Entrepreneur VS Businessman

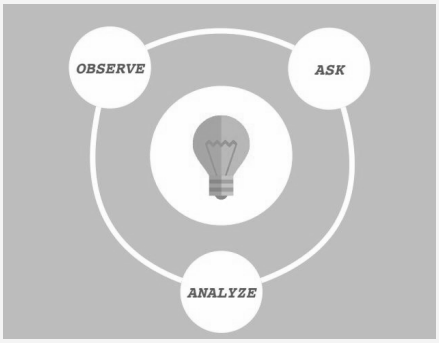
"entreprendre"=one who undertakes or manages

customer oriented	usually more profit oriented
bold and ambitious	usually plays safe
creates his own idea and turns it into a business	business is purchased, donated, or inherited

Advantages of Entrepreneur

Ownership	control over time, compensation, and working conditions
Control	own the business and the profits that your business will earn
Fulfillment	passionate and rarely bored

Method



Costs of an Entrepreneur

Business failure

Accountability

Financial insecurity

extra hardwork

strain on personal relationships

Social and Green Entrepreneurship

Idea Generation

creative process for new ideas, where an idea is a basic element of thought that can be either visual, concrete, or abstract

brainstorming- group method without criticizing

an idea is not necessarily an opportunity (attractive, durable and timely, adds value for its user)

Idea Screening

a measure of spotting good ideas/opportunities and dropping poor ones ASAP

1. the personal screen

2. the 12Rs of opportunity screening

3. pre-feasibility study

4. feasibility study

Tools

Concept Board	helps gather info on consumers' reaction
	how product looks
	can help pinpoint exactly what target market wants
Product Prototype	implementation of great idea

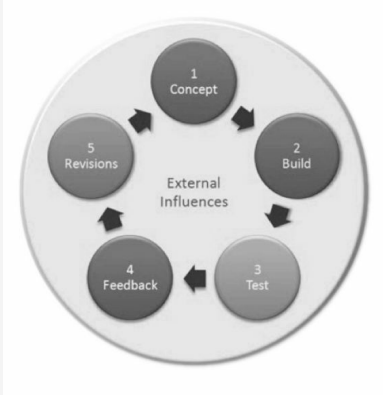
Terminology

Product Development	overall process of searching ideas for new products, screening, implementing and introducing to market
Product Design	render the concept and translate into measurement
Design Thinking	methodology for creative and practical problem solving

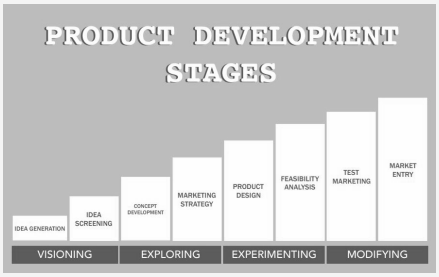
Product

type of good or service consisting of tangible and intangible attributes that satisfies consumers in exchange of money or anything that has a unit or value

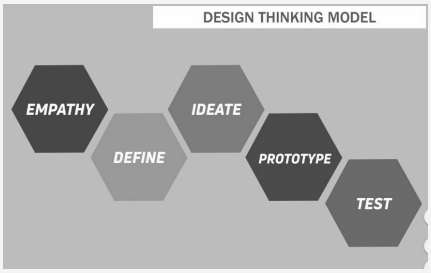
Concept Development



Stages of Development



Design Model



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Published 18th July, 2018.
Last updated 18th July, 2018.

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