



IBP3210 ENTREPRENEURSHIP

Topic 1 Introduction

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What do you know about entrepreneurship?



Whose up for it?

Entrepreneurs: Born or Made?

- ❖ Is there inborn talent required?
- ❖ Assume that the answer is **BORN**:
 - then we can identify the main characteristics
 - if we have them, fine - no others need to apply!
 - we could start spotting talent in kindergarten
 - we could "stream" these people
 - we could discourage people without these talents

Entrepreneurs: Born or **Made**?

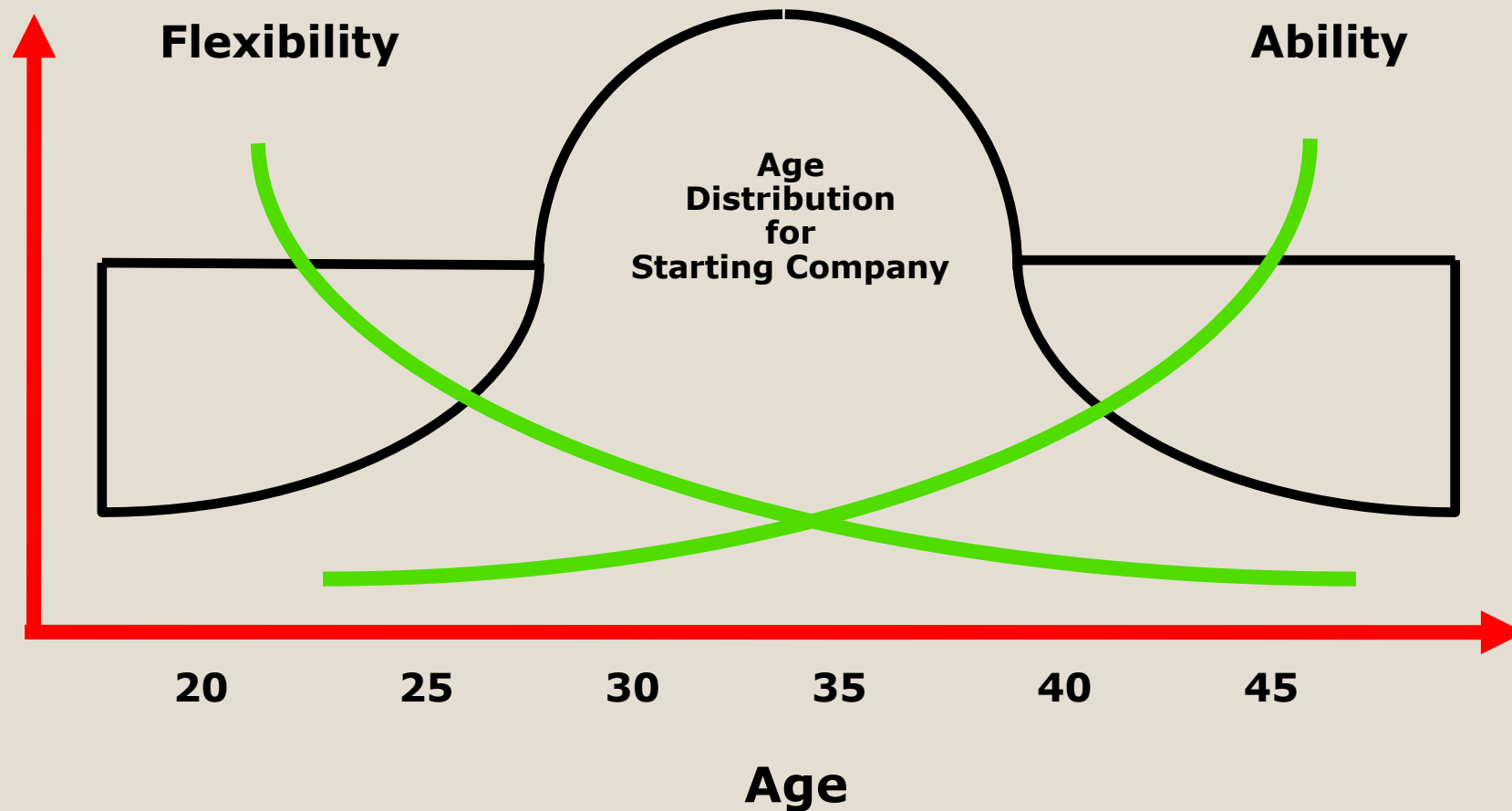
- ❖ Assume the answer is **MADE**:
 - then schools could teach anyone
 - would be a "profession" like law or medicine
 - companies could establish "nurseries" for them
 - government "incubators" would be successes

What is an Entrepreneur?

- ❖ The word “Entrepreneur” originates from the French word, which means “to undertake”
- ❖ Entrepreneurs are:
 - Individuals who recognize opportunities where others see confusion.
 - Aggressive catalysts for change within the marketplace.

Who is an Entrepreneur?

Situational more than personality



What is an Entrepreneurship?

Entrepreneurship is an integrated concept that permeates an individual's business in an innovative manner, such as

- New products
- New production methods
- New markets
- New forms of organization

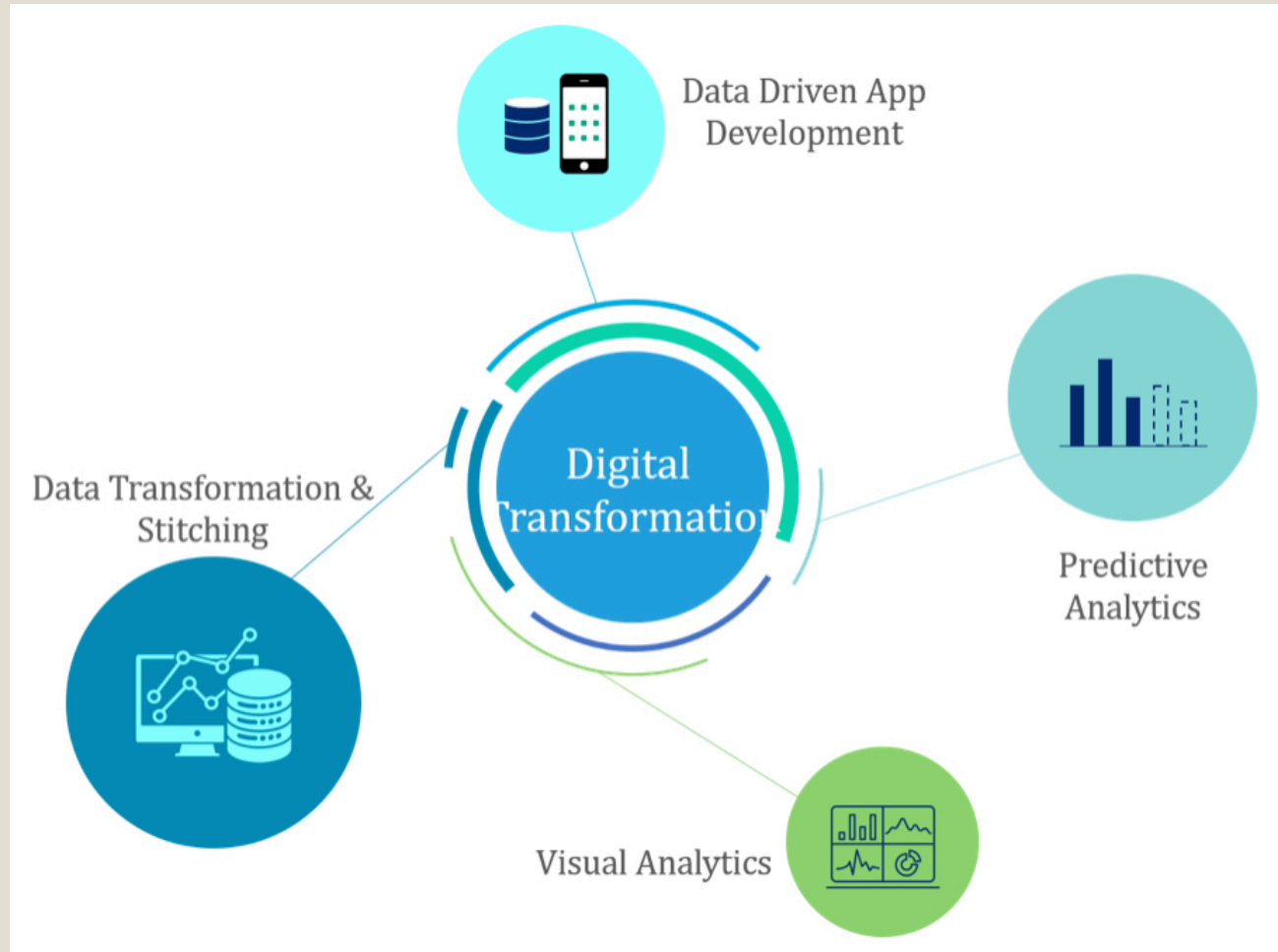
Emerging Trends

Digital Transformation

- Digital : Electronic Technology that generates, stores and processes data
- Digital Transformation: the changes associated with digital technology application and integration into all aspects of human life and society

Start-up Company

Emerging Trends (cont)



Emerging Trend (Cont.)

- Smartphone Trend
 - Mobile shopping
 - Mobile coupon
 - Mobile application

“Mobile is no longer about what you can do on your cell phone. Mobile is all about doing more, all of the time.”

Mitch Joel, a president of Twist Image, a digital marketing agency.

Opportunity of Mobile Market

Smartphone Users, by Country

2018, millions

China

689.8

India

308.3

Indonesia

80.1

Japan

70.8

Russia

75.6

Brazil

89.3

US

227.0

Source: eMarketer, October 2018

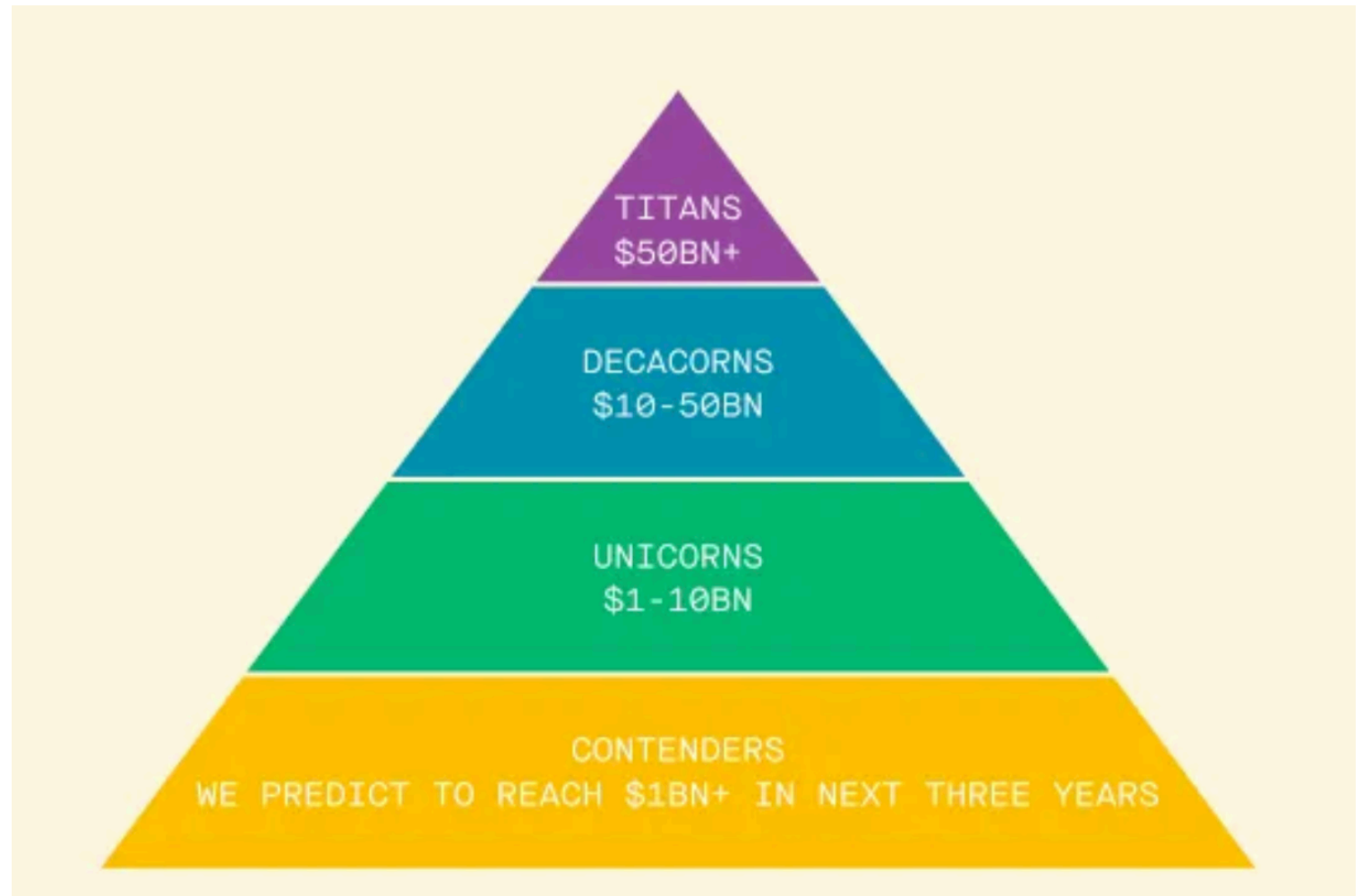
www.eMarketer.com

Opportunity

- Mobile payment and digital wallet
- Shopping: 11.11 (Singles' Day)
- Digital Commerce

New era of start-up company

- Start-up company = technological related company
- These tech companies can be break down as its **valuation tier**



ASIA'S MOST SUCCESSFUL UNICORNS 2019

Source: World's Top 100 Most Successful Unicorns, 2019
CEO World Magazine

		VALUATION			VALUATION
1	 	\$ 75 B	11	 	\$ 7 B
2	 	\$ 65 B	12	 	\$ 6.8 B
3	 	\$ 14 B	13	 	\$ 6 B
4	 	\$ 12 B	14	 	\$ 5.7 B
5	 	\$ 11 B	15	 	\$ 5 B
6	 	\$ 10 B	16	 	\$ 5 B
7	 	\$ 10 B	17	 	\$ 5 B
8	 	\$ 9 B	18	 	\$ 5 B
9	 	\$ 9 B	19	 	\$ 5 B
10	 	\$ 7 B	20	 	\$ 5 B

References

Kuratko, D. F., & Hodgetts, R. M. (2007). *Entrepreneurship: Theory, Process, Practice (7th ed.)*. Quebec: Thomson South-Western.

<https://seasia.co/2019/10/13/meet-world-s-top-100-most-successful-unicorns-2019>

<https://borntobeglobal.com/2020/07/12/unicorn-company/>

Group Presentation



1. Who is he?
2. What did this owner do to become a unicorn company?
3. Explain about the company business.

Find the famous entrepreneur who do you want to know then answer the above questions.

THE 57 STARTUPS THAT BECAME UNICORNS IN 2017

The number of new \$1B+ startups is still down from its 2015 peak

OF NEW STARTUPS WITH \$1B+ VALUATIONS, BY YEAR



The unicorn club continues to grow. 57 startups around the world attained unicorn status in 2017 with a valuation of \$1 billion or more, according to data from venture capital tracker PitchBook.

