

GreenVETAfrica

Micro-Entrepreneurship for Micro-SMEs

Unit 2: Introduction to Entrepreneurship



Co-funded by
the European Union

2023-2024 GreenVETAfrica

INTRODUCTION TO ENTREPRENEURSHIP



Overview

- Definition of Entrepreneurship
 - a.) What is Entrepreneurship?
 - b.) Key Components and Elements
- Characteristics of Successful Entrepreneurs
- Entrepreneurial Mindset
- Entrepreneurial Impact

Definition of Entrepreneurship

1 What is Entrepreneurship?

Entrepreneurship involves identifying opportunities, taking risks, and creating innovative solutions in the business world.

2 Key Components and Elements

Entrepreneurship entails concepts such as market analysis, value creation, financial management, and strategic planning.



Characteristics of Successful Entrepreneurs

Important Traits and Qualities

Successful entrepreneurs possess traits like:

- Passion
- Perseverance
- Creativity
- Adaptability
- Risk-taking

Examples of Successful Entrepreneurs

Visionaries like Patrick Awuah (Ashesi University), Jim Ovia (Zenith Bank), and Aliko Dangote (Dangote Cement) have exhibited exceptional entrepreneurial abilities.



Entrepreneurial Mindset



Entrepreneurial Impact



Job Creation

Entrepreneurship fuels economic growth by generating employment opportunities and contributing to job creation.



Innovation Catalyst

Entrepreneurs drive innovation, pushing boundaries and introducing groundbreaking products and solutions.



Social Change

Entrepreneurs have the power to address social issues, bring about positive change, and make a lasting impact on society.

GreenVETAfrica

Thank you



@GreenVETAfrica



www.linkedin.com/company/greenvetafrica/



Greenvetafrica



Co-funded by
the European Union

2023-2024 GreenVETAfrica

www.greenvetafrica.eu