

Entrepreneurship Essentials
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Lecture - 01
Introduction

Hello and welcome to this Introduction section of Rntrepreneurship Essentials.

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Today we are going to deliberate on the definitional aspect of the entrepreneurship and then the issues about motivation to start or create new venture. We were discussing about times of types of business venture, purely from the perspective of entrepreneurship. We will be talking about economic contributions of entrepreneurship as a as an indication of motivation to start a business. Moving forward we will be discussing about corporate entrepreneurship and innovation and entrepreneurship.

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Entrepreneurs

- Entrepreneurs have a compelling vision or a dream to achieve something extraordinary and a comprehensive plan.
- Identify opportunities in adversities or translate adverse situations into opportunities. Failures don't deter them.
- Identify possible method to workaround the adversities or risks and accomplish desired goals.
- Innovate new products, services, processes or methods to solve pains in a more competitive manner and create above average profit.
- Can innovate business models with superior value propositions and make people happier.
- Organize balanced team with diverse skills and manage them for best possible execution of business model.

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Entrepreneurs are highly envied persons they make significant contribution to the society while creating wealth for themselves. That is reason perhaps why increasing number of persons are taking the plans into entrepreneurship knowing fully well, that a small percentage of them become successful and even a smaller fraction grow into large enterprises.

The most important event in the life of a start up is the time when a customer is making payment in exchange for the product or service provided by the start up and that to both parties feel win. Meaning the customer thinks a better value for their money and the entrepreneur makes profit. But if the customers think they get a better value for money they are going to come back repeatedly and on the way they are going to spread a favourable word of mouth an increasing number of customers will come and business will have a sustainable profitable growth, something that every entrepreneur aspire, but its easier said than done.

We all would like to be achiever, but achieving something definitely is difficult and otherwise it would not be an achievement. You walk hundreds of miles in the highway perhaps nobody will notice. You climb 1 kilometer of the most difficult mountain that nobody could climb perhaps you will be in the news. Similarly entrepreneurship, offers above average, but it return possibilities so; obviously, entrepreneurship is very risky that is why the successor it is so poor.

Let us see what it takes to become an entrepreneur, how is it defined and what are the other elements that defines successful entrepreneur we will be discussing all of them moving forward. Entrepreneurs have a compelling vision or a dream and they have an extraordinary comprehensive plan to achieve that vision to execute the plan. They can identify opportunities in adversities or translate adverse situation into opportunities, failures do not deter them.

They can identify possible method to work around the adversities or risk and accomplish desired goals. The innovate new products or new process or methods to solve pains in a more competitive manner and create above average profit and then they sustain.

They can innovate new business models with superior value proposition and make people happier. Value proposition refers to the value that customers will perceive in the product or services that the business offers meaning if the perceived that your product is better value for them in terms of money, cost in terms of efficacy of your product, in terms of delivery, in terms of performance reliability its better value proposition. So, they become happier. Entrepreneurs can organize a balanced team with complementary skills and manage them for best possible execution of business models.

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Entrepreneurship

- The word entrepreneur has originated from the French word, *entreprendre*, which means "to undertake."
- In a business context, it means to start a business.
- Dictionary definition of entrepreneur: 'one who organizes, manages, and assumes the risks of a business or enterprise'.

THE ENGINE SOLUTIONS
swayam
श्रद्धा धृष्टि, ज्ञानं मया

Now, here is some explanation about the term entrepreneur. The word entrepreneur has originated from a French word called *entreprendre* which means to undertake. That definition perhaps subsumes almost everything that we do because we undertake many

many things in life, even if we do not become an entrepreneur. The dictionary word is slightly more particular. One who organizes, manages and assumes the risk of a business or enterprise is entrepreneur.

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Entrepreneurship

- **Entrepreneurship is about identifying an unmet pain (pain point) in a group of people or entities (target customers: customer segment),**
- **innovating a suitable solution to alleviate the pain in a competitive way (in the form of a product or a service or differentiation),**
- **organizing a balanced team,**
- **arranging required fund,**
- **putting in place the required infrastructure,**

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Entrepreneurship entrepreneur start or adopt entrepreneurship. Entrepreneurship is about identifying an unmet pain the pain point, in a group of people or maybe in a group of businesses that is our target customer or that is our customer segment. Customer segment means a group of people or group of companies with similar characteristics similar liking similar aspiration in the context of a product that is under consideration.

So, that suppose you are trying to market a product. So, you have to if you can identify people, who are who would be potentially interested in your product a group of them actually or the possible group of them is the customer segment. So, that you can communicate with them easily, you understand their pain more deeply and you can structure your offering to meet to best meet their requirement or aspiration.

Innovators entrepreneurship is innovating a suitable solution to alleviate the pain in a competitive way meaning in a cost effective way. So, that it can be sustained, you can make profit. Its about organizing a balanced team arranging required fund putting in place the required infrastructure for manufacturing or giving the service whatever is the business.

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Entrepreneurship ... continued

- making the product or service available to the customers, (portal/distribution channel / logistics),
- maintaining loyal and satisfying employees (people management),
- building loyal customer base,
- sustaining operation in competitive manner, scaling up the business,
- constantly endeavouring to offer increasingly better value for the money to the customers (to prevent competition from winning them away) to they buy repeatedly and spread positive word of mouth.
- Assume all the risks.

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Its about making product or service available to the customer which is the channel through which you make customer aware that you exist or the product exists and then you send the product to the customer through the channel or the channel act also includes where they can buy whether its a retail store or online shopping ecommerce portal like that, then maintaining loyal and satisfying employees. Employees are very critical because, they have to make it many of the enterprise do not survive because they could not maintain loyal employees.

Then building loyal customer base; I think customer base should come first because customer is the center of success of any business. Entrepreneurship is also about sustaining operation and competitive manner, scaling of the business competitive manner and then scaling up the business. Its about constantly endeavouring to offer increasing increasingly better value for the money to the customers. So, that they come back repeatedly to buy your products and spread a favourable word of mouth. So, your turnover increases you achieve higher growth moving forward, entrepreneurship is about assuming all the risk related to an enterprise.

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Some Formal Definitions

"Entrepreneurship is the **pursuit of opportunity beyond resources controlled.**"
- Howard Stevenson, Harvard Business School professor

"Entrepreneurship is the process of doing something **new** and something **different** for the purpose of **creating wealth** for the individual and **adding value to society.**"
- [Raymond W.Y. Kao](#)

"the persistent progression towards an innovative solution to a key problem. It's the **constant hunger for making things better** and the idea that you are never satisfied with how things are." – [Debbie Roxarzade, founder and CEO of Rachel's Kitchen](#)

"entrepreneur is the one who **organizes, manages, and assumes the risks** of a business or enterprise." -Merriam-Webster Dictionary

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There are bookish definitions I will not dwell match into that you can read them.

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Motivating Factors to Become Entrepreneur

Internal Factors

1. Observe agonizing/grievous pain in the society, who are crying for help to alleviate it and you think you can provide a better solution than those exist.
2. Come up with a brilliant idea (may be a fortunate stroke of serendipity or epiphany) that can improve the lives of a large number of people.
3. Desire or passion to do something new and ground breaking.
4. To become independent – be your own boss – sense of control.
5. Achieve what one wants to have in life – personal growth.

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Now, why people would become entrepreneurs is very obvious, but let us try to put it them in a tabular manner. So, that we do not miss anything of course, its very difficult its a subject that care its not a theory, that you can authoritatively say that these are the only items. So, its all fluid open ended.

What motivates people to become an entrepreneur? One of the most important motivation is that, you observe an agonising or grievous pain in the society in a group of

people and these people are crying for a solution and you would like to alleviate this pain whatever that is. So, you think that you can actually find a solution. So, you start developing the solution then build a team and once the solution is there in the horizon, then you start a venture. So, its purely driven by opportunity.

Alternately you may come up with a brilliant idea all of a sudden, something like an epiphany moment or its kind of serendipity meaning suddenly there is some positive or fortunate stroke of luck or flash and you get an idea you record type. And then you think that this idea actually can do wonders to the society to improve their life or to alleviate some pain in any way you can make many people happy. So, you think that I should pursued it this idea, execute it and then develop product or solution and then make it available to the people.

There are many who take up entrepreneurship, because they are they are passionate about doing something new and ground breaking. So, they start exploring and then many of them are successful in finding something many may not be. So, whosoever can find an idea through which they can actually do something ground breaking, they start a new venture. Many of us aspire to become independent, be our own boss a kind of sense of control that we control our ourselves or maybe the far extreme we control our destiny. There are others who would like to achieve whatever they want to achieve in life maybe personal growth, maybe money, maybe anything.

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Motivating Factors to Become Entrepreneur

Internal Factors ... contd.

5. Be recognized for one's contributions – sense of accomplishment.
6. One's educational background – empowerment through knowledge.
7. One's occupational background and experience in the relevant field.
8. For the passion to do something significant to change the world for the better.
9. Entrepreneurship may be perceived as a vehicle for creating huge wealth for self and extended family members. Rags to riches stories are abound in entrepreneurship.
10. Being more creative than the present job requires or present employer can put to use.

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These are part of internal factor meaning the factor internal to the entrepreneur indigenous to the entrepreneur. Moving forward people would like to be recognized for their contribution suppose you are working in a big company you think that, you are a small fish in a big company rather than being that you can start a company become a small fish in a big fish in a small company. So, maybe your contribution will be visible and people will recognize.

Then there may be motivation from the fact that one can leverage their education or their experience, that is unique and that can give them opportunity means they can use their education and experience to manufacture or offer a product or service in a more competitive manner than the competitors. So, that may motivate people to start a business. Some can do this just for the passion of doing something significant and then make a change in the world for the better.

Entrepreneurship in that sense can be perceived as a vehicle, for creating huge wealth for the nation, for self and family member's maybe extended family members. Entrepreneurship in that sense actually offers great opportunity for anybody to reach to any level there are umpteen stories about rags to riches like, Dhirubhai Ambani he started his life in a very humble environment, but he became the top entrepreneurs.

So, if someone who thinks he is kind of at the bottom of the pyramid entrepreneurs; entrepreneurship offers a route to risk to the top of course, yes one has to follow one has to understand what he what one needs to do and what kind of risks lie ahead. If someone can elevate all of them and its an opportunity in a nutshell, its not a sure short definitely sure short way of making money, but its in it offers an opportunity. So, it gives equal opportunity to everybody to rise.

There are others who are highly creative and that think that their existing employer does not require their kind of talent or they are incapable of exploiting their talent in their product or service whatever they do. So, they think that they should start a company and use exploit their talent and do something.

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External Factors Influencing Entrepreneurial Intent

1. Government assistance, conducive ecosystem and financial support.
2. Availability of labour and raw material – ready inputs.
3. Encouragement from big business houses - intrapreneurship.
4. Promising extraordinary demand for a product – demand supply gap.
5. Demand by the society.
6. Bring change in the society.

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There may be exogenous factors like external environment; like government favourable government policies which means infrastructure will be available, money will be some kind of financial assistance will be available, then there may be a favourable ecosystem starting from incubation to finally, getting money for as seed money then when an angel money etcetera etcetera.

So, if everything is in place like starting a company or exiting from a company all those issues may actually attract people to start new venture. There are other factors like availability of a raw material suppose you have license for iron ore mines. So, definitely you can start iron making plant something like that.

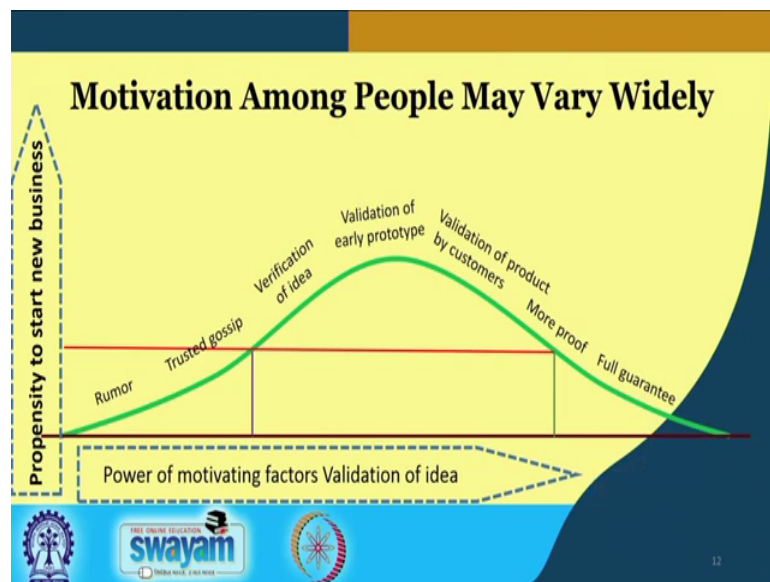
Then the society may demand, the situation may demand like every time the society the things are changing. So, changed environment may actually demand something and one may think that I should contribute I should take the lead. So, become entrepreneur in short.

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Entrepreneurship is a vehicle to make many people happy, while achieving desired personal goals by the entrepreneurs themselves.

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But then this may not stimulate everybody into action and then it may not attract everybody to start a venture, we are all different our perception about risk is different. So, there may be some who are highly motivated to start a business. There are some who will never start a business because they are afraid of the risk even if somebody gives guarantee that he takes all the risk all the responsibility to alleviate the risk.

So, this graph actually shows that there are people, who would run behind rumor some somebody says or maybe while making a journey in a train, in a bus or somewhere or having a cup of tea someone says you do this business and you are going to make money. There will be some who will run after that up to that idea, but moving forward gradually people are more realistic and then gradually people are more kind of protective or less aggressive to start a business.

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Type of Business Ventures

- Innovation-Driven Entrepreneurship
- Corporate Entrepreneurship or Intrapreneurship
- Social Entrepreneurship
 - For profit enterprise
 - Not-for profit enterprise
- Small Business

These are besides the large corporate entities and cooperatives.

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But then there are umpteen number of motivational factors. Types of business is purely academic, this these types are this classification is based on the perspective of entrepreneurship not really kinds of business for registering companies or for taxation or for any other purpose. So, there are this list of companies like innovation driven entrepreneur like corporate entrepreneur, social entrepreneur or social entrepreneurship there may be some for profit, not for profit, then there are small businesses. Other than that there are large corporate entities and cooperatives this is a small classification.

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Small business	Entrepreneurial business
<ul style="list-style-type: none">• Small-business owners have a good idea.• Mostly driven by traditional knowledge• Small-business owners hold steady and avoid doing things that is risky.• Small-business owners think about the things they need to finish this week.• Small-business owners are sentimental with their businesses.	<ul style="list-style-type: none">• Entrepreneurs have big ideas and vision.• Mostly driven by innovation.• Entrepreneurs accept the fact that big opportunity comes with risk.• Entrepreneurs think months and years ahead.• Entrepreneurs focus on scaling.



Now, the books and other literatures are talk about the distinction between a small business and entrepreneurial business. The distinction actually is not so, important, but then one needs to understand that there are business the far back in meaning where there is no innovation necessary, no risk associated and very limited group prospect. Whereas, on the other spectrum other side of the spectrum there are businesses which are highly innovation driven and there are risk, but then there are high growth potential.

So, one can achieve huge growth provided we can alleviate the risk on the way. So, making a distinction perhaps make sense in that sense, but I would tend to believe that even a small business can incorporate. Almost all the attributes of an entrepreneurial venture into it and then translate their small business into an entrepreneurial venture, any small business for that matter.

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Entrepreneurial Ventures

- Created around a vision.
- Driven by innovation and unique value proposition.
- Associated with achieving growth and extricating risks.
- Always aim fast scalability and growth.

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So, after reading that comparative after the comparative study one should or will understand that entrepreneur venture are created around the vision and its driven by innovation and unique value proposition. It is associated with achieving growth and extricating risks, it always aim aims first scalability and high growth.

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Can Small Businesses be Entrepreneurial?

- Any business can derive competitive advantage by creating product or service differentiations.
- A grocery shop can attract and retain customers in many ways such as by being polite, giving quick service by organizing the items systematically, maintaining strict expiry date for perishable items, and passing on various benefits meant for customers.
- Such a shop can reduce financial cost by prudent management of inventory.
- One may add further differentiator by delivering at the door.
- It may eventually replicate the model in different locations and achieve growth.

The slide features a yellow background with a dark blue and orange header. The footer contains the Swayam logo and the text 'FREE ONLINE EDUCATION swayam'.

But then can a small business be entrepreneurial; as I said earlier that any small business can become a an entrepreneurial venture by incorporating the characteristic features of entrepreneurial venture. For example, you just look at any grocery store in a big

marketplace; you will find that in front of some grocery stores there will be huge crowd in front of others there may not be anybody. And you go close to the shop and observe you will see that the shop where there are huge crowd, the owners and the employees are more friendly and they are kind of they appear as if they have the best interest of the customers in mind, they would say; they would say if some particular item has expired, they are validity they will say do not take this is already expired.

So, in the process they are trying to send a message across that, we are customer friendly whereas, in the other shop people are not friendly. Just that little small thing actually make so, much distinction that in one shop, there will be several hundred customers in a day whereas, in the other there will be some tens of them that makes a huge difference.

Now, other than this friendly approach, one can add further value or differentiation by delivering it at the door, they can take orders through phone and deliver. It may eventually replicate the good model into another marketplace. So, they start scaling up.

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Can Small Businesses be Entrepreneurial? ... contd

- The process may go on and on.
- All such actions are part of strategy and can be perceived as innovations.
- Therefore, it may not be wrong to state that all businesses may innovate to be more competitive, grow faster than competitors, make superior profit and sustain for a long term.
- Some of these actions, for example scaling, may be risky and inflict loss to the
- Therefore, from innovation and risk perspective small businesses can be called entrepreneurial.

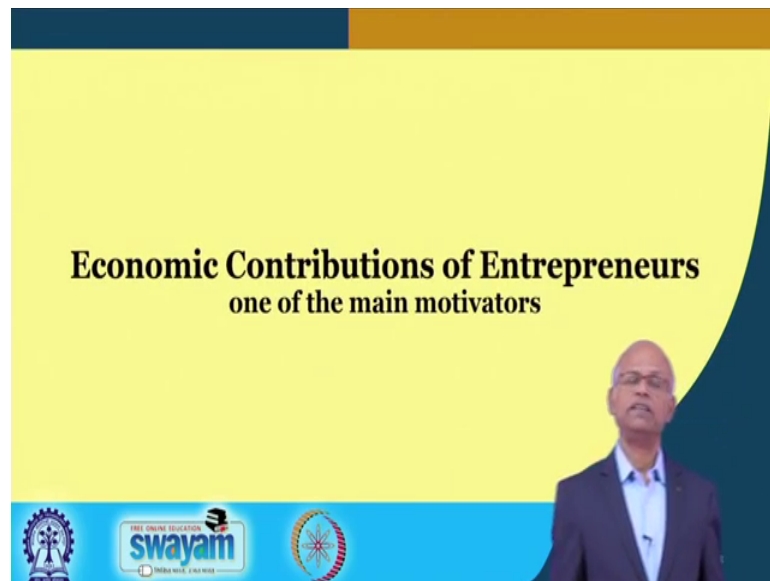
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The process may go on and on meaning they can keep on adding more customer value. So, you know whatever way possible there are many ways possible. All such actions are part of SJG and can be percept as innovations these are innovations of the business model. If not technology at least business models are being innovated in the process therefore, it may not be wrong to state that all businesses may innovate to be more competitive more customer friendly and then grow faster; faster than competitors and

make superior value superior profit sustained for a long time. So, in the process they become entrepreneurial.

On the other side this business when the scale lab they start opening shops, they also run the risk just like any other entrepreneurial venture.

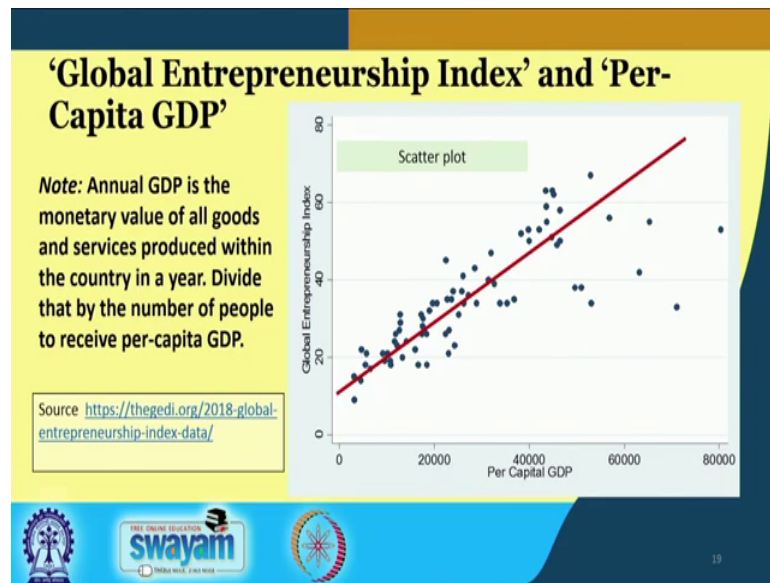
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Therefore, small business can definitely be an entrepreneurial venture. So, coming back to the definition the distinction part between a small business and entrepreneurial venture, actually the distinction kind of gets eliminated gradually as small businesses try to emulate the properties of the characteristic features of the attributes of entrepreneurial venture.

Now, another significant thing that motivate people to become an entrepreneur is the, contribution significant contributions that are made by entrepreneurs to the society and society at large, the country and the society.

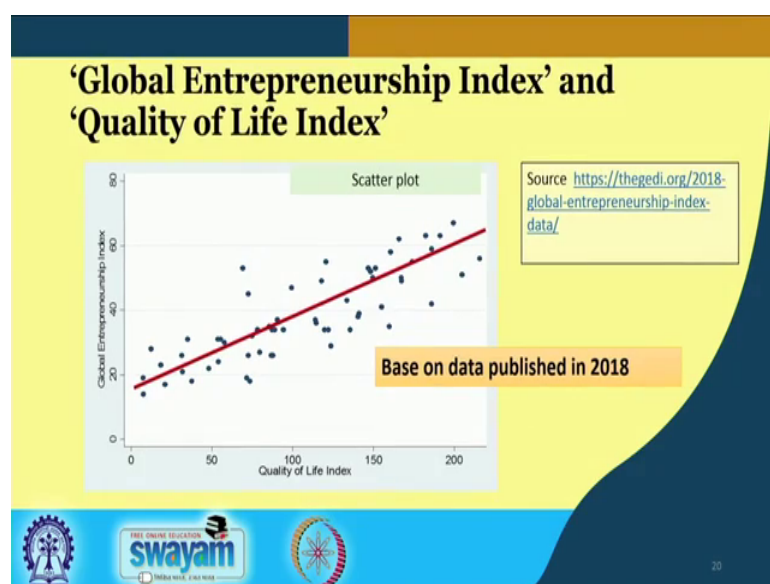
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So, that actually motivate many entrepreneurs many people to become an entrepreneur. Here is some data about economic contributions of entrepreneur to the economic development or happiness of the people.

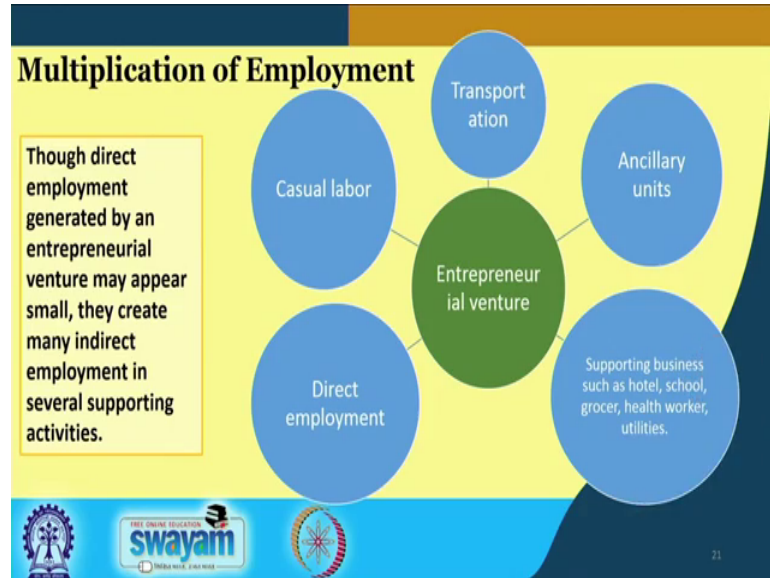
Data suggests data current data 2018 data by gedi dot com suggests that entrepreneurial activities and per capita GDP are highly correlated. So, there is no doubt data speaks volumes or the contribution economic contributions of the entrepreneur.

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Similarly, the global entrepreneurship index is highly correlated with the quality of life index.


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So, entrepreneurs; obviously, are the reason for economic development the contributions are very significant. Now, elaborating slightly moving forward. When we talk of contribution one thing is in the generate employment and if we look at the company as an individual entity, perhaps the impression might be there is not much. But then if you look at the larger picture, it will be highly visible that they actually contribute greater than what meets the eye I will elaborate that with that is next slide example.

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Economic Contributions of Entrepreneurs




Source:
www.internationalsteam.co.uk




Source: Getty Images/Lonely Planet Images






Source: Wikipedia



Source: The Wire



Source: paulpolak.com

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Suppose one starts a very small rice mill in a remote rural village, where there is no industry or any only opportunity except agriculture. So, this unit will require transporter, it will require some daily labour, some slightly educated people for accounting or managing office, they need supplies and gradually these people will become consumer. So, they would like to buy more. So, maybe some someone will start a grocery shop, maybe a health center will come up and maybe some people will think of buying a rickshaw and plying between the village and the nearest city.

So, gradually value is being created. So, a school may come up and then these employees may think of sending their kids to the school because they get a regular monthly salary. So, the entire economic ecosystem of the village improves just by setting up one rice mill one small rice mill.

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Economic Contributions of Entrepreneurs

Entrepreneurs

- Bring about the economic value-cycle and sustain it.
- Increase government income resulting in higher expenditure and more consumption.
- Generate employment.
- Promote savings.
- Increase consumption.
- Stimulate new demand by offering products of higher esteem.

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Now, you can extrapolate if someone sets up other people sets up more unit what are the benefits that are going to accrue and what change entrepreneurs can bring. This slide of course, is a repetition of whatever I said so, far so, I will skip for the timing.

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Economic Contributions of Entrepreneurs

... contd.

- Improve technological landscape through innovations in all key areas.
- Facilitate diffusion of technologies from abroad into domestic industries resulting in technological self-reliance.
- Bring foreign exchange that increases value for local currency. Increased forex reserves provide enormous power to a nation while increasing purchasing power to its citizens.
- Improve quality of life of citizen.

swayam

Time is very short. Now, entrepreneurs bring new technology from Abroad and then the change the technological landscape of the country. So, eventually technology gets diffused and the whole technological landscape improves. They bring foreign exchange because the export, bring foreign exchange, the rupee, the local currency appreciates and

that improves the purchasing power of the population it eventually improves the quality of life of the citizens.

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Reliance Industries Ltd.

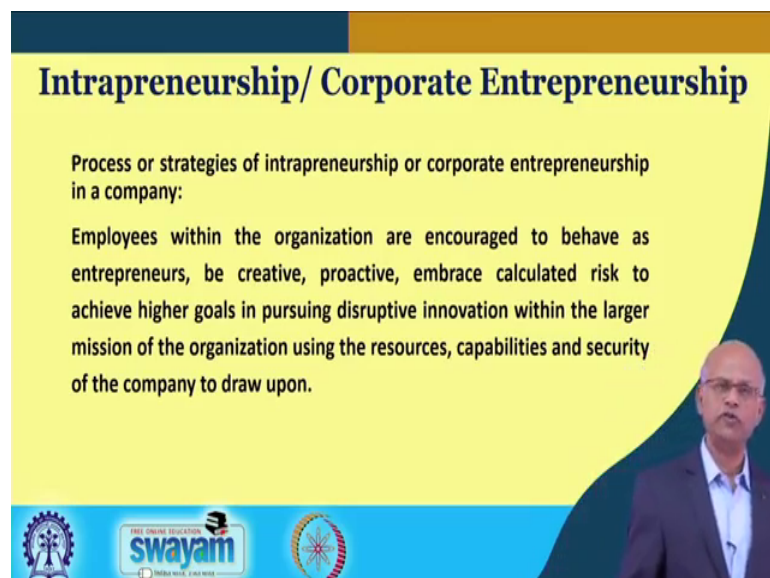
- Reliance Industries contributes about 5% of the direct tax collection of our country.
- Reliance Jio's disruptive entry will expand India's per capita GDP by about 5.65%, says a report by Harvard Business School[#].
- Imagine that we have many more such companies and the GDP and government's income would soon multiply.

[#] Appeared in the Mint on 06 April 2018

The slide features a yellow background with a dark blue and orange header. At the bottom, there are logos for Swayam and other educational institutions, along with a small image of a man in a suit speaking.

Take the example of Reliance industry a single company that is giving 5 percent of the direct taxes. Reliance Jio a recent study in 2018 by Harvard Business School center of Harvard businesses school says that, reliance Jio alone is going to increase the GDP by 5.65 percent. So, even if there are more number of companies what impact they can do to our economy.

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Intrapreneurship/ Corporate Entrepreneurship

Process or strategies of intrapreneurship or corporate entrepreneurship in a company:

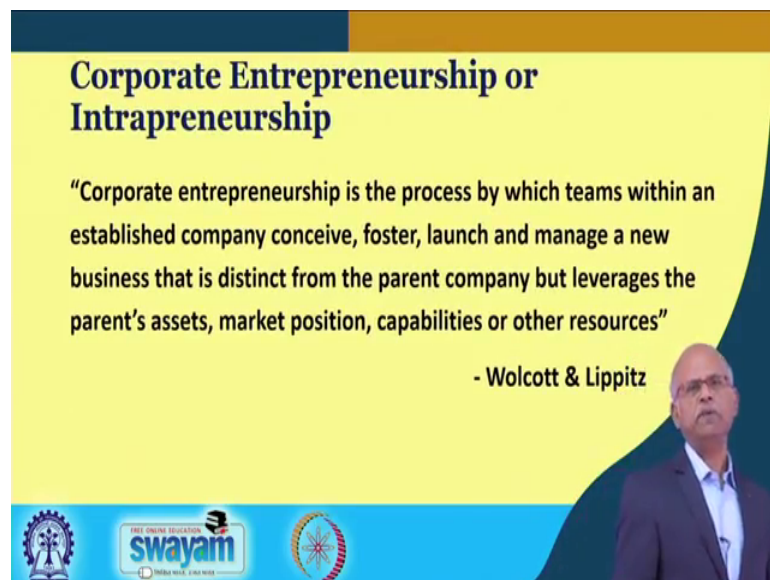
Employees within the organization are encouraged to behave as entrepreneurs, be creative, proactive, embrace calculated risk to achieve higher goals in pursuing disruptive innovation within the larger mission of the organization using the resources, capabilities and security of the company to draw upon.

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Moving forward we have corporate entrepreneurship or intrapreneurship, this is very important in today's world its a new phenomena, but we need to discuss this quite thoroughly. So, there are large number of slides actually employees I will define from the slide itself employees within the organization are encouraged to behave as entrepreneur. To be creative in a proactive manner, they can embrace calculated risk to achieve higher goals in pursuing disruptive innovation within the large mission of the organization, using resources, capabilities and security of the company to draw upon. This is a phenomenon that is known as corporate entrepreneurship it is an entrepreneurship within an enterprise.

So, some people who feel they are creative who feel they can think proactively meaning they can see the future and then develop product to mix with the future needs and they embrace calculated, their own they are not afraid of doing something new. They take resources from the company or the company encourages them to use the resources of the company and develop new products so, that company is ahead of competition, this is called corporate entrepreneurship.

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Corporate Entrepreneurship or Intrapreneurship

“Corporate entrepreneurship is the process by which teams within an established company conceive, foster, launch and manage a new business that is distinct from the parent company but leverages the parent’s assets, market position, capabilities or other resources”

- Wolcott & Lippitz

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There are many definition I will skip them for the time being because time is short.

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Corporate Entrepreneurship

Intrapreneurship

- "A person within a large corporation who takes direct responsibility for turning an idea into a profitable finished product or service through assertive risk-taking and innovation".
- Intrapreneurship has evolved as a corporate management style integrating risk-taking, innovative approaches, motivational techniques – more traditionally the province of ENTREPRENEURSHIP - in the work culture.

swamyam

So, you can read them pausing the slide importantly why corporate entrepreneurship?

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Why Corporate Entrepreneurship

- Generally speaking, people can exploit their creative talent only in an open and independent environment without any compulsion.
- Creative persons are restless and would feel suffocated unless they can put their creativity into action.
- A company can recruit such employees but may find it difficult to retain them as also to extract the best creative output (double trouble).
- Corporate entrepreneurship provides such creative talents the freedom to engage in innovative activities without constraints and provide all necessary resources so they will create wealth for them and the company (double benefits).

swamyam

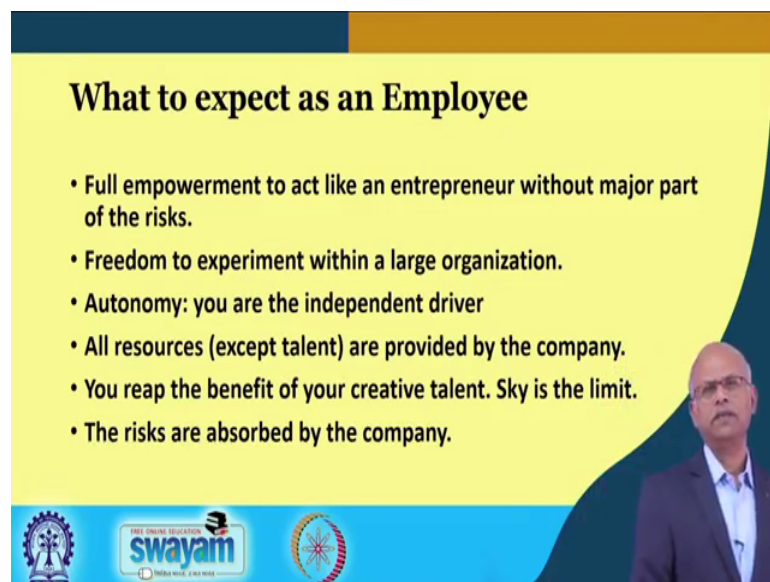
Generally speaking people are creative only when the atmosphere or the environment is open only when they are not under duress to do something. So, in a corporate atmosphere in a research and development context, people are not innovative. They will become innovative when we offer them a open kind of atmosphere a separate space for them and allowed them to think independently without any duress perhaps people will be more

innovative. So, that is reason number 1 as to why corporate entrepreneurship both from the company's point of view and from the point of view of the employees.

Creative persons are restless they feel suffocated if they cannot put their creative action. Creativity into action meaning if someone is creative he or she would like to execute; that means, they comes up with a lot of ideas they bubble with ideas and then they want to put that ideas into action if they do not if they are not capable of bring that they feel depressed or they do some something untoward. So, corporate entrepreneurship actually offer them this opportunity, they offer them separate space they offer them all the resources at their disposal and then they start exploiting their creative talent.

Another problem that is solved through corporate entrepreneurship is that, you recruit talented people, but then you are not capable of giving them enough food for thought. So, there will be high attrition rate because they will not remain with you its a double trouble whereas, you give them everything they become creative you your company remains innovative and your business become profitable on a sustainable basis. So, its a win for everybody.

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What to expect as an Employee

- Full empowerment to act like an entrepreneur without major part of the risks.
- Freedom to experiment within a large organization.
- Autonomy: you are the independent driver
- All resources (except talent) are provided by the company.
- You reap the benefit of your creative talent. Sky is the limit.
- The risks are absorbed by the company.

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there is a blue banner with logos for 'swayam' and 'INDIA'S CHANGING'.

What to expect as an employee from corporate entrepreneurship? Its almost everything I have already discussed we will skip we will not discuss elaborate on them. So, its full empowerment to act like an entrepreneur, without major part of the risk because the risk is taken by the company. If the employee fails to deliver, but they can show reason as to

why the fail means there is no laxity on their part, they will not be punished neither they lose money.

So, there is every reason for them, they reap the benefit because if they come up with something new, the company is going to handsomely revert them or they can even start their own company, if they find that the it is not aligned with the company's main mission. So, everything is possible we will escape that slide for the timing.

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What to expect as a company

- Foster creativity and innovation in products, services, and processes.
- Accelerate product development.
- Improve customer value proposition.
- Create and maintain competitive advantages.
- Reduce attrition rate of talents.
- Achieve sustainable growth in the era of innovation-driven economy.

The slide features a yellow background with a dark blue curved shape on the right side. A portrait of a man in a suit is visible in the bottom right corner. At the bottom, there are logos for Swayam and other educational institutions.

What to expect as a company this also has been elaborated, I will not elaborate them again. Most importantly their product development process gets accelerated. So, the new products can be introduced very quickly even before your competitors are going to pre-empt you, you can pre-empt the competition. So, you remain competitive in the marketplace and you amp achieve sustainable growth.

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What to expect as a company ... contd

- Bring about new innovations in related or new field so the company can serve existing or new markets.
- Give birth to new enterprises within the enterprises.
- Xerox

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there is a blue banner with logos for IIT Bombay, Swayam, and IIT Madras. A portrait of a man in a suit and glasses is positioned in the bottom right corner.

I will skip this slide also.

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What it takes to pursue intrapreneurship?

- Creative
- Self-motivated.
- Action-oriented & self-driven.
- Proactive (opposite of reactive).
- Think independently.
- Flexible.
- Willing to accept failure as an option and relentlessly persevere.

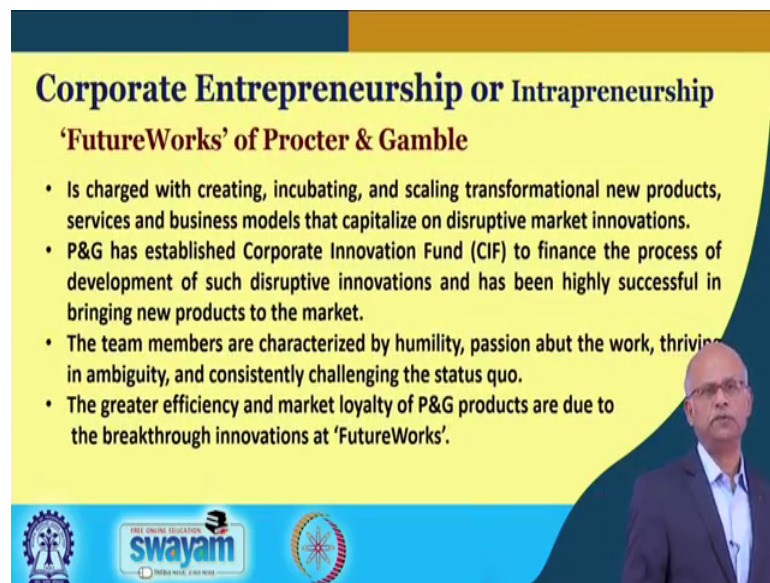
The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there is a blue banner with logos for IIT Bombay, Swayam, and IIT Madras. A portrait of a man in a suit and glasses is positioned in the bottom right corner.

What it takes to pursue entrepreneurship corporate entrepreneurship? Suppose you are an employee what you need to possess to become a suitable for corporate entrepreneurship, you need to be creative, you need to be self motivated no one is going to motivate you to become creative and you need to be action oriented in a to take action to achieve and self driven whatever is necessary you have to do that. And to be proactive you cannot wait

and see what is happening in the world and then you know react to that, you have to be proactive be futuristic.

Think independently and be flexible about your approach, about future, about the method that you adopt then you have to be willing to accept failure that should be an option if you fail and become depressed then nobody can help. So, you have to fail, you have to accept failure and fight back relentlessly so, that eventually you become successful.

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Corporate Entrepreneurship or Intrapreneurship
'FutureWorks' of Procter & Gamble

- Is charged with creating, incubating, and scaling transformational new products, services and business models that capitalize on disruptive market innovations.
- P&G has established Corporate Innovation Fund (CIF) to finance the process of development of such disruptive innovations and has been highly successful in bringing new products to the market.
- The team members are characterized by humility, passion about the work, thriving in ambiguity, and consistently challenging the status quo.
- The greater efficiency and market loyalty of P&G products are due to the breakthrough innovations at 'FutureWorks'.

The slide features a yellow background with a dark blue header and footer. A photograph of a man in a suit is visible in the bottom right corner. The footer contains logos for Swayam (Free Online Education), a gear icon, and a circular logo with a star.

There are many examples of corporate entrepreneurship, you should read them from here I will not repeat them.

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Mahindra Group Fosters 'Intrapreneurship'

- **MUMBAI:** The Mahindra Group allows employees to invest in startups being incubated within the organisation, giving a strong push to 'intrapreneurship'.
- The idea is to provide the employees in established companies an opportunity to participate in the wealth creation so as to attract and retain talents, who are otherwise excited to work for startups.

Logos at the bottom: IIT Bombay, swayam (Free Online Education), and another circular logo.

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More Instances of Intrapreneurship

- **3M** gives freedom to employees to create their own projects, and provides funds.
- **HP** used to be known for innovation-friendly atmosphere and intrapreneurial reputation.
- **Intel** has a tradition of intrapreneurship.
- **Google** allows their employees to spend up to 20% of their time to pursue projects of their choice.

Logos at the bottom: IIT Bombay, swayam (Free Online Education), and another circular logo.

Mahindra has initiated something in India also. There are some examples about big companies adopting corporate entrepreneurship. So, you can read them from different other sources other than the slide.

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Innovation and Entrepreneurship

Joseph Schumpeter connects entrepreneurship with innovation in

- New product.
- New production methods.
- New market.
- New forms of organization.

Use resources innovatively to translate them into valuable products so as to maximize value to consumers, generating superior returns and resulting in creation of wealth for the nation.

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there are logos for Swamyam (Free Online Education) and other educational institutions.

Now, briefly we will be discussing about innovation and entrepreneurship, maybe moving forward I will have a separate slide on innovation or how to innovate and how innovation drives success of entrepreneurship. Today, we are just going to talk about innovation and entrepreneurship.

Joseph Schumpeter was the first to connect innovation with entrepreneurship and he famously said that entrepreneurship with innovation is relevant developing new product, new production methods, new market, new forms of organization use resources. You know in a innovative manner to translate them into valuable products just to maximize value to consumer, generating superior returns and resulting in creation of wealth for the nation, nation as one. Entrepreneurs use innovation for all of these.

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Innovation and Entrepreneurship

Entrepreneurs use innovation

- to develop solutions to alleviate problems persisting in a group of people.
- to create differentiation in products or services gaining competitive advantage.
- to alleviate risks of various kinds.
- use factors of production efficiently to delineate superior value propositions and, in the process, innovate new business models.
- Innovation can be perceived under many contexts and not merely in products and services development. Doing anything differently that makes better value for customers may be termed as innovation.

Source: <http://www.businessdictionary.com>

swayam

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Schumpeter Propounded

- **Creative Destruction** as a way of innovation and entrepreneurship.

Entrepreneurs

- greatly **value** self-reliance,
- strive for distinction through excellence,
- are highly optimistic (otherwise nothing would be undertaken).
- always favour challenges and take calculated **risk**.

Source: <http://www.businessdictionary.com>

swayam

Schumpeter actually coined the term creative destruction. He is kind of a oxymoron, but that is what it is and today we actually understand the meaning and people adopt that, you have to disrupt the existing market existing technology, existing desktop people perhaps, to a next extreme extent and to make successful ventures. So, that is how you disrupt through innovation. So, that is what is creative destruction.

So, entrepreneurs as per Schumpeter entrepreneurs greatly value self reliance they strive for distinction through excellence, they are highly optimistic, they always favours

challenges and take calculated risk this is how it has been defined there in business dictionary.

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Innovation and Entrepreneurship

- Innovation disrupts existing business model by introducing better products with superior value proposition at increasingly higher speed.

Fortune 500 firms in 1955 vs. 2014.

- In about 60 years, almost 88% of the Fortune 500 companies no longer feature in the list because they have mostly become **bankrupt** or are no longer **significant**.
- And we're all better off because of that dynamic 'creative destruction'.

The slide features a yellow background with a dark blue and orange header. At the bottom, there are logos for Swayam (Free Online Education), a circular logo with a gear, and a logo with a compass rose. A man in a suit is visible in the bottom right corner of the slide.

One single data actually explains, how innovation disrupting the marketplace. From 1955 to 2014, then in the 60 years 88 percent of the fortune 500 companies became nonexistent meaning they do not they no longer feature in the list of fortune 500 companies, which used to be featuring earlier either they have become bankrupt or they have become insignificant or maybe masked with some other company. So, a fortune 588 percent of the fortune 500 companies which were so, large too large to die, but they are nonexistent because, new innovation from new entrepreneurial venture disrupted the marketplace and then they could not sustain they could not cope up with the new paradigm.

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Innovate or Perish

- Every new employee get a copy of the "Facebook's little red book" that famously says:
"If we don't create the thing that kills Facebook, someone else will"

It's a way to communicate the history, mission, and values of the company.

One of the last pages says:

"Embracing change' isn't enough. It has to be so hardwired into who we are that even talking about it seems redundant. The internet is not a friendly place. Things that don't stay relevant don't even get the luxury of leaving ruins. They disappear."

Facebook was not originally created to be a company.

The slide features a photograph of a man in a suit and glasses. At the bottom, there are logos for 'swayam' and other educational institutions.

This is just an example and a wonderful explanation about innovation, disruption and sustainability of company. Any employee joining Facebook will be given a little red book called Facebook's little red book that famously says if you do not create the thing that can kill Facebook someone else will meaning unless Facebook company or employees of the Facebook create something that can potentially moving forward can kill Facebook someone else will create the same thing ahead of Facebook employees and then they will kill Facebook. So, that perhaps in a nutshell conveys the meaning of or the importance of innovation in disrupting marketplace disrupting companies and creating sustainabilities.

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- ❑ Rajiv Shah, Zhijie Gao, Harini Mittal (2015) *Innovation, Entrepreneurship, and the Economy in the US, China, and India* – Elsevier
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These are some of the references.

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Conclusion:

- Entrepreneurship creates value for the society at large.
- All businesses can innovate, can take calculated risk to remain ahead of competition and can be called entrepreneurial.
- Whatever one does and wherever one works, there is scope to use entrepreneurial qualities.

The slide features a dark blue background on the left with the word "Conclusion" in a yellow, cursive font. The right side has a yellow background with three bullet points. At the bottom, there are logos for "swayam" and "INDIA'S EDUCATION REVOLUTION".

In conclusion entrepreneurship creates value for the society at large, all businesses can innovate can take calculated risk to remain ahead of competition and can be called entrepreneurial. Whatever one does and wherever one works there is a scope to use entrepreneurial quality.

Thank you.