about everything, starting from a pen to all of your important paperwork.
- On a daily basis, it delivers roughly 1200 parcels to their destinations on the same day.

HARBHAJANS



Age 98

Harbhajan Kaur

Suri decided to motivate her then 90-year-old mother to sell her personal favourite “besan ki barfi”.



harbhajansmadewithlove • Follow



harbhajansmadewithlove • Three generations, one legacy of strength, love, and resilience. Embodying strength through the ages! At 98, Nani ji stands as the living testament of resilience. Her daughter and grand-daughter, pillars of support, surround her, radiating strength through generations. Wishing all the phenomenal women a Happy Women's Day! 🙌❤️
#LegacyOfStrength #WomensDay2024 #naniji #harbhajans #womensupportingwomen #daughter #granddaughter #womenempowerment #womeninbusiness

63w



shailesh_shegaonkar Beautiful Moment! ❤️



38w Reply



harpreet_3822 Blessings.....Best wishes and warm Regards to you all 🙏🙏🙏



55w Reply



mommy_to_2_monkeys 🙏



63w 1 like Reply



meghaghuman Lovely picture.Happy Women's day !



63w 1 like Reply



Liked by poojadhapke and others

March 8, 2024



Add a comment...

Post

<https://www.facebook.com/photo.php?fbid=257086753166925&id=102998835242385&set=a.103073985234870>

**Maturity Doesn't
Come With Age**

Difference Between

Businessman / Women

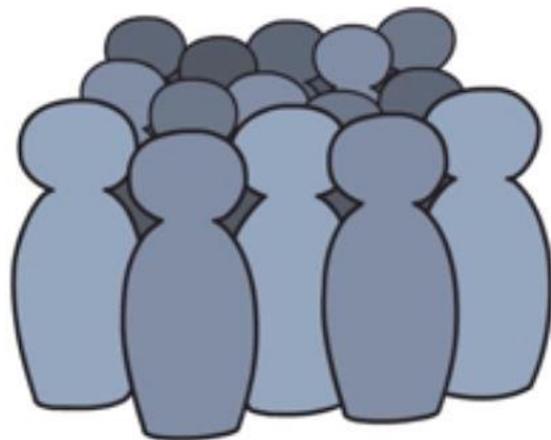
Industrialist

Entrepreneur

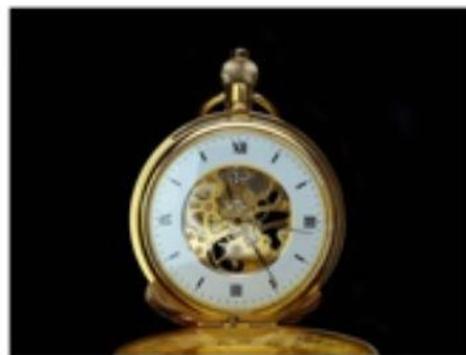
businessman



**pre-existing idea
or
borrow idea**

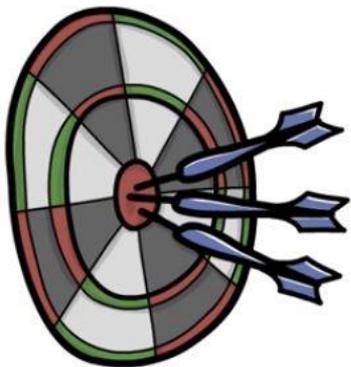


calculated risk



industrialist

hire creative
people



philanthropist

businessman → industrialist ← entrepreneur

every industrialist can be a businessman but vice versa is not true

entrepreneur

problem solver



risk



vision



passion

every entrepreneur can be a businessman but vice versa is not true

	businessman	industrialist	entrepreneur
idea	pre-existing or borrow	pre-existing or new	new
goal	profit	to change the industry	to change the world
competitor	more competitors	medium	no competitors
risk	low	medium	high
method	conventional	conventional or new	new

ENTREPRENEURSHIP SKILLS

1. PROBLEM SOLVING SKILLS - AMUL
2. CREATIVE THINKING SKILLS - AMUL
3. DECISION MAKING SKILLS - TATA (JAGUAR)
4. LEADERSHIP SKILLS - DOMINOS
5. RISK TAKING SKILLS - DOMINOS
6. COMMUNICATION SKILLS (SPEAKING AND LISTENING) -
7. PLANNING SKILLS -
8. FINANCIAL SKILLS -
9. TIME MANAGEMENT SKILLS -
10. MARKETING AND NETWORKING SKILLS - DOMINOS/AMUL

WHY ENTREPRENEURSHIP?

- **Helps in Wealth creation and sharing:** By establishing Business entity, entrepreneurs **invest their own resources** and attract capital from investors, lenders and the public.
- **Creating Employment Opportunities jobs:** Entrepreneurs are by nature and definition **job creators**, as opposed to job seekers.

- **Innovation:** Entrepreneurs use businesses to create products and services that solve problems in innovative ways. Their products and services must be functional and they must be designed to be cost effective.
- **Balanced Regional Development:** Entrepreneurs setting up new businesses and industrial units help with regional development by locating in less developed and backward areas.

- **Improves Standards of Living of People:** **Increase in the standard of living** in a community is another key goal of economic development. Entrepreneurs play a key role in increasing the standard of living in a community.
- They do this not just by creating jobs, but also by **developing and adopting innovation** that led to improvement in the quality of life of their employee, customers and other stakeholders in the community.



EBRU BAYBARA DEMIR

EBRU BAYBARA DEMIR- A TURKISH CHEF WANTED TO IMPROVE LIVING STANDARDS OF HER CITY

- Born in Edirne in a Mardin family in 1976, after completing her studies, she settled in Mardin that has **nothing more than a 3-star hotel** and a **small** diner.
- But she had a **big dream**, she was going to introduce tourism to Mardin.
- This was a really **brave move** in a city, where tourism **income is so low**
- Challenges : the terror-related **security** issues, no **agriculture**, no **trade** due to the **war** in the Middle East, most of the women don't leave their homes without their husbands.

- She had the **goal** of contributing to the employment of people by using cuisine.
- Ebru Baybara Demir and the 21 women with her renovated a historical Assyrian mansion and turned it into a restaurant.
- “Cercis Murat Mansion” was born as the **first tourism establishment of Mardin**, and also as the **first and only chef restaurant** of the region.
- She generates different projects on bringing the food **from soil to plate**, which **opens job opportunity** for many people to run those projects.







AMAZON.COM'S JEFF BEZOS INNOVATES BY FIRST LISTENING TO HIS CUSTOMERS

- When Jeff Bezos first launched Amazon.com 15 years ago, plenty of analysts **saw** it as a company with **little** potential for **growth**. After all, how much money can you really make selling books?
- The Kindle, Amazon's **electronic reading device**, is changing the way we look at reading.
- customers are operating their software on Amazon's computer systems, **paying only** for the computer power they actually use, **Amazon is changing** the face of information technology.





Welcome to Amazon.com Books!

One million titles,
consistently low prices.

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

SPOTLIGHT! -- AUGUST 16TH

These are the books we love, offered at Amazon.com low prices. The spotlight moves EVERY day so please come often.

ONE MILLION TITLES

Search Amazon.com's [million title catalog](#) by author, subject, title, keyword, and more... Or take a look at the [books we recommend](#) in over 20 categories... Check out our [customer reviews](#) and the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are 30% off the publishers list

amazon.com.

WELCOME HOW TO ORDER BOOKS MUSIC GIFT IDEAS DVD & VIDEO ELECTRONICS SOFTWARE DEALS OF THE DAY ART & COLLECTIBLES zSHOPS KITCHEN LAWN & PATIO TOYS & VIDEO GAMES HEALTH & BEAUTY FRIENDS & FAVORITES HOME LIVING FREE E-CARDS

HELPS HELP YOUR ACCOUNT

Hello. Already a customer? [Sign in](#) to get recommendations.

Rare books abound in zShops.

Hunting for hard-to-find items? Visit [Auctions](#) for retired Beanie Babies, out-of-print videos, and antique jewelry.

amazon.com.

Batter up! Only a few more days left to bid on [New York baseball memorabilia](#) in [sothebys.amazon.com](#).

Easter Parade

Books DVD & Video Toys

What's new at Amazon.com

Already a customer? Sign in to see what's New for You.

New Releases

- Literature & Fiction
- Pop
- Drama
- Grownups
- Computer Add-Ons

More New Releases: Movers & Shakers

What's Up?

893%

Ten Things I Wish I'd Known... Before I Went

INTERNET ARCHIVE





Sendhil Mullainathan

Roman Family University Professor of Computation and Behavioral Science

[Biography](#)

[Academic Areas](#)

[Course Schedule](#)

[Chicago Booth Review](#)

PERSONAL WEBSITE [!\[\]\(c056943f65a14c589b8e42bf09c6abf8_img.jpg\)](#)

), serves on the board of the MacArthur Foundation, has worked in government in various roles, is affiliated with the NBER and BREAD, and is a member of the American Academy of Arts and Sciences.

Prior to joining Booth, Mullainathan was the Robert C. Waggoner Professor of Economics in the Faculty of Arts and Sciences at Harvard University, where he taught courses about machine learning and big data. He began his academic career at the Massachusetts Institute of Technology.

Mullainathan is a recipient of the MacArthur “Genius Grant,” has been designated a “Young Global Leader” by the World Economic Forum, was labeled a “Top 100 Thinker” by Foreign Policy Magazine, and was named to the “Smart List: 50 people who will change the world” by Wired Magazine (UK). His hobbies include basketball, board games, googling, and fixing-up classic espresso machines.

STEPS IN STARTING A NEW BUSINESS VENTURE

- **Idea:** The first step is to come up with a **business idea**. It could be based on your interest and present market conditions.
- **Getting money and material:** Once you have the idea, you can start on **a small scale** with some money which will help you in **buying basic material**.

- **Understanding customers need:** Once you start selling, you will find out what your **customer likes and wants**. You will also find out what your customer does not like during this stage.
- **Improving Product/Service:** You can use this knowledge of what your customer like and does not like to **improve** your products and services

NEW BUSINESS





STRENGTHS



WEAKNESSES



OPPORTUNITIES



THREATS

What is SWOT

- SWOT is a business or strategic planning technique used to summarise the key components of your strategic environments.

It helps business to build a strategic plan to meet goals, improve operations and keep the business relevant.

Your Three Strategic Environments

Your three strategic environments are

- Internal Environment
- Industry Environment
- Macro Environment

Sometimes the last two are combined and called your external environment

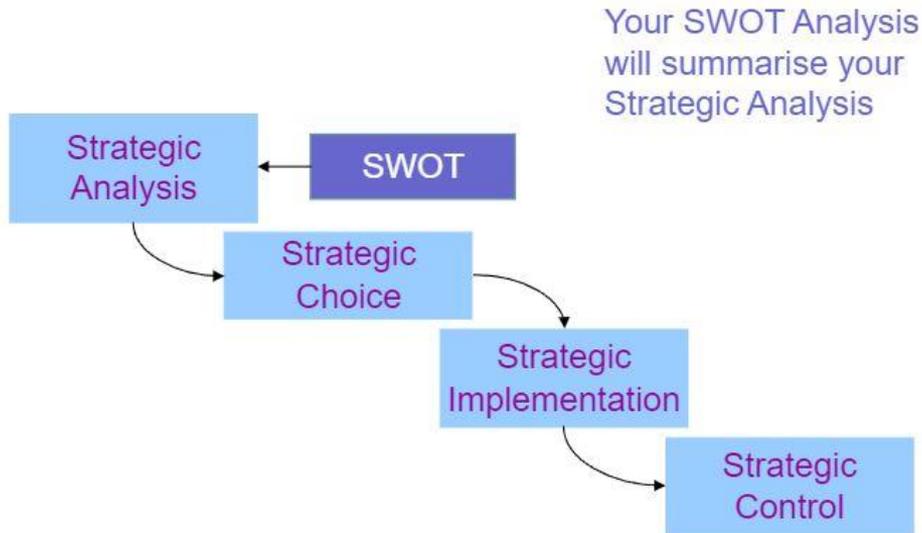
So, What is SWOT

SWOT is a summary of your

- **S**trengths
 - **W**eaknesses
 - **O**pportunities
 - **T**hreats
-
- The diagram consists of two horizontal lines on the right side. The top line is connected to 'Strengths' and 'Weaknesses' by a vertical line, with a horizontal line extending to the right labeled 'Internal'. The bottom line is connected to 'Opportunities' and 'Threats' by a vertical line, with a horizontal line extending to the right labeled 'External'.

Link to Strategy

The Four Step Strategic Planning Process



The best strategic fits for products/services/projects for the business are when the internal environment (strengths and weaknesses) aligns with the external environment (opportunities and threats).

WHEN TO CONDUCT A SWOT ANALYSIS

- SWOT can be used to explore new ventures, products, acquisitions or mergers.
- It can help businesses change course mid-project, plan out how to invest money, understand competitors and to identify the brand's mission.
- SWOT can also help non-profit companies and government agencies manage or allocate grants, donations and funding.
- It can be applied to a range of business situations relating to everything from IT to marketing to operations.

AN EXERCISE FOR YOU TO PLAN FOR YOUR BUSINESS TO START

Write Down the SWOT Matrix for your Start-Up Business and make a plan of action and a plan of marketing, Keeping the following points in mind:

1. What business do you want to start?
2. What is the objective(goals/purpose) of the business?
3. What do you want to sell?
4. How Many People Do you Need?
5. What do you want to achieve through your start-up business in next 3 months?
6. What do you have in your hand to start?
7. What do you need to start that you do not have?

HELPGUIDE

STRENGTHS

1. Do you have a unique idea / product to sell?
2. Do you know first few people to sell your product/idea?
3. Do you know what price should you sell your product?
4. Have you marketed your product?

WEAKNESSES

1. Do you need a team to start your business?
2. Do you know how to deliver your products?
3. Do you know how to package your products?
4. Do you have budget to deliver your product?

OPPORTUNITIES

1. Can you identify people who are not yet reached with product like yours?
2. Is there upcoming events to promote your product?
3. What are the current trends that you can leverage?

THREATS

1. Who are your competitors?
2. Could you sell your product irrespective of pandemic?
3. What external factors could reduce /stop your sales?
4. Is your price competitive enough?

SELF-HELP SWOT Analysis for Personal Life (Example)

STRENGTHS

Self-Awareness

You recognize your emotions, patterns, and needs.

•Resilience

Able to bounce back from setbacks and adapt to change.

•Willingness to Improve

Actively seeking personal growth, knowledge, and mental clarity.

•Supportive Relationships

Have friends/family who encourage and support your goals.

•Time Management Skills

Capable of prioritizing tasks and creating structure when needed.

WEAKNESSES

•Procrastination

Delay in taking action despite knowing the importance of certain tasks.

•Inconsistent Routines

Struggle with maintaining daily healthy habits (e.g., sleep, exercise, journaling).

•Overthinking or Self-Doubt

Tendency to overanalyze, leading to mental fatigue and missed opportunities.

•Difficulty Saying “No”

May take on too much, affecting boundaries and self-care.

•Fear of Judgment or Failure

Sometimes prevents you from fully expressing or investing in your potential.

OPPORTUNITIES

•Building a Growth Mindset

Embrace failures as lessons and stay open to new experiences.

•Learning New Skills

Time to learn practical or creative skills that support career and personal development (e.g., cooking, mindfulness, financial literacy).

•Joining Supportive Communities

Being part of groups that align with your goals (fitness clubs, reading circles, entrepreneur meetups, etc.).

•Therapy or Coaching

Seeking professional support for emotional clarity and direction.

•Establishing Morning/Evening Rituals

Small habit stacking can lead to major life transformations.

THREATS

•Burnout or Chronic Stress

Neglecting rest and self-care could lead to exhaustion or emotional imbalance.

•Toxic Relationships

Being surrounded by negative or unsupportive people can drain your energy and confidence.

•Information Overload

Consuming too much social media or self-help content without applying it can lead to confusion and comparison.

•Unrealistic Expectations

Expecting fast results without appreciating the small wins along the way.

•Health Neglect

Ignoring physical/mental wellness signs due to a busy lifestyle or avoidance.

Home-Based Pastry Business – SWOT (with personal life balance focus)

STRENGTHS

- **Low Start-up Cost**

Operate from home with minimal equipment and space.

- **Flexible Working Hours**

Better balance between personal and professional life.

- **Custom Orders & Personal Touch**

Builds strong customer loyalty, especially in local neighborhoods.

- **Direct-to-Customer Sales**

No middlemen; higher profit margins.

- **Scope for Experimentation**

Freedom to test and introduce new products based on customer feedback.

WEAKNESSES

- **Limited Production Capacity**

Challenging to handle large orders alone, especially during festivals or events.

- **Work-Life Overlap**

Blurred boundaries between home and work may lead to burnout.

- **Lack of Formal Branding**

May struggle to build a strong brand or compete with established bakeries.

- **Marketing Limitations**

• Relying mostly on word of mouth or social media; limited reach without budget.

- **Regulatory Hurdles**

Need FSSAI licenses, home kitchen hygiene standards, etc.

OPPORTUNITIES

- **Niche Offerings**

Vegan, gluten-free, eggless, healthy pastries – cater to special dietary markets.

- **Festival & Celebration Orders**

Seasonal spikes for Rakhi, Diwali, Christmas, birthdays, etc.

- **Workshops & Online Baking Classes**

Add revenue by teaching baking from home or online.

- **Social Media Marketing**

Instagram & WhatsApp groups can drive sales and grow loyal customer base.

- **Corporate Gifting**

Small batch personalized gift boxes for local businesses.

THREATS

- **Burnout & Time Pressure**

Personal life may suffer during bulk orders or festivals.

- **Dependence on One Person**

If you're ill or unavailable, the entire business halts.

- **Delivery/Logistics Challenges**

Managing timely and safe delivery from a home base can be difficult.

- **Price Sensitivity**

Customers may compare with larger bakeries and expect lower pricing.

- **Copycats**

Easy for others to replicate your products or pricing strategy.

Premium Pastry Café – SWOT (with personal life implications)

STRENGTHS

- Strong Brand Building Potential**

High-end presentation, ambiance, and product quality create customer recall.

- Dine-In Experience**

Adds value beyond the product, justifying premium pricing.

- High Profit Margins on Premium Products**

Designer pastries, custom desserts, and beverages offer better margins.

- Instagrammable Environment**

Drives organic social media marketing and influencer collaborations.

- Multiple Revenue Streams**

Dining, takeaway, online orders, catering, and event hosting.

WEAKNESSES

- High Initial Investment**

Rent, interiors, staff, equipment – large upfront capital needed.

- Long Working Hours**

Daily operations demand full-time commitment; less personal time.

- Dependence on Location**

Walk-ins depend on visibility, footfall, and surrounding businesses.

- Staffing & Training**

Skilled pastry chefs and trained front-end staff are hard to find and retain.

- Fixed Costs**

High monthly operational expenses (rent, utilities, salaries).

OPPORTUNITIES

- Luxury Gifting & Event Tie-Ups**

Weddings, corporate events, festivals – premium demand.

- Menu Expansion**

Add coffee, desserts, breakfast – increase footfall and order value.

- Brand Extensions**

Launch merchandise, baking classes, recipe books, frozen product lines.

- Loyalty Programs & Subscriptions**

Reward repeat customers, create consistent monthly income.

- Franchising or Pop-ups**

Expand to new areas via cloud kitchens or franchise models.

THREATS

- Work-Life Imbalance**

Managing a café is time-intensive and emotionally taxing.

- Economic Slowdowns**

Luxury food is a discretionary spend – easily affected by inflation or downturns.

- Changing Trends**

Constant need to innovate or risk becoming outdated.

- Food Safety and Legal Compliance**

Any mishap can damage reputation or lead to legal penalties.

OTHER SWOT ANALYSIS THAT YOU COULD DO

SWOT Analysis on your competitors: Will help you make strategies on how to position themselves against competitors

SWOT Analysis on your product: Will help you make strategies on how to position your product in the market

SWOT Analysis on your team: Will help you make strategies on how to hire people in your team

IF YOU ARE A CHEF, DON'T START A RESTAURANT WITHOUT A HELP

- Focus on and enjoy what you deliver the best, and build up a team who could do their jobs best.
- Partnering with people who are best at finance management and / or people management benefits the new venture to run longer miles and enable the Chef to achieve his goals.

Example: Whitecaps Co Founders- They complement each other in running their business and achieving their dreams.



Chef Arvind

Ved Believes- “One has to only dream and then start to work towards that dream. Don’t stop for what the world believes unless, it is what you believe too.”



Vedkiran KR

THEY STARTED WITH A MISSION

Establishment of an International Pastry School in India with a **mission to impart the same level of skills and knowledge in culinary as is found in some of the best International Culinary Schools**, and to establish an umbrella brand that offers world-class products across varied categories to the Indian palette.

Ever since its inception in 2016