



**RURAL  
FEMMES**  
ERASMUS+ PROGRAM

# Entrepreneurship

Introduction

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# This session

- ▶ What does it mean?
- ▶ Why is it relevant?
- ▶ ‘Why be an entrepreneur?’
  - ▶ For society
  - ▶ For the entrepreneur
  - ▶ For you
- ▶ Generate some ideas
- ▶ Pick an idea to develop
- ▶ Develop it and test it
- ▶ A bit like an incubator



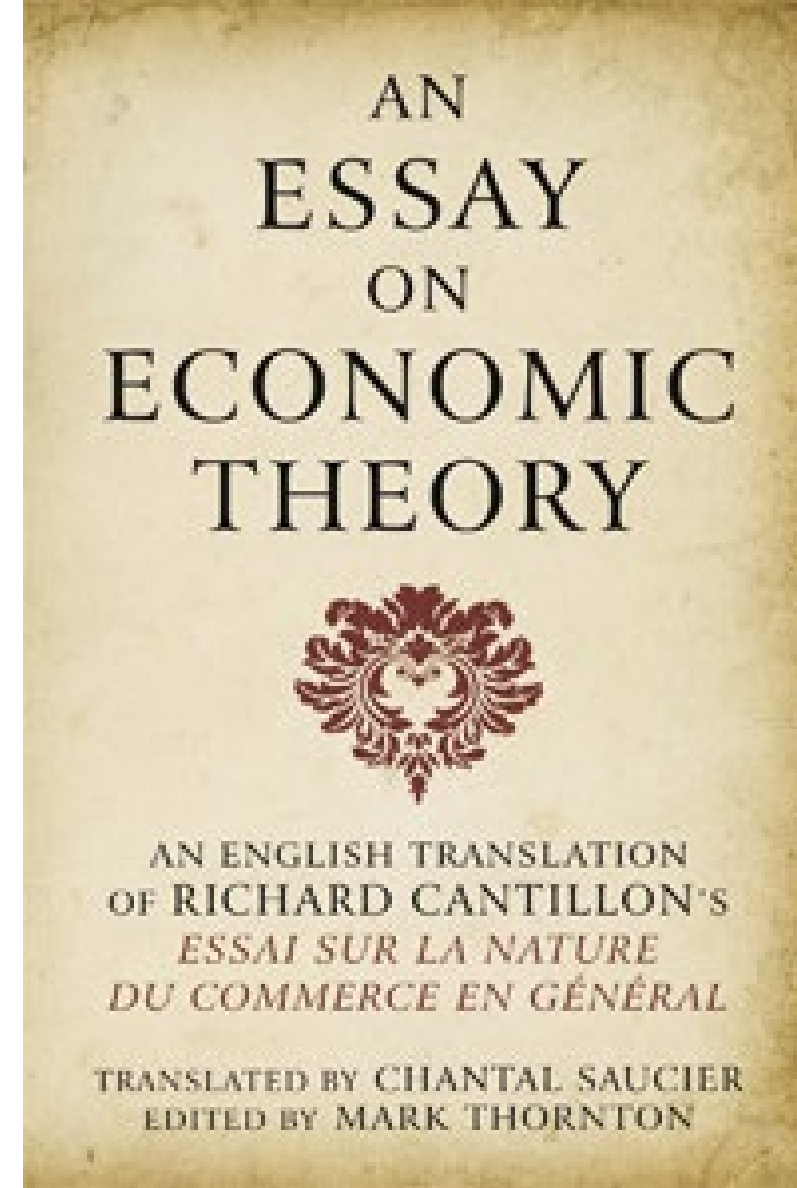
# This session continued

- ▶ Discuss the role of gender
- ▶ Generate/create entrepreneurial ideas
- ▶ Pick an idea to research and develop
- ▶ Think about approaches to entrepreneurship  
(scientific, effectuation, design thinking)



## Where does it come from?

- ▶ Old French *Entreprendre* (to undertake)
- ▶ Manager or promoter of a theatrical production
- ▶ Non-fixed income earners, unknown costs of production to earn uncertain incomes.
- ▶ Entrepreneur as a “risk-taker”



## Richard Cantillon - an Irish Charlatan's legal defence

Cantillon was born sometime during the 1680s in the southwest of Ireland, into a family of dispossessed Catholic landlords (Murphy, 1986). He eventually moved to France, became a banker and amassed a substantial fortune through some shady and disreputable dealings. From 1721 until his death in 1734, Cantillon was embroiled in several legal disputes, was accused of attempted murder and was briefly imprisoned on two occasions. According to Thornton (2005) it is likely that the economic theories included in his *Essai* were developed during this period, as part of his legal work and defence against charges of usury. Cantillon died in London, on the morning of 14 May 1734, ostensibly murdered by his recently discharged French cook. In terms of his

- ▶ Usury = lending money at very high rates.



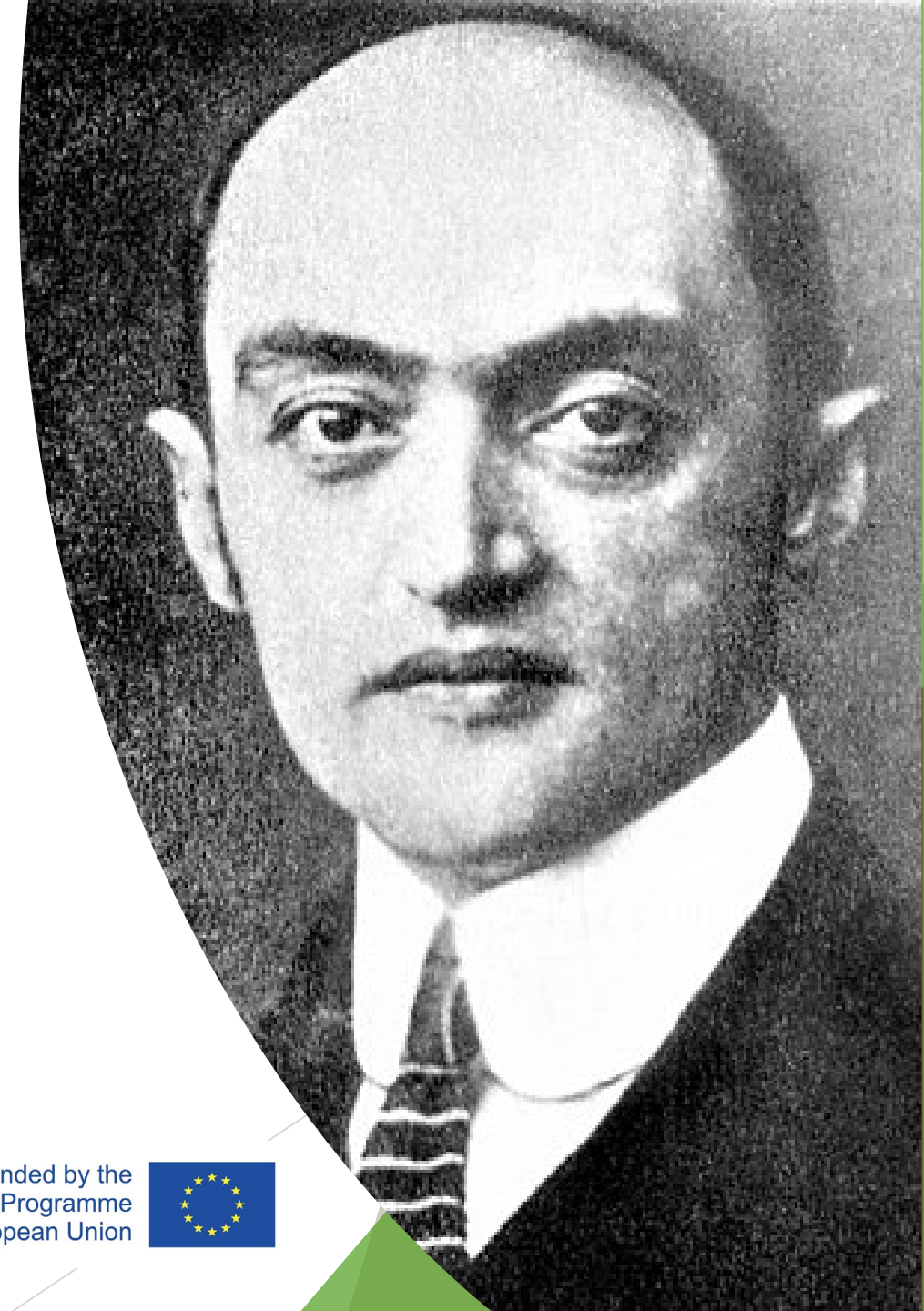
# Why is it such a buzzword?

- ▶ Joseph Schumpeter (1930s) viewed it as the key economic driver
- ▶ Energy and momentum
- ▶ Take risks
- ▶ Solve problems & big and small
- ▶ Provide jobs

Coined *Unternehmergeist* or "entrepreneur-spirit" & Creative destruction

Economies and society need these

BUT - What is it exactly?



# Defining entrepreneurship

- ▶ Narrow - starting a new enterprise for profit.  
Novelty and risk.
- ▶ Broad - opportunity identification and creation of  
'financial, cultural, or social value for others'  
(EntreComp)
- ▶ To undertake, Emprender, Entreprendre,  
Ondernemen



# Entrepreneurship competence

- ▶ A set of transferable knowledge, skills, and abilities for:
  - ▶ risk-taking,
  - ▶ innovation,
  - ▶ recognition and exploitation of opportunities





# Entrepreneurial process

- ▶ Process leads to the creation or extraction of value.
- ▶ This process of:
  - ▶ Designing
  - ▶ Launching &
  - ▶ Running

A new business

Those performing the process are **entrepreneurs**

The focus of this course will be Designing and Launching.

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# Why is it relevant?

- ▶ Entrepreneurs change their community and the world
- ▶ They solve problems big and small
- ▶ They provide energy and momentum
- ▶ Provide jobs
- ▶ They take risks
- ▶ Economies and society need these



# What do entrepreneurs experience?

- ▶ Challenges
- ▶ Personal growth
- ▶ New skills
- ▶ Potential for financial reward & esteem
- ▶ A job/self employed
- ▶ Can be their own boss (but have to be their own boss)
- ▶ Independence (responsibility and isolation)
- ▶ Stress
- ▶ Risk of failure



# Exercise 1

Do you want to be an entrepreneur /  
entrepreneurial?

Why? List 3 reasons. E.g. 'I want be financially  
successful to support my family.'

'I would d rather not as I have too much else going  
on'



## Exercise 2

How does gender influence your or other women's' views and aspirations relating to entrepreneurship?

What hinders female entrepreneurs and their success?

What supports it?



A recurring theme is patriarchy and traditional roles

E.g.

Childcare expectations

Bias / sexism limiting aspirations to particular domains (e.g. food)

Belief that these can be overcome by

- ▶ communication, networking, female role models,
- ▶ Education like this course
- ▶ Overcoming anxiety? Risk taking?
- ▶ Anything else?



# Empowering factors?

A relative affinity for networking,  
Communication,  
Customer relationship  
Attention to detail?  
What else?

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## Exercise 3 - List 3 entrepreneurial ideas/projects you could develop.

- ▶ I could make ... for my community.
- ▶ I could start selling ... from my farm
- ▶ I could offer ... as a service
- ▶ I could work with ... to ...
- ▶ Example, I could develop an app to...





# Think about the user of your 3 ideas

- ▶ What they get from your idea?
- ▶ What is the ‘value proposition’?

‘Value proposition’ is why you think customers should buy/use your product/service.

Focus on outcomes for the user - they don’t care about the details of the product

- ▶ How might we learn more about our user?



# Does your idea fit the customer needs/ Wants? (Market validation)

- ▶ Good ideas often have no customers
- ▶ 1. Your solution needs to solve/ address the problem to the extent some people buy it
- ▶ AND
- ▶ 2. Fit the market (establish in the market)
- ▶ AND
- ▶ 3. Have a viable business model- makes you money

Be open to multiple ideas - most won't make it past this high bar!



# Learning about our user

- ▶ Observation
- ▶ Interview
- ▶ Self experience

## What are we addressing?

- ▶ A need?
- ▶ A wish?
- ▶ An expectation?

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# Structured idea generation

- ▶ You already have 3 entrepreneurial ideas which are
- ▶ Now we will see if you can develop 3 more using the issues of the Sustainable Development Goals as a framework



# Idea sources / ways to get ideas

- ▶ Solve a problem
- ▶ Take an existing idea and change it - apply to a new context
- ▶ Combine multiple ideas
- ▶ Scanning / be attentive / open to ideas and inspiration
- ▶ Creative/ intrinsically motivating topics
- ▶ Do you feel you are not creative?



# Genius and creation

- ▶ In 1815 a letter was published where Mozart described his creative process
- ▶ When alone and feeling good (say walking), ideas would flow abundantly
- ▶ I hear the songs faintly at first, growing, not in pieces, but all at once
- ▶ When I go write the piece, it is done quickly already finished and rarely changes from my initial imagination
- ▶ What is the implication of this view of creativity and genius?



# The myth

- ▶ The Mozart letter was a forgery
- ▶ Supports a myth built around the romanticisation of inventors and creative people
- ▶ The magic moment of inspiration / lightbulb moment



# Creation is ordinary

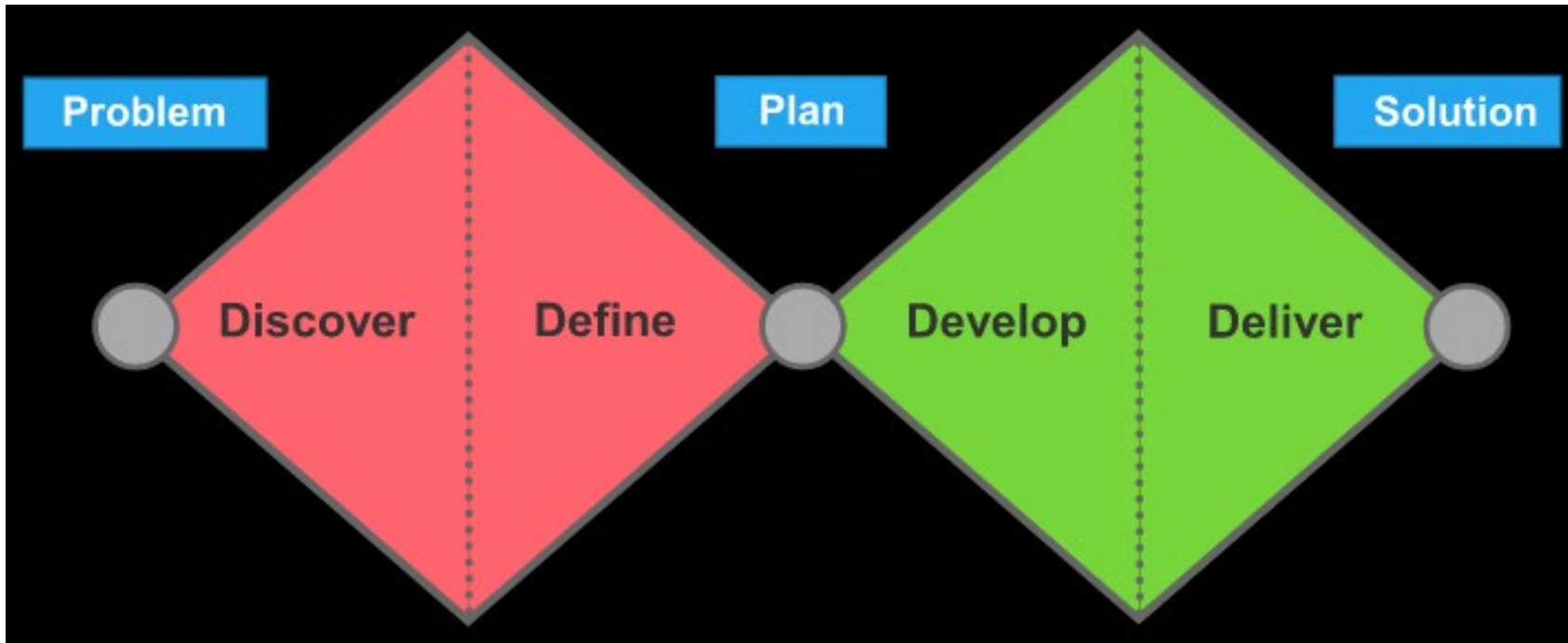
- ▶ While exceptionally talented, Mozart revised often, got stuck regularly
- ▶ He thought a lot about theory and how it related to his current work
- ▶ Through a lifetime of experience AND innate talent, he became efficient and fluent, but it was still **work**

Source: How to Fly a Horse: The Secret History of Creativity  
by Kevin Ashton





Source: <https://www.viima.com/blog/the-complete-guide-to-idea-challenges>

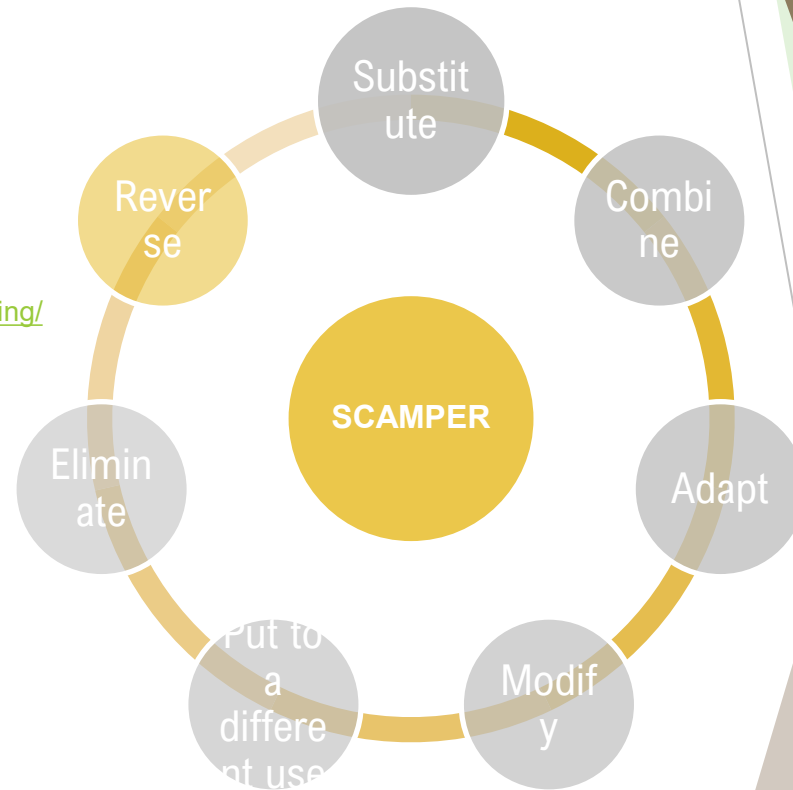


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# Can't think of More materials on idea generation

- Idea Challenge
  - <https://www.viima.com/blog/the-complete-guide-to-idea-challenges>
- SCAMPER Technique
  - <https://www.designorate.com/a-guide-to-the-scamper-technique-for-creative-thinking/>
- Opposite Thinking / Analogy Thinking
  - <https://www.boardofinnovation.com/tools/opposite-thinking/>
  - <https://www.boardofinnovation.com/tools/analogy-thinking/>
- Among many others:
  - SWOT
  - Storyboarding
  - Rapid Ideation



## Scamper prompts

- ▶ Substitute - what can could be replaced with something else to make a novel project?
- ▶ Combine - what could be combined to make an interesting idea - example of Yvan Poetry and Jazz Festival, Kilkenomics - another festival mixing economics and comedy.
- ▶ Adapt - adjust or tweak an existing idea
- ▶ Modify, minify or magnify
- ▶ Put to another use - apply existing process/ concept to another use
- ▶ Eliminate or elaborate - cut or double down
- ▶ Reverse or re-arrange



# Sustainable Development Goals that might inspire you

- ▶ Good health and Well-Being
- ▶ Quality Education
- ▶ Gender equality
- ▶ Clean Water and Sanitation
- ▶ Affordable and Clean Energy
- ▶ Decent work and Economic growth



You should now have a good few ideas to develop

- ▶ Pick one that you could potentially research/test/trial in the coming month



# Exercise 5 for next week

- ▶ Why have you chosen the idea?
- ▶ Who are the main beneficiaries?
- ▶ What relevant knowledge and skills do you have?
- ▶ Name 2 important partners / stakeholders for your idea to succeed.



# 3 Entrepreneurial approaches

- ▶ Design thinking (customer focused, rapid prototyping, technology innovation)
- ▶ Scientific approach under uncertainty (structured investigation - is my idea viable as a research question)
- ▶ Effectuation (step by step) Pilot-in-the-plane describes the future as something you can influence by your actions, i.e. you can create your own opportunities. **Agency - you effect the world.**



# Effectuation

An approach to making decisions & performing actions in entrepreneurship processes

- ▶ Identify the next, best step to achieve your goals
- ▶ by assessing the resources available
- ▶ while balancing these goals with your resources and actions. (affordable loss)
- ▶ **No predetermined goal**
- ▶ **Is not carefully planned** - Because of inherent uncertainty.





# The four principles of effectuation are:

- ▶ Bird-in-Hand: create solutions with the resources available here and now.
- ▶ Lemonade principle: Mistakes and surprises are inevitable and can be used to look for new opportunities.
- ▶ Crazy Quilt: Entering into new partnerships can bring the project new funds and new directions.
- ▶ Affordable loss: Only invest as much as you are willing to lose.



Can use these:

- ▶ to plan and execute the next best step
- ▶ adjust the project's direction according to the outcome of your actions.

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# Scientific approach

- ▶ Aim to understand what is, not what we want to see
- ▶ Accept uncertainty so that you can manage it
- ▶ Identify what you and test and establish
- ▶ Collect data in a low bias manner
- ▶ Decide how we will interpret results before we get data
- ▶ Identify unviable ideas quicker - change to a better idea quicker
- ▶ Harder to do, but pays off in terms of success



# Different focus than effectuation

- ▶ Effectuation is a mindset, a belief - it sounds and feels good
- ▶ Scientific approach is a tool, a process - cold, rational, almost clinical
- ▶ We are here to provide structure, support, accountability - it is on you to try, 1 small step at a time!



# Business model canvas - next session

In the next session, we will develop your idea further using a tool called the business model canvas.

- ▶ Value proposition
- ▶ Customer/beneficiary segments / groups / types
- ▶ Channel / routes / paths to customers
- ▶ Customer relationships
- ▶ Revenue streams (how will value be packaged)
- ▶ Key resources
- ▶ Key partners
- ▶ Key activities
- ▶ Cost structure

Here is an overview. <https://youtu.be/IP0cUBWTgpY>



# Exercise 6 Consider yourself as an entrepreneur

- ▶ Who you are?
- ▶ What are your strengths?
- ▶ What are your weaknesses?
- ▶ How can you address your weaknesses?
- ▶ List 3 steps you will take to address your weaknesses. E.g.
  - ▶ I will complete a specific course / learn in the next month / year to inform starting my business.
- ▶ What are your ambitions and interests?

