

Entrepreneur VS Businessman

"entrepreneur"=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

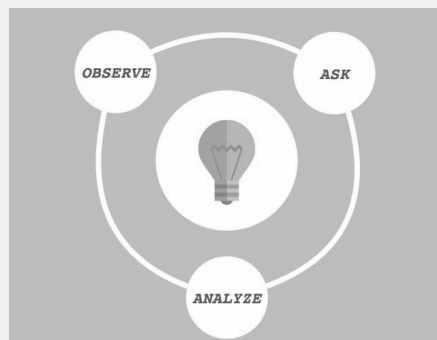
Advantages of Entrepreneur

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

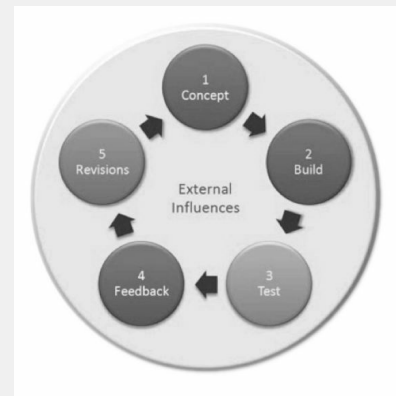
Product Design render the concept and translate into measurement

Design Thinking methodology for creative and practical problem solving

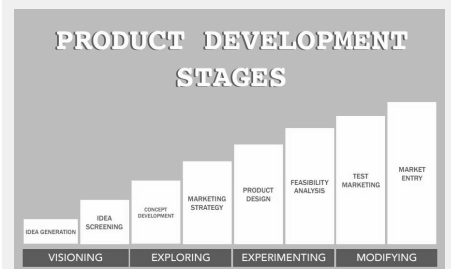
Product

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

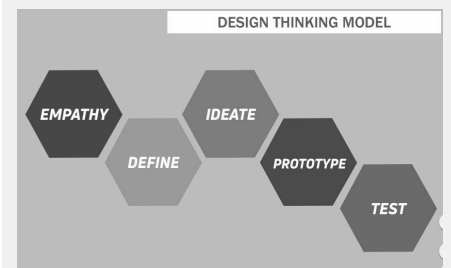
Concept Development



Stages of Development



Design Model



By anaamistad

cheatography.com/anaamistad/

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