



Entrepreneurship : realize your potential

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Entrepreneurship is the art
of turning an idea into a
business.



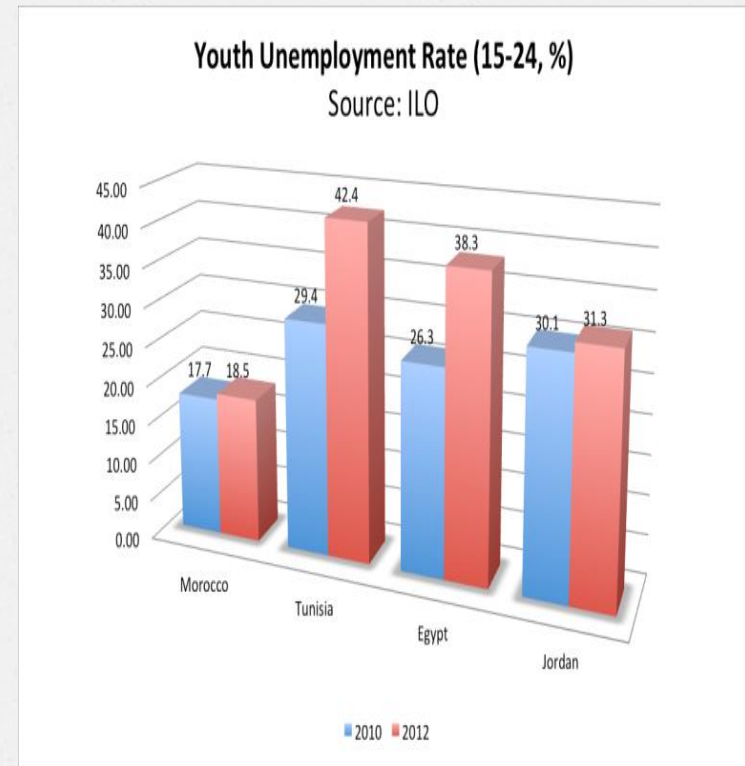
Where is Egypt

GEM Category	2008	2010	2012
TEA rate	13.1%	7.0%	7.8%
Nascent Entrepreneurs	7.9%	2.1%	3.1%
New Firm Entrepreneurs	5.5%	4.9%	4.9%
Established Business Owners	8.8%	4.5%	4.1%
Business Discontinuance Rate	6.3%	3.8%	5.3%
Necessity-driven (% of TEA)	23%	53.0%	33.6%
Improvement-driven opportunity (% of TEA)	40%	25.2%	22.9%

Economic Impact of Entrepreneurial Firms

◦ Job Creation

- In the past two decades, economic activity has moved in the direction of smaller entrepreneurial firms, which may be due to their unique ability to innovate and focus on specialized tasks.



Entrepreneurial Firms' Impact on Society and Larger Firms

o Impact on Society

- o The innovations of entrepreneurial firms have a dramatic impact on society.
- o Think of all the new products and services that make our lives easier, enhance our productivity at work, improve our health, and entertain us in new ways.

(MENA rankings) Country/Economy	World Rank 2014	World Rank 2013	Change	
1. United Arab Emirates	36	38	2	↑
2. Saudi Arabia	38	42	4	↑
3. Qatar	47	43	-4	↓
4. Bahrain	62	67	5	↑
5. Jordan	64	61	-3	↓
6. Kuwait	69	50	-19	↓
7. Oman	75	80	5	↑
8. Lebanon	77	75	-2	↓
9. Tunisia	78	70	-8	↓
10. Morocco	84	92	7	↑
11. Egypt	99	108	9	↑
12. Iran, Islamic Republic of	120	113	-7	↓
13. Algeria	133	138	5	↑
14. Yemen	141	142	1	↑

Why Become an Entrepreneur?

The three primary reasons that people become entrepreneurs and start their own firms



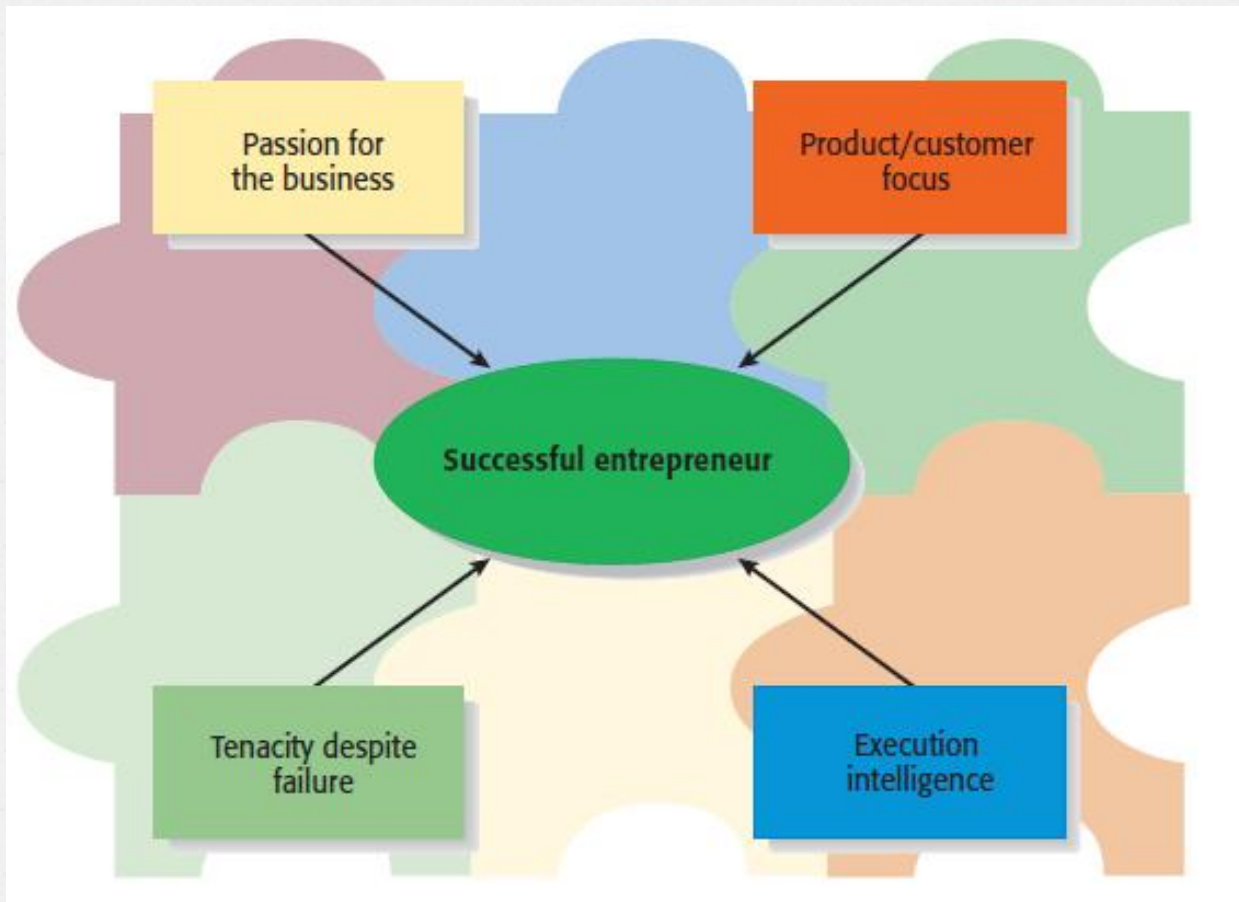
Desire to be their own boss

Desire to pursue their own ideas

Financial rewards

Characteristics of Successful Entrepreneurs

Four Primary Characteristics



Best Motivational Video For Startups And Entrepreneurs

youtube.com/watch?v=8NxD06fA5rU

The idea



Creativity and Innovation

- *Creativity* – the ability to develop new ideas and to discover new ways of looking at problems and opportunities; *thinking* new things

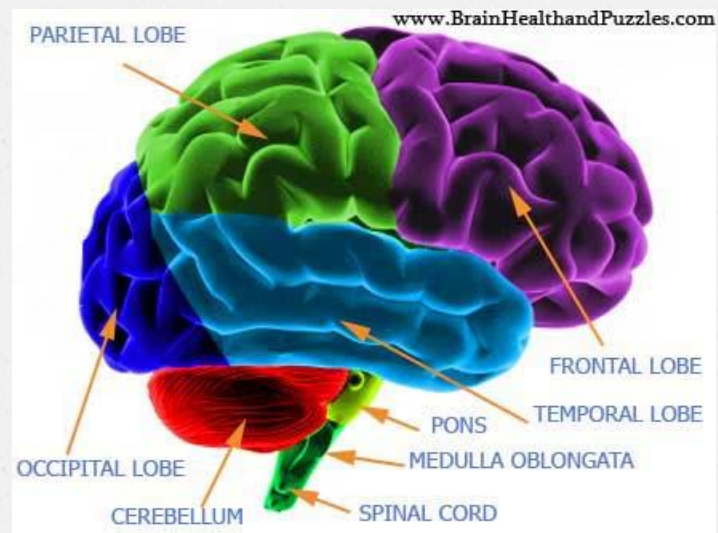


o *Innovation* – the ability to apply creative solutions to problems or opportunities to enhance or to enrich people's lives; *doing* new things.

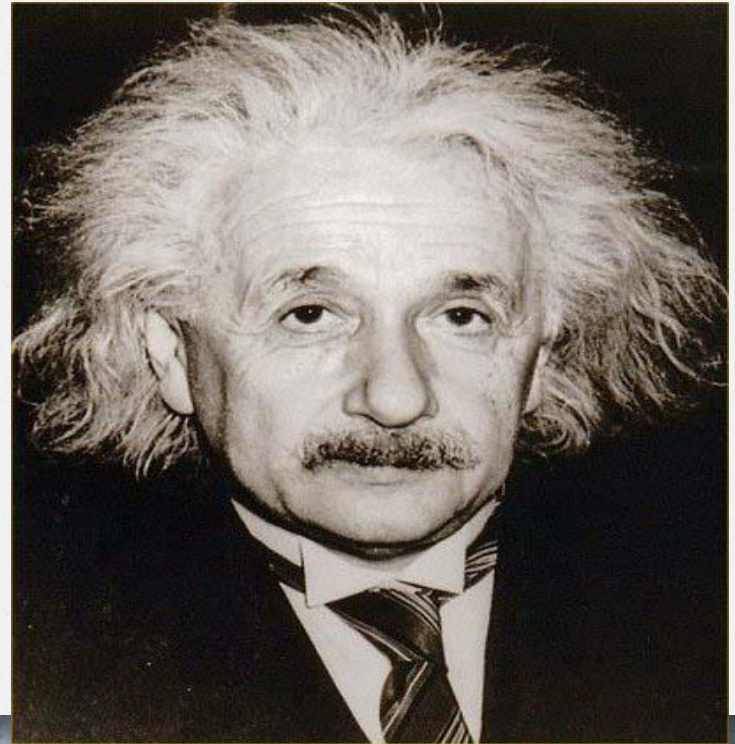


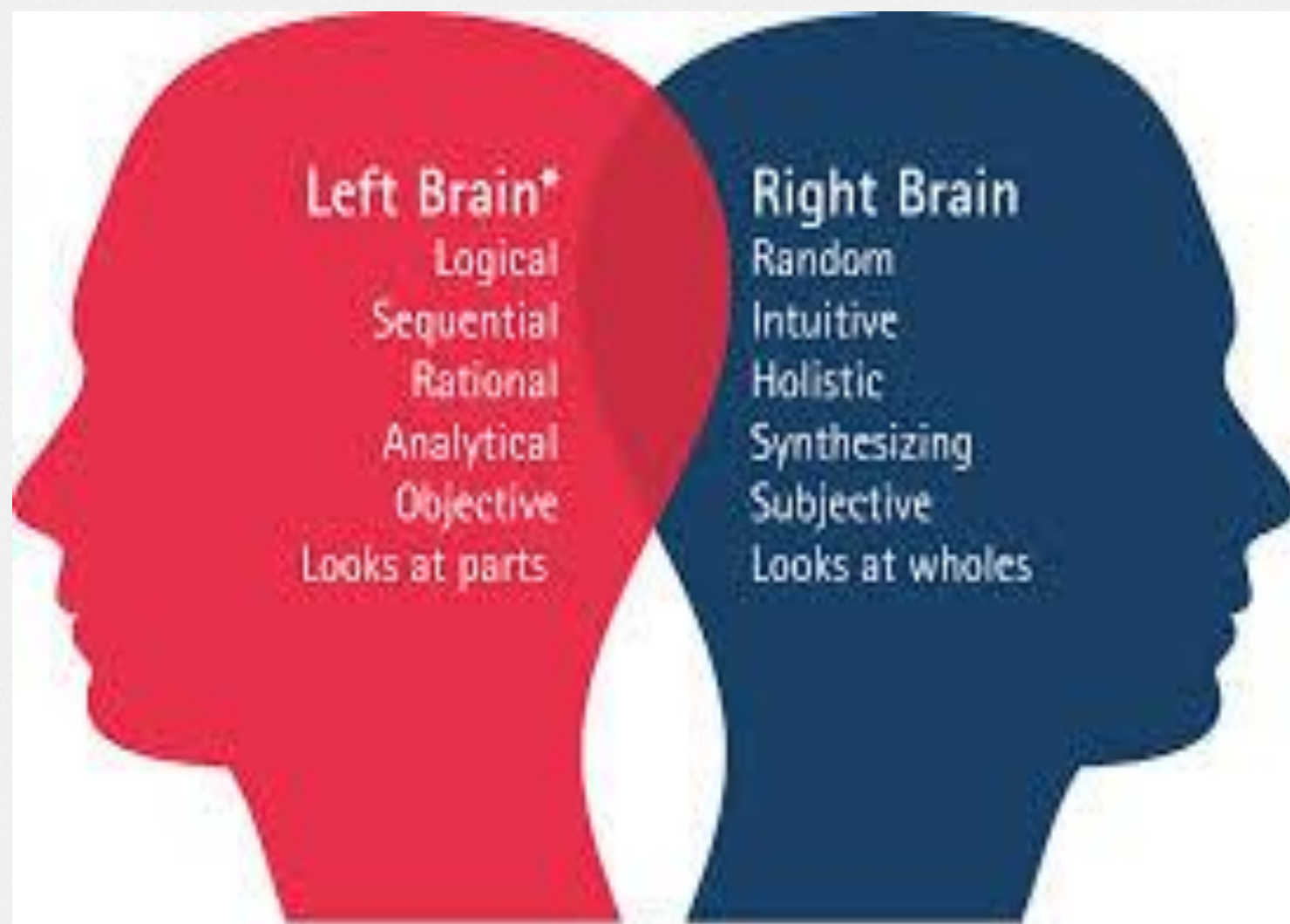
The brain

- 500 million years in the making ,process and program more than 600 memories each second .36000 each minute,2160000 each hour



- o Einstein is believed to be the only one to utilize 10% of his brain capacity, the rest of us use 2-3% of our brains





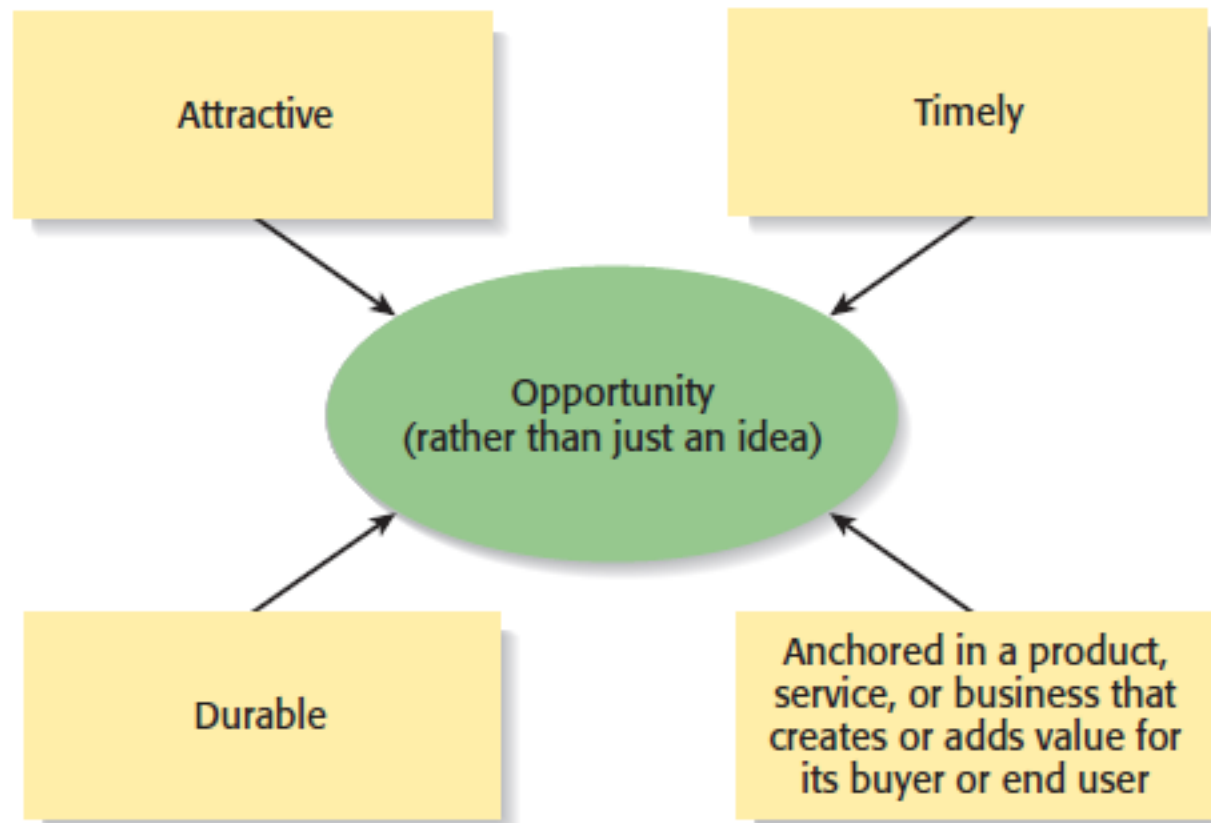
*Source: Funderstanding.com, Inc., New Jersey

The opportunity



What is an Opportunity?

Four Essential Qualities of an Opportunity



Three Ways to Identify an Opportunity

Observing Trends

Solving a Problem

Finding Gaps in the
Marketplace

- Ikuba ,honorary chairman of SONY took a failed project – miniature tape recorder- changed its functions and combined it with headphones to create the WALKMAN*



- o The Jacuzzi brothers invented a whirlpool bath for a cousin who had arthritis ,fifteen years later Roy Jacuzzi sold it as a luxury product and made millions*



Feasibility

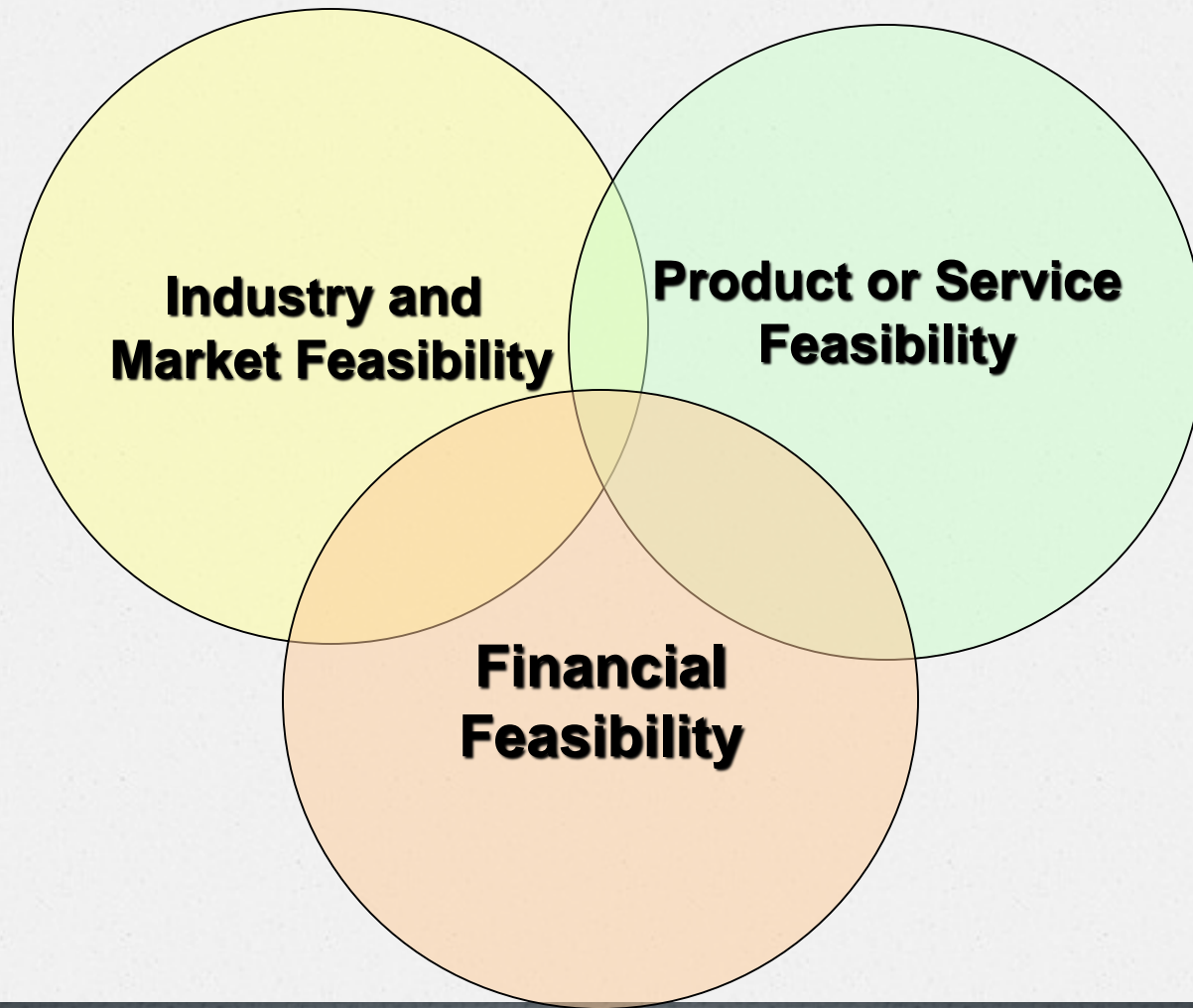


Feasibility Analysis

- Serves as a filter, screening out ideas that lack the potential for building a successful business *before* an entrepreneur commits the necessary resources to building a business plan.
- Is an investigative tool.



Elements of a Feasibility Analysis

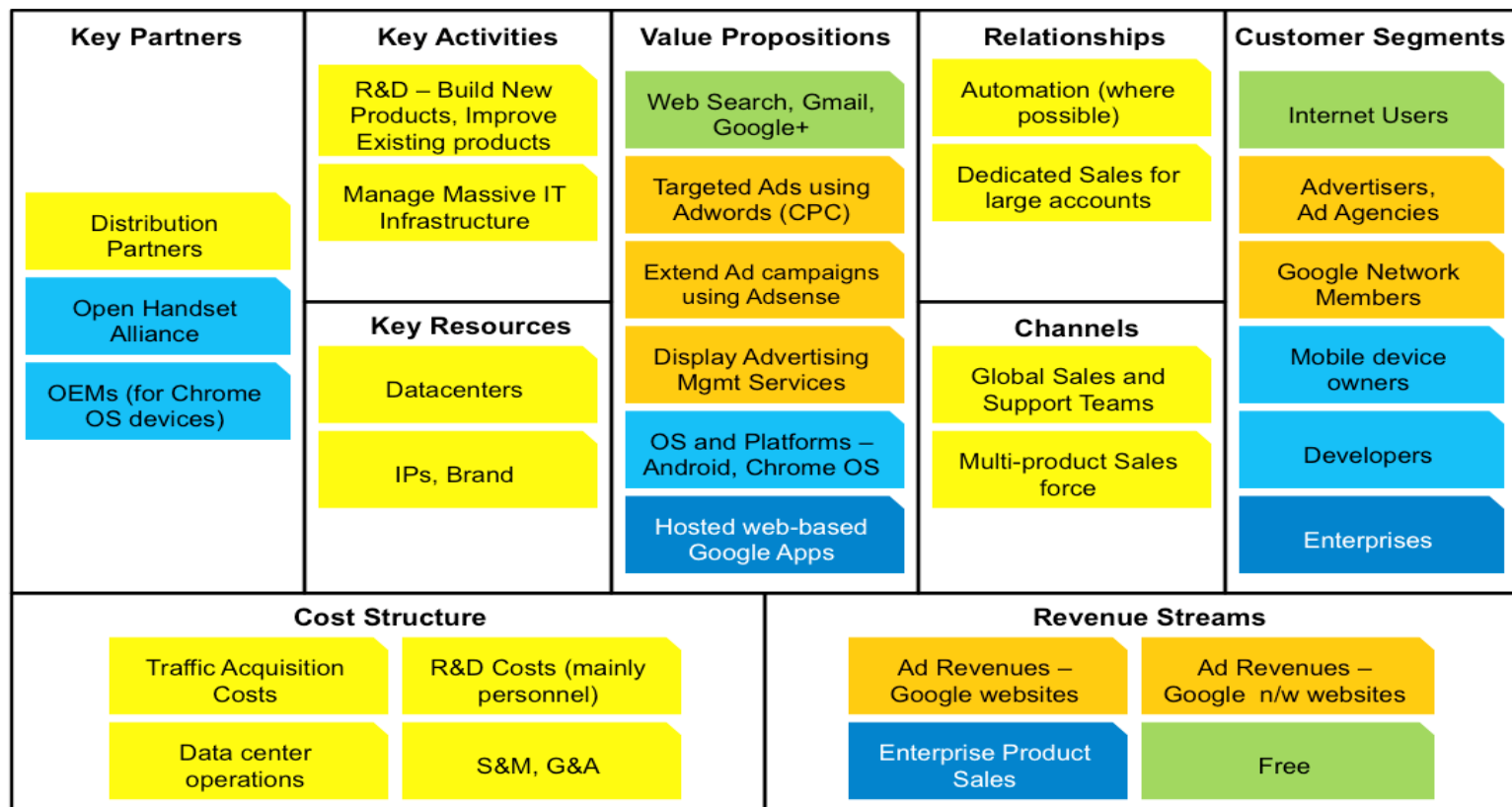


Competitors analysis



The business model

Google Business Model



Ep 2 - Visualizing Your Business Model

[https://www.youtube.com/watch?v=wIKP-
BaC0jA](https://www.youtube.com/watch?v=wIKP-BaC0jA)

Sources of finance



Sources of Equity Financing

- o Personal savings
- o Friends and family members
- o Angels
- o Partners
- o Competitions
- o Venture capital companies



Sources of debt equity

- ◊ Commercial banks
- ◊ NGO,s
- ◊ Funds

Unbroken - Motivational Video

[youtube.com/watch?v=26U_seo0a1g](https://www.youtube.com/watch?v=26U_seo0a1g)