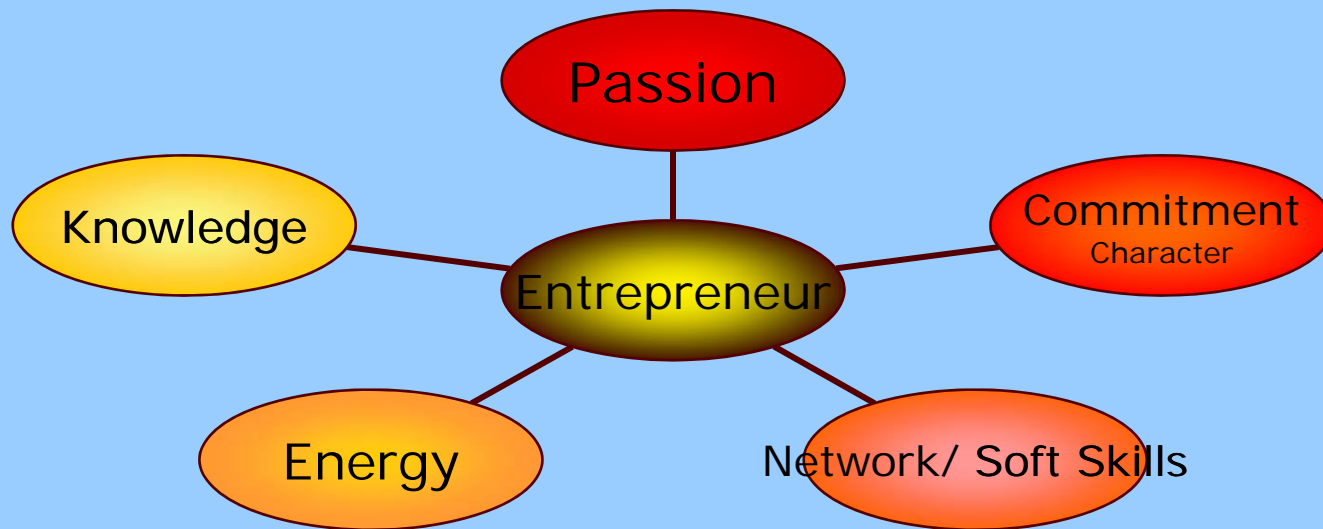


Entrepreneurship

Dani R. Santiago, MBA
Administrative Officer III
ECE Department-UPR-Mayaguez
Business Consultant
February 8, 2008

Inner Framework

- ◆ What motivates you to innovate?
- ◆ What are your drivers?





Declare your Passion!

Passion The Green Wave!



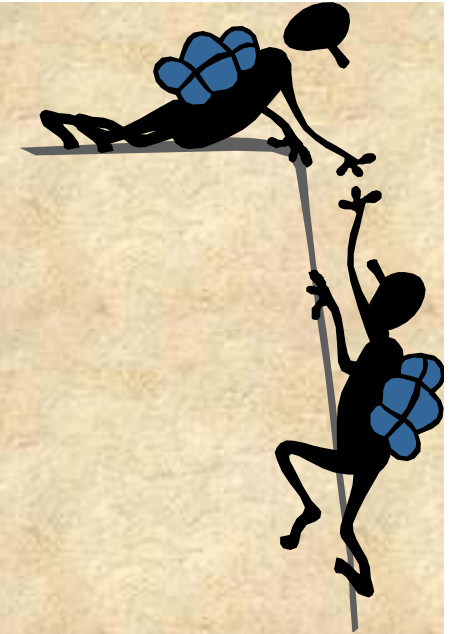
Identify the opportunity!

Do you have Passion?

Social Impact



Declare your passion!



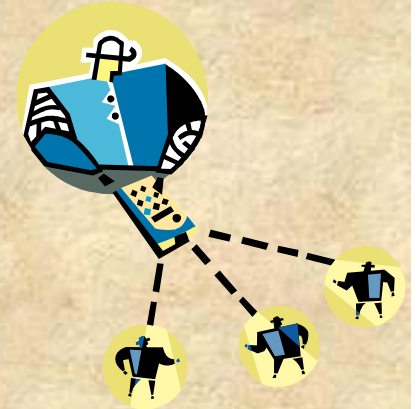
Identify your Opportunity:

Passion

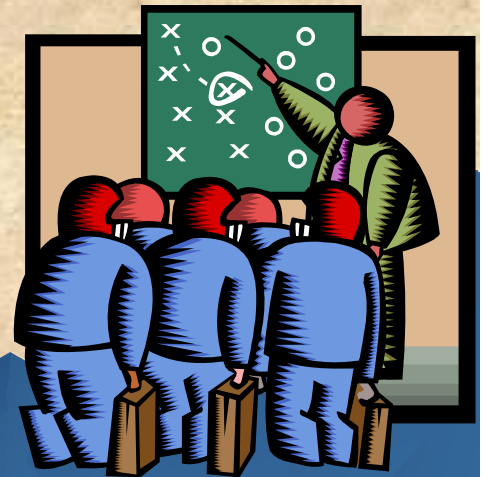
Technology impacting Social Issues

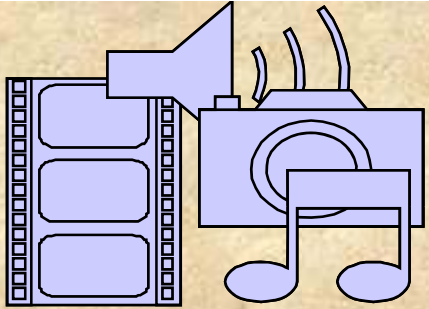


Declare your passion!



Identify your Opportunity:





Passion

Deaf People or hearing Impaired



Declare your passion!

Identify your Opportunity:

“Cuando hablamos de una economía del conocimiento, estamos hablando de como mejorar procesos o sistemas para que haya un bien que se comercializa o se mejora un servicio”

Sr. Ivan Lugo INDUNIV, El Nuevo Día 31/01/2008

Global Market Overview

- ◆ Social Crisis
- ◆ Population is getting Older
- ◆ Global Warming
- ◆ Medical solutions
- ◆ Frontiers are thinner
- ◆ Accessibility of Markets
- ◆ Education
- ◆ Health Issues
- ◆ Food
- ◆ Humanity-Beliefs-Values-Ethics-Culture-Religion
- ◆ Information- real time
- ◆ Customer Service

Who is an Entrepreneur?

DEFINITION

- An individual who **starts** his/her own business.
 - Self Starter: Inner motivation

- A person who **organizes** and **manages** a business undertaking, **assuming the risk** for the **sake of the profit**.
 - Managerial Skills: Knowledge

Who is an Entrepreneur?

- ◆ Entrepreneur means a foreign national who has **business experience**; has a legally obtained minimum net worth of \$300,000..... "Citizenship and Immigration Canada "
- ◆ Myth: It is not exclusively for business PEOPLE!
- ◆ *Someone who **assumes the financial risk of the initiation, operation and management** of a business ...someone who **organizes** a business venture and assumes the risk for it.*
"Entrepreneur.com"

Who is an Entrepreneur?

- Person who exercises initiative by *organizing* a venture to take benefit of an opportunity and, as the decision maker, decides what, how, and how much of a good or service will be produced. He or she supplies risk capital as a risk taker, and monitors and controls the business' activities as a manager. The entrepreneur is usually a sole-proprietor, a partner, or the one who *owns the majority of shares* in an incorporated venture. “Business Dictionary.com”

Entrepreneurship: A mindset!

“A way of thinking and acting that is opportunity obsessed, holistic in approach and leadership balanced.”

Entrepreneur: A mindset!

Thinking

◆ *Due Diligence*

◆ *Know the expert in your field*

◆ *Find them!, Know Them!, Learn from them!*

◆ *Know your customer*

◆ *Listen to them!, Talk to them!, Work with them!,
Serve them!*

◆ *Know your Competitors*

◆ *SWOT Analysis*

◆ *Know YOURSELF!*

Entrepreneur: A mindset!

Acting: "Vision without action is a daydream. Action without vision is a nightmare."

- ◆ *Taking a risk...do something even though you don't have all the facts*
 - ◆ *Balance with reward*
- ◆ *Nimble in reaction to market info, needs and changes*
- ◆ *"Option vs Scenario" mentality*

Entrepreneur: A mindset!

Good Idea vs. Opportunity! :

- ◆ Significant Value =>End User
- ◆ Competitive Advantage: market growth 20 %
- ◆ Profit potential (20%-40% ROI)
- ◆ Solving pain-point, Meeting want or need
- ◆ Recurring Revenue, early cash flow, working capital
- ◆ Timely: Team, Market, Founder

Planning

- ◆ Shaping as a mindset...a way of life!
- ◆ Discipline and flexibility

Opportunity

Outlook for S&P 500 sectors

The energy, health and technology sectors seem well placed; some strategists worry about consumer products and industrial stocks.

MKT VALUE*	EPS GROWTH (EST.)	YTD RETURN**
\$2.67	Financials Q3: -11.1% Q4: 4.2%	-6.8%
2.18	Materials 1.2 2.9	15.6
1.57	Energy -4.5 13.6	27.2
If the economy grows as expected, energy will outpace defensive sectors such as utilities, says Deutsche Bank.		
1.57	Health care 11.2 15.7	5.9
Earnings may grow 17 percent next year, making it one of the fastest growing sectors, says Brown Brothers Harriman.		
1.55	Industrials 9.8 10.7	15.8
Manufacturers' stocks have risen on red-hot exports to China. A slowdown there is a risk, says Merrill Lynch.		
1.28	Consumer discretionary -6.3 23.0	-4.3
This sector has the least exposure to exports, so it will benefit little from the weak dollar, S&P says.		
1.24	Utilities 0.9 9.2	8.5
0.59	Consumer staples 8.5 9.8	8.1
0.46	Telecom services 2.6 5.7	15.1
0.43	Technology 9.0 18.4	20.5
UBS favors "mega-caps" such as Cisco (CSCO), HP (HPQ), Microsoft (MSFT), Oracle (ORCL) and Sun (SUNW).		

* In trillions ** As of Oct. 12; includes dividends

Sources: Brown Brothers Harriman; Standard & Poor's THE ASSOCIATED PRESS

Entrepreneur: A mindset!

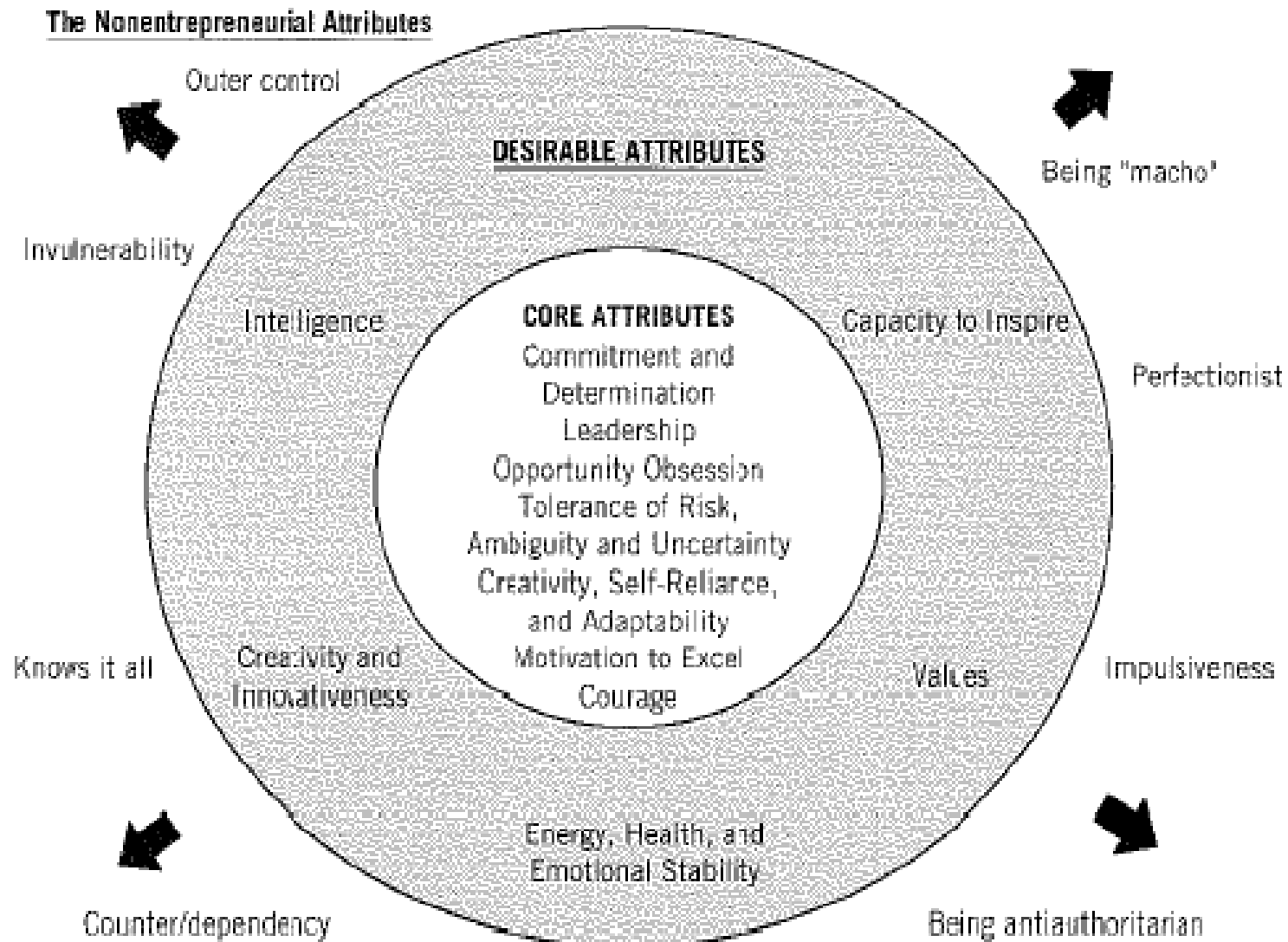
Holistic:

All encompassing view based on the knowledge of the nature, functions, and properties of the components, their interactions, and their relationship to the whole.

- ◆ Opportunity
- ◆ Team
- ◆ Resources

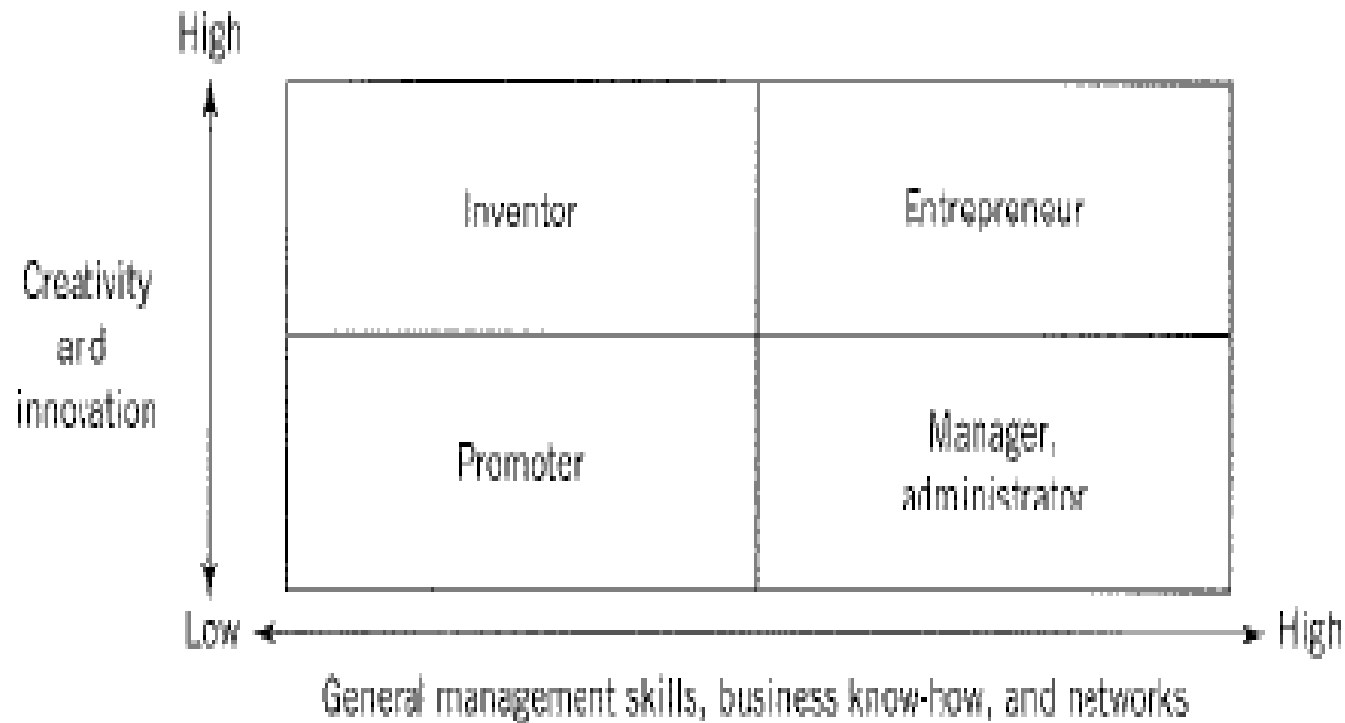
Entrepreneur: A mindset!

Core and Desirable Entrepreneurial Attributes



Entrepreneur: A mindset!

Who Is the Entrepreneur?



Entrepreneur

- ◆ **Entrepreneurs** are not necessarily motivated by profit but regard it as a standard for measuring achievement or success.
 1. Greatly value self-reliance
 2. Strive for distinction through excellence
 3. Are highly optimistic (otherwise nothing would be undertaken)
 4. Always favor challenges of medium risk (neither too easy, nor ruinous).

Czech-US economist Joseph Alois Schumpeter (1883-1950),

Do you Have Passion!

- ◆ Identify your **PASSION!** Boundless enthusiasm, powerful emotion
- ◆ Identify the **OPPORTUNITY!**
- ◆ Identify your **TEAM!**
- ◆ Identify the **RESOURCES!**

Passion

Technology Impacting Early Child Education

Declare your passion!

Identify your Opportunity:

Passion

Technology Impacting Medical Issues

Declare your passion!

Identify your Opportunity:

Passion

Technology Impacting Health Conditions

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Technology Market Trends

- _____
- _____
- _____
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