Green ETAfrica

Micro-Entrepreneurship for Micro-SMEs

Unit 2: Introduction to Entrepreneurship



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INTRODUCTION TO ENTREPRENEURSHIP



Overview

- Definition of Entrepreneurship

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

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Definition of Entrepreneurship

What is Entrepreneurship?

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

Key Components and Elements

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







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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

Opportunities Mindset

Successful entrepreneurs see opportunities where others see failures.

→ Growth Mindset

1

2

3

Entrepreneurs embrace challenges and believe that their abilities and intelligence can be developed through dedication and hard work.

"Can Do" Mindset

Entrepreneurs have a mindset of believing in possibilities and taking action where the ordinary person might hesitate





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.





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