



# Entrepreneurship: A Journey of Innovation

Unlocking the power of entrepreneurship, from its definition to its various types.

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# Defining Entrepreneurship

Entrepreneurship is the process of creating and starting a business, often involving innovation and risk-taking.

Entrepreneurs identify opportunities, develop new products or services, and build businesses to meet market needs.



# Characteristics of Entrepreneurs



## Passion

Driven by a deep interest in their ventures.



## Vision

Able to see and articulate the potential of their ideas.



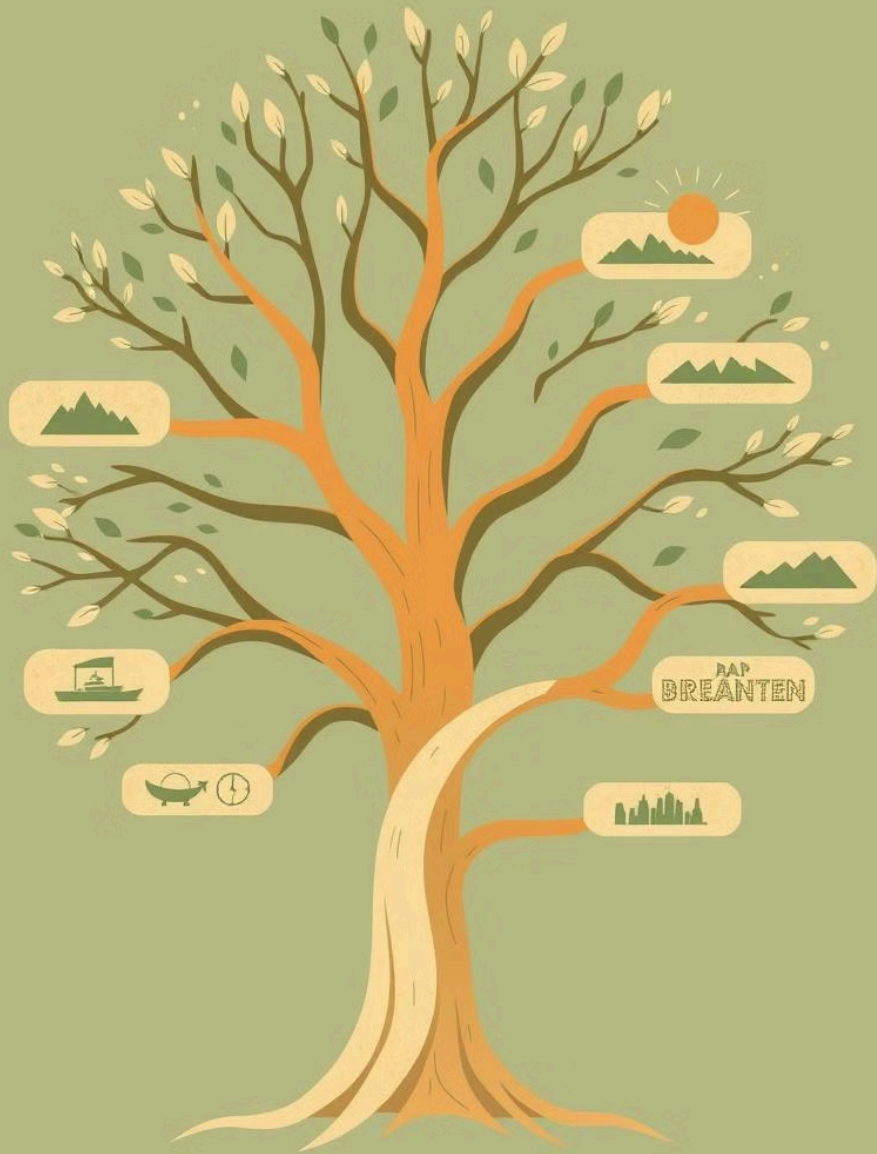
## Resilience

Navigate challenges with persistence and adaptability.



## Risk Tolerance

Comfortable with uncertainties and willing to take calculated risks.



# Types of Entrepreneurship



## Small Business

Focus on local market needs, often owner-operated.



## Scalable Startup

Aim for rapid growth and expansion, seeking large-scale impact.



## Social

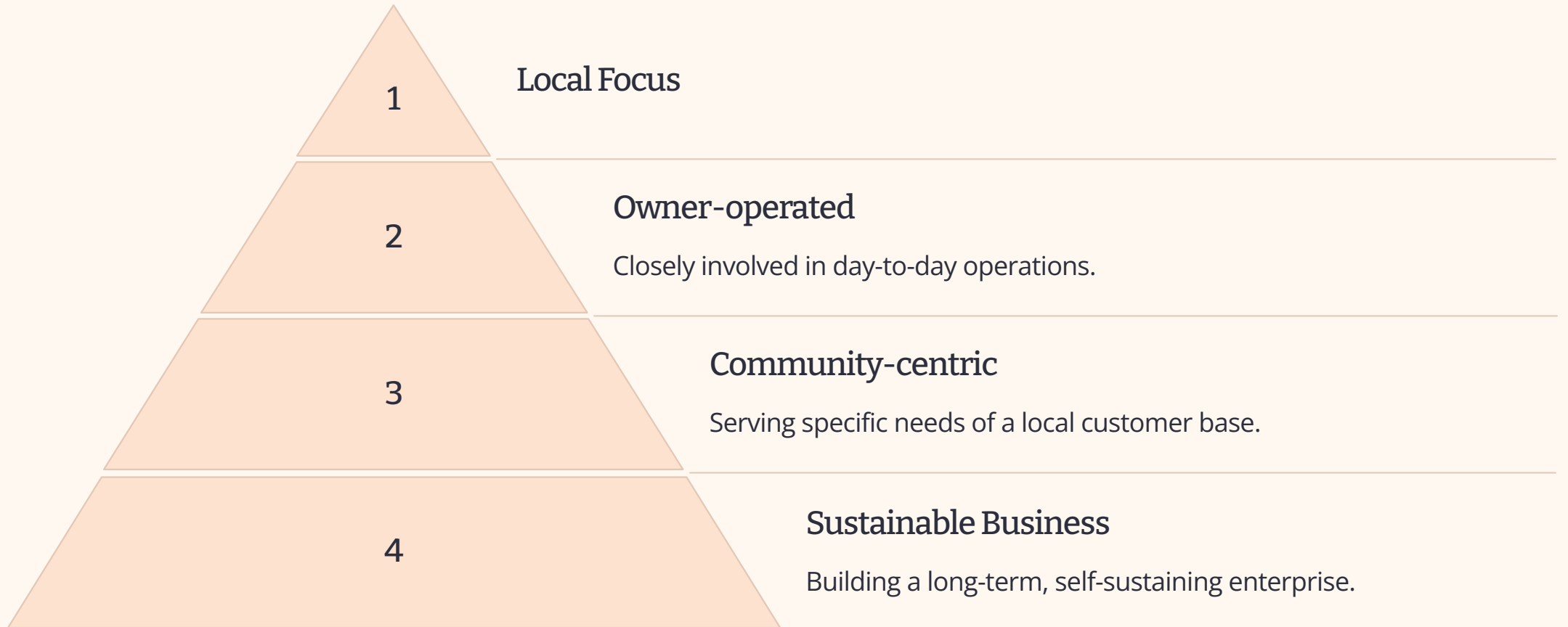
Driven by social impact and addressing societal challenges.



## Intrapreneurship

Innovation within existing companies, often driven by employee initiatives.

# Small Business Entrepreneurship



# Scalable Startup Entrepreneurship



1

## Disruptive Innovation

Introducing novel products or services to a market.

2

## Growth-oriented

Targeting rapid expansion and scaling operations.

3

## Data-driven

Using data to understand markets and make strategic decisions.

4

## Technology-focused

Leveraging technology to create competitive advantages.

# Social Entrepreneurship

1

## Social Impact

Addressing societal issues through business models.

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2

## Sustainable Solutions

Creating long-term solutions for social problems.

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3

## Community Engagement

Collaborating with communities to create lasting change.

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4

## Ethical Practices

Operating businesses with social responsibility in mind.

# Intrapreneurship

1

## Innovation

Promoting new ideas and solutions within a company.

2

## Employee Empowerment

Encouraging employees to take initiative and contribute.

3

## Corporate Agility

Increasing the speed and adaptability of organizations.

4

## Competitive Advantage

Generating new products, services, or processes to stay ahead.







# Key Takeaways

Entrepreneurship encompasses various types, each with its own unique approach and impact. From small businesses to scalable startups, social enterprises, and intrapreneurship, these forms drive innovation, create economic opportunity, and contribute to societal progress.