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جميع الحقوق محفوظة – إعمل بيزنس

Entrepreneurship

By

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Classification of organizations

1. Size
2. Ownership
3. Legal status
4. Activity
5. Profit

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The Evolution of Entrepreneurship

- Entrepreneur is derived from the French *entreprendre*, meaning "to undertake."
  - The **entrepreneur** is one who undertakes to organize, manage, and assume the risks of a business.
  - Although no single definition of entrepreneur exists and no one profile can represent today's entrepreneur, research is providing an increasingly sharper focus on the subject.

What is a Venture?

- A venture is a business that an entrepreneur would like to develop.
- The process of a venture includes the most important developmental process called the Business Plan.

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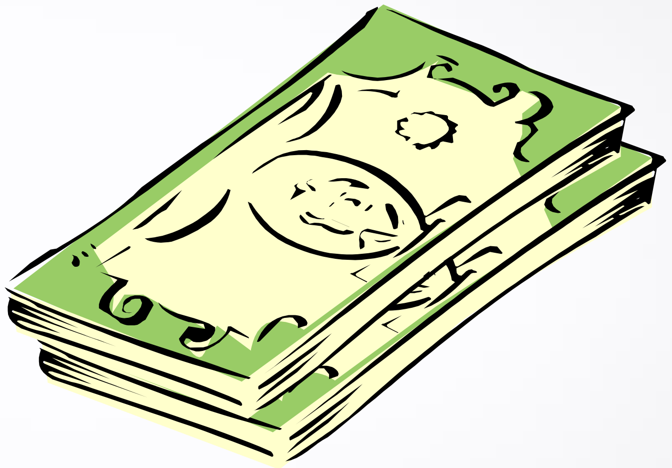
Advantages of a Small Business

- Greater Opportunity to get rich through stock options
- Feel more important
- Feel more secure
- Comfort Level



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Disadvantages of a Small Business

- Lower guaranteed pay
- Fewer benefits
- Expected to have many skills
- Hard to move to a big company
- Large fluctuations in income possible

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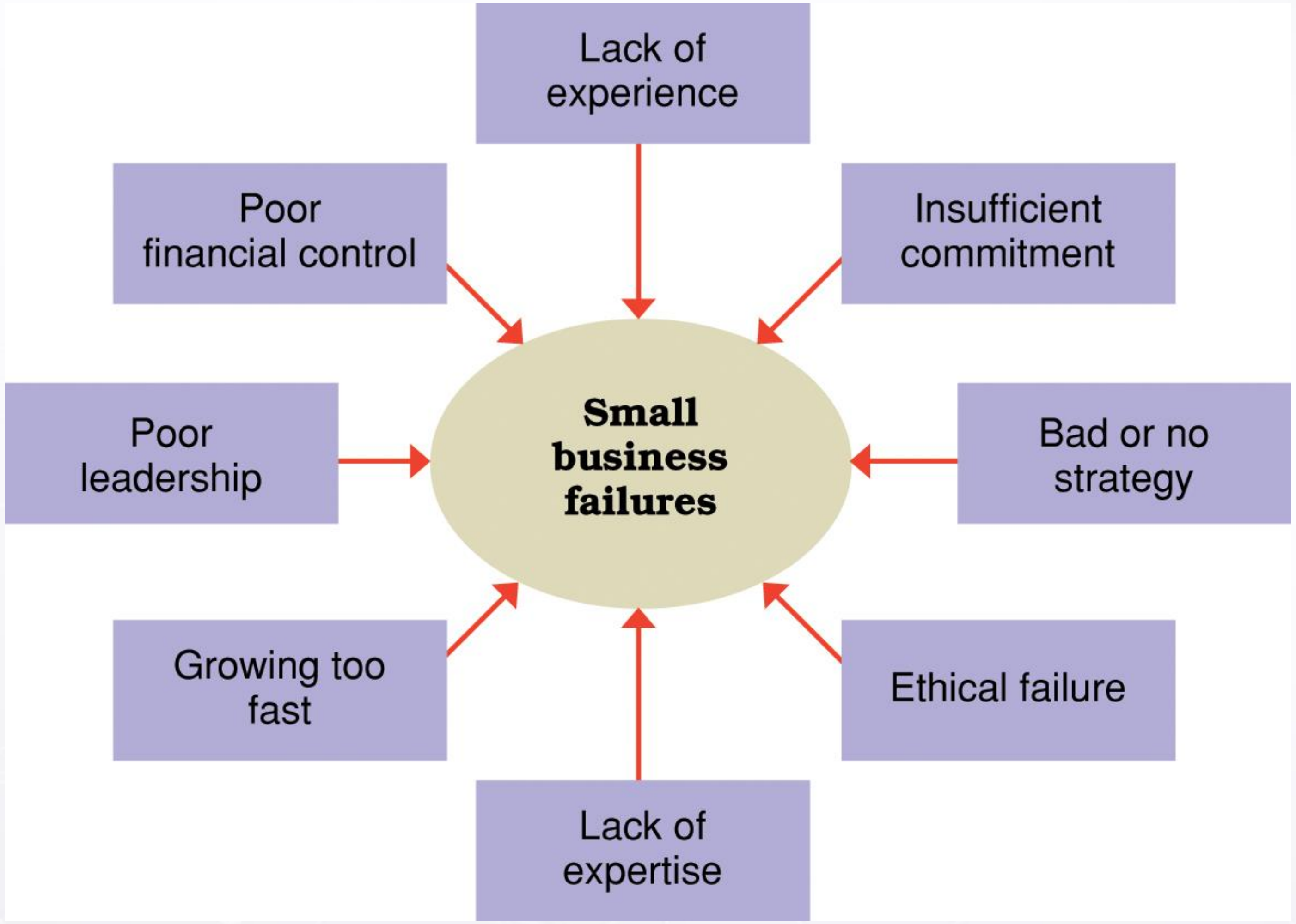
Eight reasons why many small businesses fail



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Industry structure

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Industry structure

- Monopoly
- Oligopoly
- Pure competition

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Sources of data about the new market

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Sources of data

- Syndicated research
- Internet ....
- Governmental sources
- Omnibus research
- Primary research

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Elon Musk

- Elon Reeve Musk FRS is a technology entrepreneur, investor, and engineer. He holds South African, Canadian, and U.S. citizenship and is the founder, CEO, and lead designer of SpaceX; co-founder, CEO, and product architect of Tesla, Inc.; co-founder and CEO of Neuralink; and co-founder of PayPal.

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Learning from Elon Musk, 5 lessons on being a successful entrepreneur

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1- Build solid foundation

- Elon Musk is a big fan of fundamentals, and learning the basics as much as possible.
- “It is important to view knowledge as sort of a semantic tree — make sure you understand the fundamental principles, i.e. the trunk and big branches, before you get into the leaves/details or there is nothing for them to hang on to.”
- “[Physics is] a good framework for thinking … Boil things down to their fundamental truths and reason up from there.”
- All of his quotes simply mean to improve your thinking and process by going to the roots, the basics of what you want to fix or do. Put aside what everyone else has said and done, and focus on objective data and clear observation

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2- Focus on impact, not money or probabilities

- "Going from PayPal, I thought: 'Well, what are some of the other problems that are likely to most affect the future of humanity?' Not from the perspective, 'What's the best way to make money?'"
- Musk focuses on helping revolutionize humans through his projects. Paypal, originally X.com, was created to help solve an issue, and when that succeeded, he turned his sights to bigger things.
- All entrepreneurs can do this, by focusing on giving something to their customers and not only about profit. If you want to do something great, don't do it for yourself.

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3- Perseverance keeps you going

- A classic tip from almost every entrepreneur but one that always stands true. Sometimes the hardest thing about being an entrepreneur is getting up from falling.
- Elon Musk was severely bullied as child, lived off of loans from rich friends before throwing all he had into his Tesla project, and drank around 96 ounces of Diet Coke and some coffee to stay awake for his 100-hours work weeks to get his companies off the ground.
- His advice for those afraid of not succeeding, “If something is important enough, even if the odds are against you, you should still do it.”

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4- Hire people with talent and good heart

- Hiring is an important element in any entrepreneurship, and Musk joins hundreds of people who have found out that talent can’t beat bad personalities in the working environment.

- “My biggest mistake is probably weighing too much on someone’s talent and not someone’s personality. I think it matters whether someone has a good heart.”

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5- Failure is not defeat; plan for it

- Failure is a big part of growth, as a company and as a person, which is why it is a common saying to dust off failure whenever it happens. Musk on the other hand, wants you to plan for it.
- When SpaceX was starting out, Elon Musk was quoted stating “If we don’t get the first SpaceX rocket launch to succeed by the time we’ve spent $100 million, we will stop the company. That will be enough for three attempted launches.”

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Common Characteristics of Entrepreneurs

- Commitment, determination, and perseverance
- Drive to achieve
- Opportunity orientation
- Initiative and responsibility
- Persistent problem solving
- Seeking feedback
- Internal locus of control
- Tolerance for ambiguity
- Calculated risk taking
- Tolerance for failure
- High energy level
- Creativity and Innovativeness
- Vision
- Self-confidence and optimism
- Independence
- Team building

Innovation

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Innovation Process

- **Types of Innovation**
  - Invention
  - Extension
  - Duplication
  - Synthesis
- **Sources of Innovation**
  - Unexpected occurrences
  - Incongruities
  - Process needs
  - Industry and market changes
  - Demographic changes
  - Perceptual changes
  - Knowledge-based concepts

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Entrepreneurial marketing

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Marketing is not ………………………

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Research process (DODCAR)

- Define the issue
- Objectives
- Design
- Collection
- Analysis
- Reporting

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Marketing analysis

- Market analysis
- Competitive analysis
- Customer analysis

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Marketing analysis

- Market size
- Growth rate
- New trends

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Branding kit

- Domain
- Brand name
- Logo
- Slogan
- Packaging
- Jingle
- Character

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Marketing mix (7Ps) and (7Cs)

- Product
- Price
- Place
- Promotion
- People
- Process
- Physical evidence

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Organizational perspective of the marketing mix		**Customer perspective of the marketing mix**
PRODUCT	=	CUSTOMER VALUE
PRICE	=	COST
PLACE	=	CONVENIENCE
PROMOTION	=	COMMUNICATION
PHYSICAL EVIDENCE	=	CONFIRMATION
PEOPLE	=	CONSIDERATION
PROCESS	=	CO-ORDINATION AND CONCERN

Figure 4.1 The 7Cs of the marketing mix

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Product

- Goods
- Service

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Price

- Skimming
- Penetration
- Cost plus
- Psychological
- Captive
- Loss leader

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Place

- Up-market or down-market

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Promotion

- Advertising
- Personal selling
- Sales promotion
- PR
- Direct marketing

- Focus
- Modify
- ignore

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BOS

- Raise
- Reduce
- Eliminate
- Create

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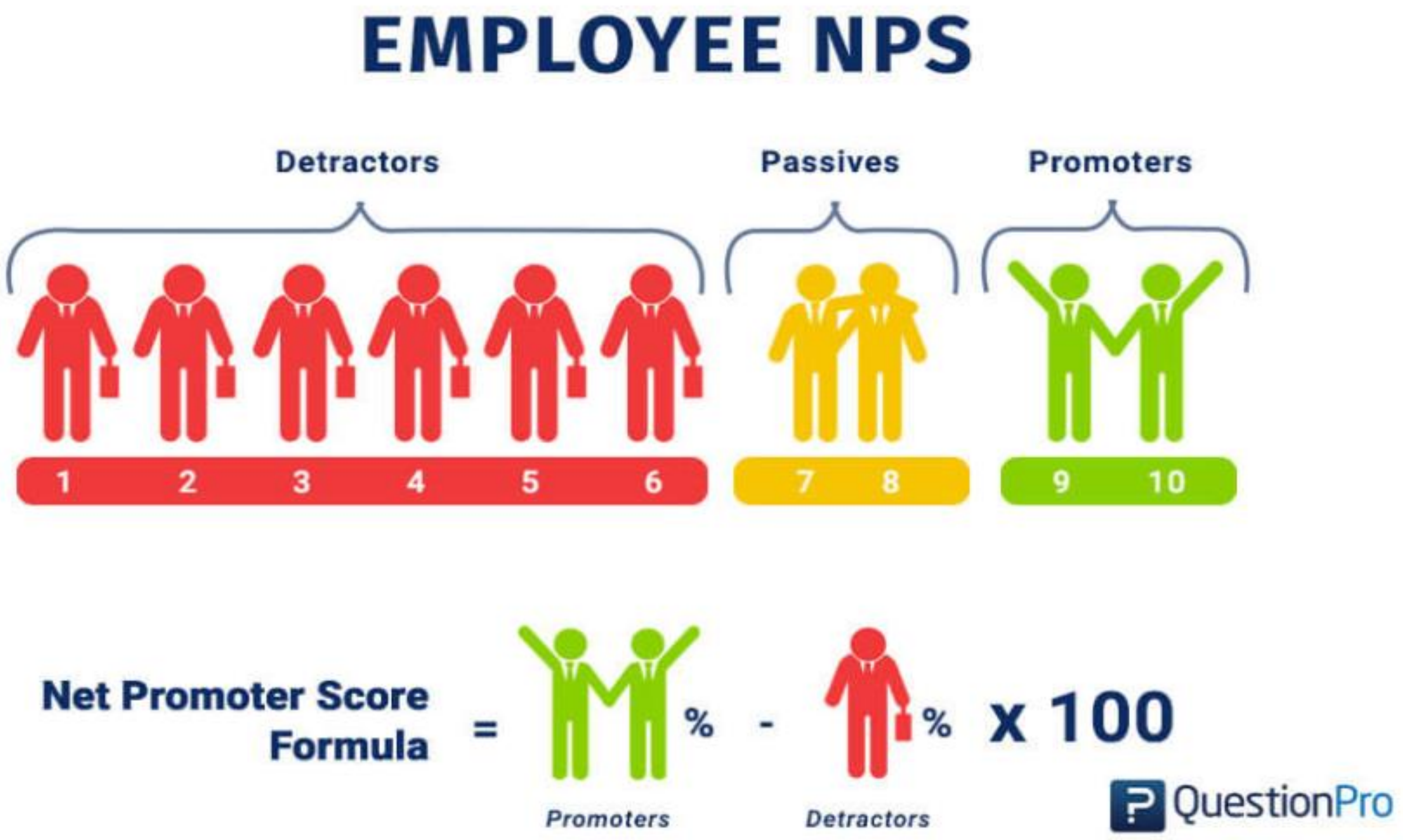

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Human resource management

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Human resource management

- Hiring good employees
- Create a compensation package
- Manage your staff

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Manpower Planning

Assess the supply of and demand for current and future employee resources

Workforce Profile: Personnel inventory	Forecasting: Based on
o Age	o Predicted sales
o Education	o Current workforce skills
o Training	o Technology changes
o Experience	o Use of temporary workers
o Specialized skills	o Turnover
o Current position	o Retirement
o Previous positions	o Planned reassignments

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Job Descriptions and Job Specifications

Company: Nelson Wireless	
Position title: Marketing manager	
(a) Job description	**(b) Job specifications**
Join a team of marketing professionals focused on mobile technologies in the consumer market segment. The marketing manager is responsible for coordinating and/or implementing marketing projects designed for the consumer market segment. Working in cooperation with the sales team, product offers, and other headquarters marketing teams, the marketing manager will coordinate public relations projects and other promotional activities to drive Nelson Wireless brand awareness and product demand and generate consumer purchases. The marketing manager will provide strategic oversight for regional-level industry events, and be responsible for planning and executing customer events. The marketing manager will be responsible for coordinating budgets and timelines, maintaining accurate records of expenditures, and compiling reports of activity results. Additionally, he/she will be responsible for managing a team of 8-10 marketing associates. The marketing manager role will also include administrative elements such as invoice processing, event scheduling, and maintenance of a promotional calendar.	• College degree required with emphasis in marketing, business administration, or communications preferred • 3+ years marketing/communications experience required • Excellent demonstrated verbal and written communication skills • Demonstrated experience in event execution • Demonstrated ability to coordinate cooperative working relationships across multiple parties • Ability to work well under pressure • Extremely well organized, strong project management and time management skills and strong ability to multi-task • Proven ability to operate in a fast-paced, high-growth professional environment

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Recruitment

- Interns
- Part timers
- Agency
- Freelancers
- Full timers

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Sources of blue collars

- Forsana
- Wassuit
- Hemtna

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Sources of white collars

- Wazzuf
- Linkedin
- Bayt
- Cantalob
- Online recruitment center/ Amcham
- Job fairs
- Jobmaster
- Jobzella
- Glassdoor

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Interview questions

- Situational questions
- Behavioral
- Puzzle

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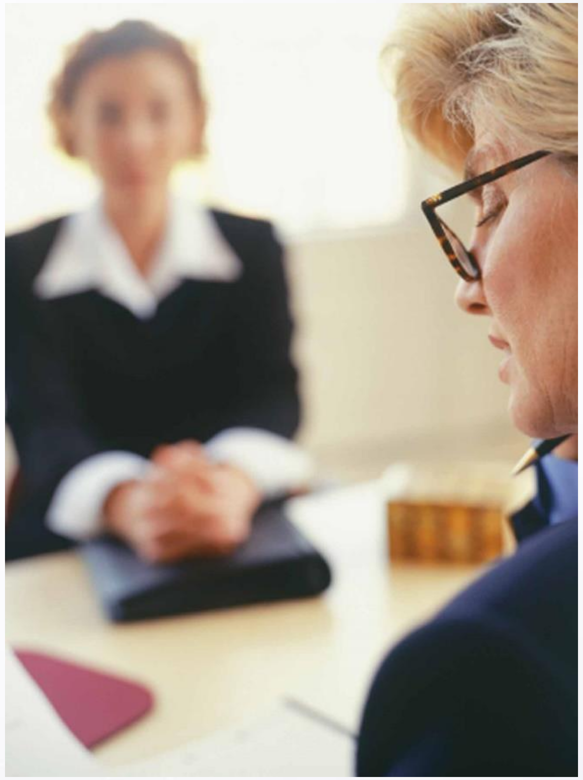
Internal Recruiting

- Methods
  - o Company intranet
  - o Staff notice boards
  - o In-house newsletters
  - o Staff meetings



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Internal Recruiting

Advantages	Disadvantages
• Morale booster • Less risk • Faster • Less costly	• Limited pool of candidates • Creates cascading internal vacancies • Might miss a “fresh perspective”

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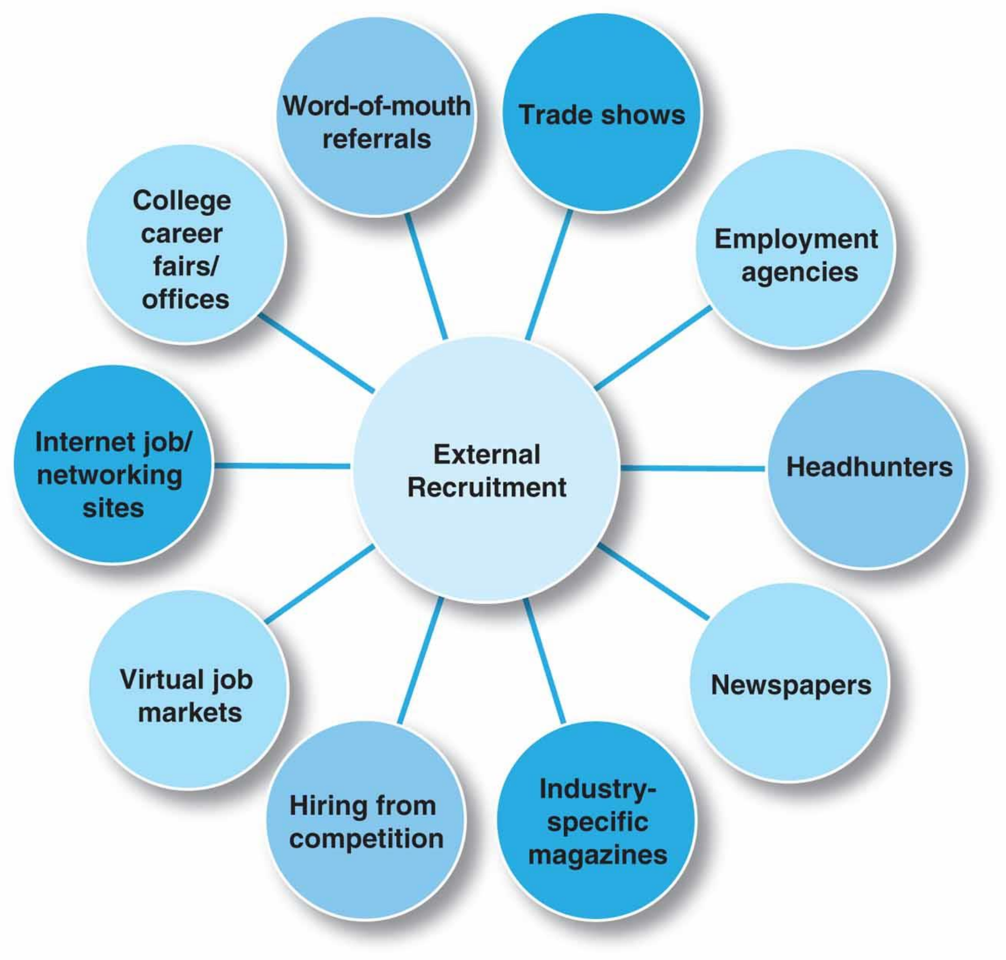
External Recruiting



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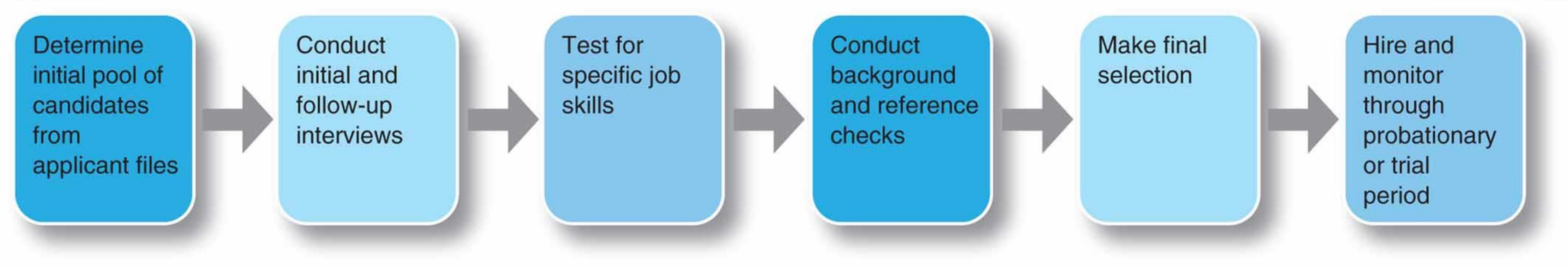
The Hiring Process



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Employee Training Benefits

- Increased job satisfaction, motivation, and morale among employees
- Greater efficiency in work, resulting in financial gain
- More effective use of new technologies and methods
- Development of new strategies and products
- Lower employee turnover
- Fewer interpersonal conflicts and better communication

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Training / entrepreneurship

- Online training
- Knowledge sharing

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Online training

- E3mel business
- Lynda
- Udemy
- Edx
- Mit
- Aml business
- Elmentor
- Slideshare
- Coursera

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Performance Appraisal Process

1. Determine standards that employees should aim for in their work.

2. Evaluate the employee’s performance in comparison with these standards.

3. Provide feedback to reduce and eliminate poor performance and improve or enhance positive performance.

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A Sample Performance Appraisal

Kayse Optics
2653 N. Dayton Ave.
Memphis, TN 38110

Annual Employee Performance Evaluation

Employee's Name:		**Supervisor:**	
Job Title:		**Date Hired:**	
Department:		**Date of Review:**	

Evaluation

This form is design to assess your current performance and to help in setting goals for the future. This form is considered confidential and will only be reviewed by you and your supervisor(s).

Overall Job Knowledge/Experience Level

	Consistently meets requirements
	Generally meets requirements
	Does not meet requirements
Comments:	

Quality of Work

	Exceeds expectations
	Meets expectations
	Does not meet expectations
Comments:	

Attendance

	Rarely tardy or absent
	Sometimes tardy or absent
	Frequently tardy or absent
Comments:	

Cooperation

	Consistently participates and contributes to the team
	Generally participates and contributes to the team
	Does not participate or contribute to the team
Comments:	

Future Goals:

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Problems with Performance Appraisals

- Managers may shy away from them if they are not comfortable criticizing
- Managers may have difficulty quantifying performance
- The process does not always offer the opportunity to follow up
- With large time spans between appraisals, follow-up items may not occur

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Financial management

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Income Statement P&L

- Sales
  COGS

- Gross Profit
  Expenses

- EBIT
  Interest

- EBT
  Taxes

- Net Profit
  Preferred share

- Net Distributable Profit صافي الربح القابل للتوزيع
  Dividends

Retained Earnin

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The Income Statement

- Reports revenues, expenses and the result of operating and non- operating activities for an accounting period on Accrual Basis
- Net income = Revenues – Expenses

  (Net loss) and gains and losses

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Income Statement example

	2013	2014
Sales	$5,834,400	$7,035,600
COGS	4,980,000	5,800,000
Other expenses	720,000	612,960
Deprec.	116,960	120,000
Tot. op. costs	5,816,960	6,532,960
EBIT	17,440	502,640
Int. expense	176,000	80,000
EBT	(158,560)	422,640
Taxes (40%)	(63,424)	169,056
Net income	($ 95,136)	$ 253,584

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The Retained Earnings Statement

- Retained earnings refer to the cumulative portion of net income kept by the company and not distributed to shareholder and is reinvested in the business.
- Ending retained earnings= Beginning retained earnings +net income (- net loss) – Dividends

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Financial Position statement (Balance Sheet)

- The balance sheet is a list of assets, liabilities, and shareholders’ equity of an accounting entity (organization) at a particular point of time.

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Elements of the balance sheet

- Assets:

Are economic resources with probable future benefits owned or controlled by the company and it’s divided into current (cash- inventory) and fixed assets (property- equipment).

- Liabilities:

Are current obligations (short-term or long-term) of the entity that result from past transactions which will be settled by payment of cash.

- shareholders’ equity:

Is the financing provided by the owners .

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Statement of Cash Flows

- The statement reports cash flows from operating, investing, and financing activities for a particular accounting period.

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First: Cash flows from operating activities

Include inflows and outflows that relate directly to revenues and expenses reported on the income statement.

Second: Cash flows from investing activities:

Include inflows and outflows related to the purchase and disposal of long-lived productive assets and investments in the securities of other companies. It also includes lending cash and retrieving it.

Third: Cash Flows from Financing Activities:

Include exchange of cash with creditors (debt holders) and owners (shareholders).

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Venture Capital

Money provided by investors to start-up firms and small businesses with perceived long-term growth potential. This is a very important source of funding for start-ups that do not have access to capital markets. It typically requires high risk for the investor, but it has the potential for above-average returns.

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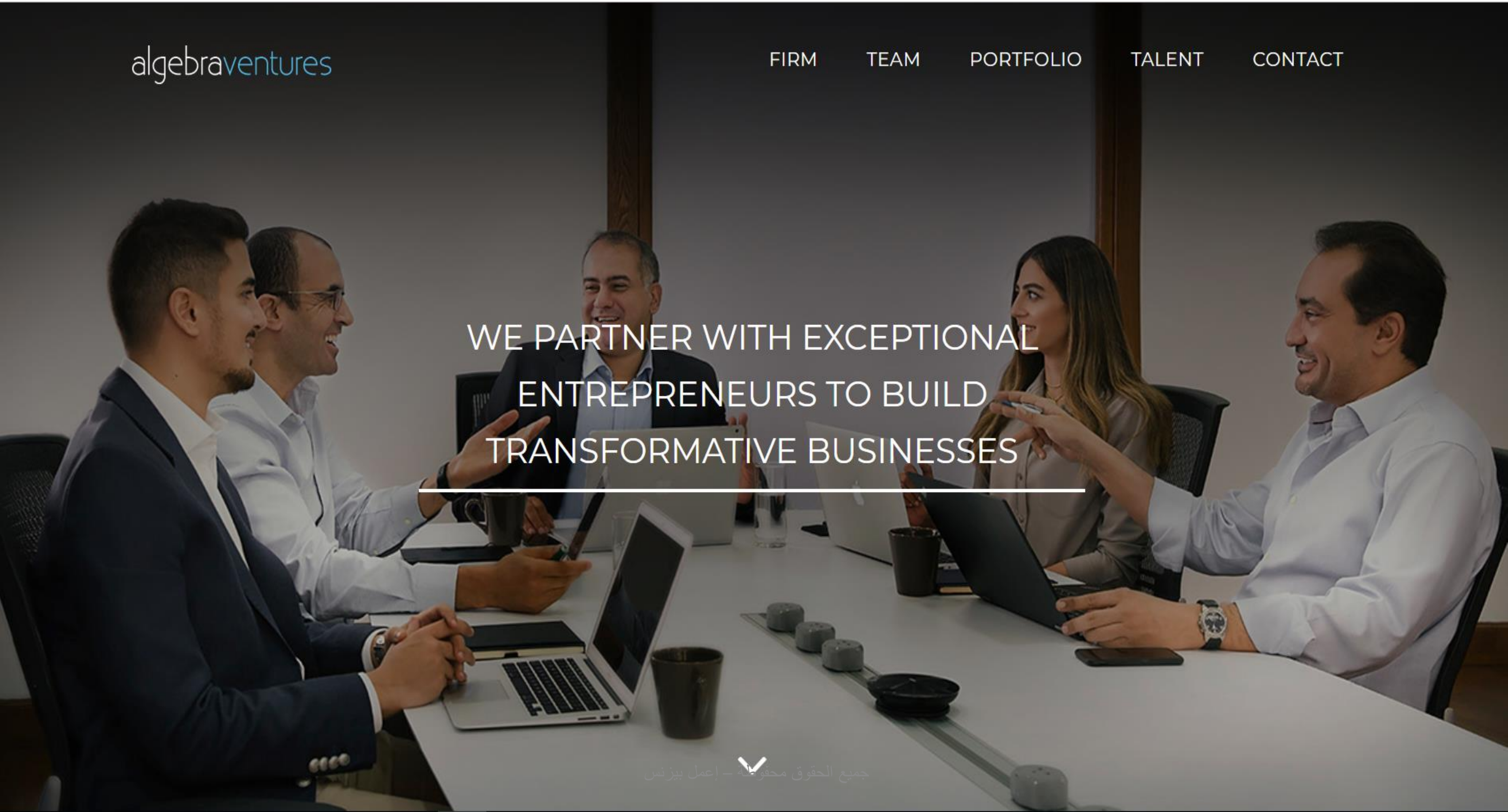
https://algebraventures.com



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– TEAM –





OUR TEAM HAS MANAGED OVER 30 VC INVESTMENTS

Algebra Ventures is managed by three partners with strong investment and operational experience in Egypt and the U.S. Prior to Algebra, the partners have collectively invested in some of the most successful startups in Egypt today, managed over 30 venture capital and angel investments and realized some of the country's most prominent technology exits, such as Fawry (exited at a $100m valuation).

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Managing partners / Algebra ventures

- Tarek Assaad
- Kariem Hussein
- Ziad Mouktar

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— PORTFOLIO —

goodsmart
Delivering good mornings

LAREINA

icommunity

elmenus

FILKHEDMA

eventtus

المفكرون الصغار
LITTLE THINKING MINDS

holidayme

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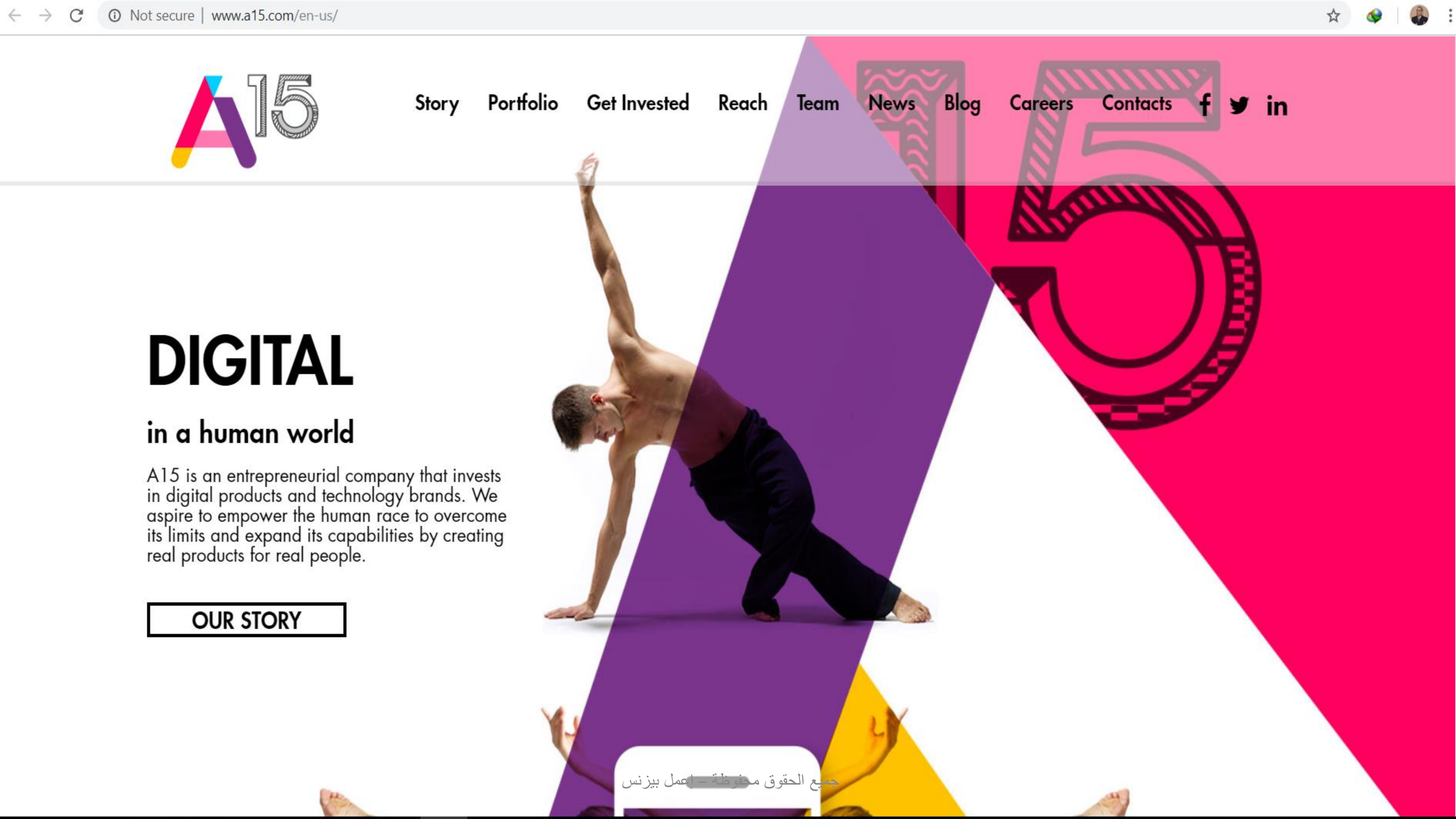

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Growth | Ventures | Exits

ARPU PLUS

LDC

connect ads

link Development

GENART

KIJAMII

TPAY MOBILE

WUZZUF

PAYMOB

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https://aceandcompany.com

ACE | Company

ABOUT PORTFOLIO TEAM NEWS FORUM CAREERS CONTACT INVESTOR PORTAL

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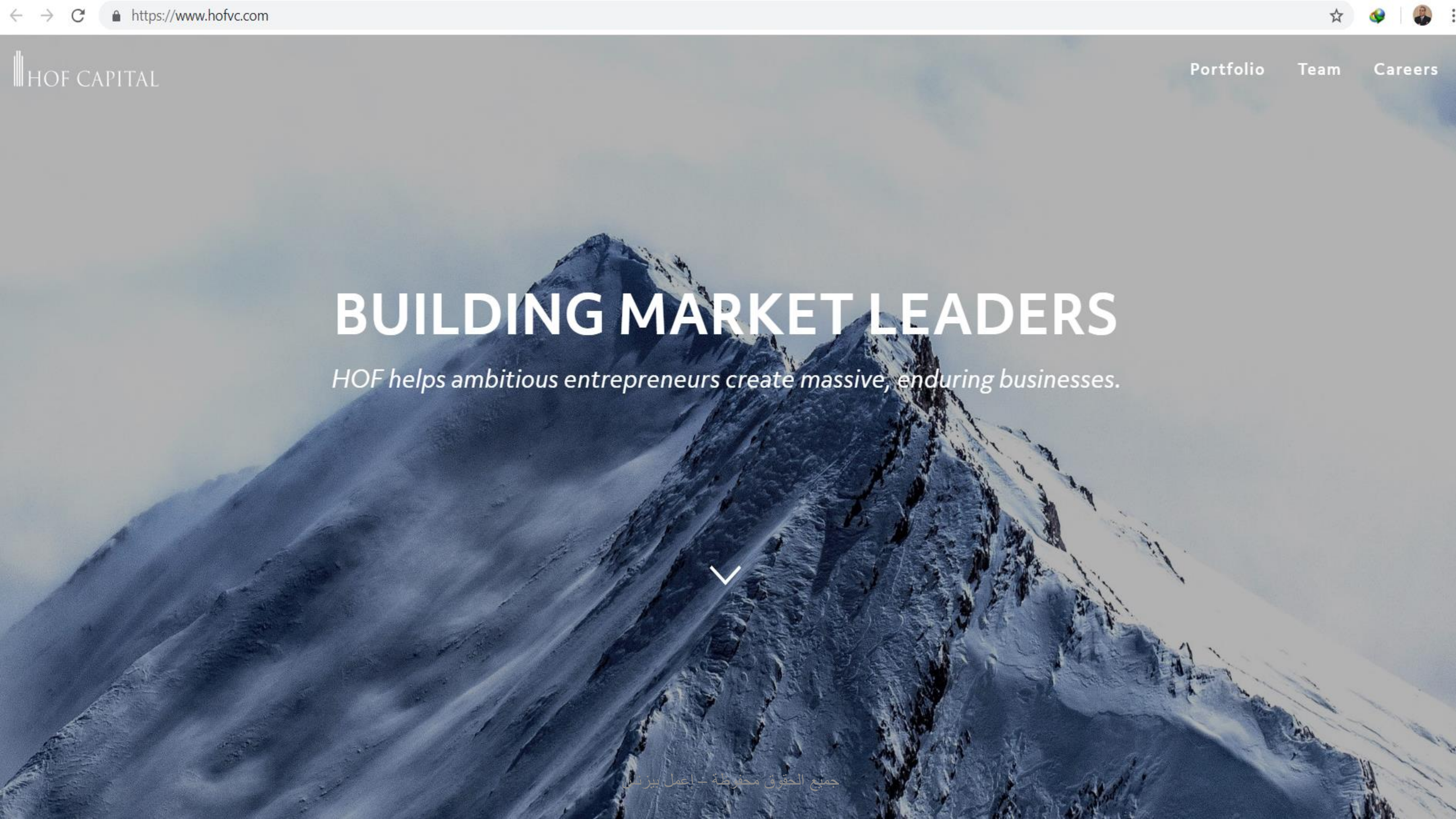

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Terra

A price stable cryptocurrency designed for mass adoption

Drive.ai

AI software for autonomous vehicles using deep-learning

Starship Technologies

Autonomous robot-powered local delivery service, disrupting the $2 trillion local delivery industry

Drop

Mobile-first intelligent rewards platform for millennials

Flutterwave

End-to-end digital payments infrastructure for Africa

Social Native

Platform enabling businesses to create high-performing branded content at scale

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Business studies

- Feasibility study
- Business plan
- U&A study (Usage and attitude study)

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Feasibility study

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Overview of a feasibility study

- Description of the project
- Market feasibility
- Technical feasibility
- Financial/Economic feasibility
- Organizational/Managerial Feasibility
- Results/Next Steps/Conclusion

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Feasibility study of a new restaurant in Heliopolis

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Current situation

- Mention here the number and names of restaurants that exist in the target area
- Estimation of the market size
- Identifying existing customers

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Problem statement

- Is opening a sit down restaurant in Heliopolis feasible?

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Description of the idea

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Hypothesis

A new restaurant in Heliopolis will have a demand of at least 50% of the people surveyed. The new restaurant also will be able to cover its everyday operating expenses as well as its start-up cost while still making a profit.

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Objectives

1. To assess the feasibility of a sit-down restaurant in Heliopolis.

2. To conduct a survey to determine the interest of a new restaurant.

3. To determine the target market for a new restaurant.

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Competitive analysis

Competitor	Description	Market share	Prices

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Conclusion

- The best type of restaurant in respect to the results of the analysis would be a traditional Italian food restaurant . The average price for a meal should be around 150 LE.

- The location of the restaurant should be and preferably on Tivoly. Possible places to expand would be near city stares and in El Thawra street.

- The best way to advertise for the resturant would be:

  -Running ads in the El Masry El Youm and El Ahram newspaper

  -On radio stations 88.7 FM.

  -On CBC TV channels.

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Recommendations

- This study shows that opening a new sit-down restaurant would be feasible in Heliopolis but further research of consumer trends of Heliopolis could be done to have a more accurate desirability of the restaurant market in Heliopolis.

- It would also help to have a strong background and work experience in the sit-down restaurant industry. Contacting and obtaining more financial information from restaurant owners or managers would also be helpful when conducting the financial analysis.

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Business plan

Investors will not see an entrepreneur who does not have a business plan.

- Executive Summary
- Company Description
- Industry Analysis
- Market Analysis
- Marketing Plan
- Management Team and Company Structure
- Operations Plan
- Product (or Service) Design and Development Plan
- Financial Projections

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Thank you

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