



Journal Exercises

10/10/2021

1. – Are you an entrepreneur?

- Do you see yourself as an entrepreneur now? Why?

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- How do you aspire to see yourself in the future?

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- Why? List 3 reasons. Take 2 minutes here to do a rough draft.

Example: 'I don't want to be an entrepreneur because of the risk element.'

1.
2.
3.



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 advantages do female entrepreneurs have?



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 ...
- ▶ I could develop an app to...

1.
2.
3.

Let us look at your 3 ideas again and add more detail.

- ▶ 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?



Exercise 4 Further ideation - List 3 more entrepreneurial ideas you could develop.

4.
5.
6.

Let us look at your 3 ideas again and add more detail.

- ▶ 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?



Exercise 5 – pick an idea to develop further

- ▶ 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.



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?