**Environment for Entrepreneurship**

**Chapter 1**

**Entrepreneurial Assessment Approach**

The Entrepreneur – The Venture – The Environment

**Entrepreneur**

CEO: Catch Every Obstacle

CEO: Create Endless Opportunities

Think Tank

**Venture**

1. Product/service can be produced.
2. Business can be managed.
3. Someone will buy the product/service.
4. Can make a profit.

**Environment**

Golden Rule: Those that have the Gold make the Rules.

Market: A unique niche exist for the product/service

Resources: Resources are critical

**Entrepreneurial Firms’ Impact**

1. Large firms reinvented and transformed themselves to survive.
2. New companies were created and blossomed.
3. The evolution of small businesses by women, minorities, and immigrants.

**Entrepreneurial Trends**

Green

Organic Orientation

Social

Health

Web

Economic – Global

Minorities

**Entrepreneurial Mind-Set**

**Chapter 2**

**Entrepreneur**

**Key Characteristics**

* Drive to Achieve
* Goal oriented
* Internal Locus of Control
* Persistent problem-solving
* Passionate
* Vision

**E + f(e)**

**Entrepreneur’s Risk – Dark Side of Entrepreneurship**

Financial

Career

Family and Social

Psychic

**Sources of Stress**

Stress defined

Loneliness

Immersion in Business

People Problems

Need to Achieve

**Strategies to Manage Stress**

Networking

Getting Away

Communicating

Finding Satisfaction outside the Venture

Exercising