

# YOUR ENTREPRENEURIAL CAREER



# Learning goals

- Getting to know the concept of entre- and intrapreneurship
- Reflecting on your own potential entrepreneurial journey
- Exchange with and learn from young entrepreneurs



# ENTREPRENEURSHIP

Start up ↑



# What is entrepreneurship?



Skill in starting new businesses, especially when this involves seeing new opportunities.

**Cambridge Dictionary**

# Types of entrepreneurship

Example 1



**ELON MUSK**

Paypal, SpaceX, Tesla

Freelancers, Startups,  
Serial Entrepreneurs

Example 2



**SABRINA KONZOK**

Kiron Digital

Social Entrepreneurs

Example 3

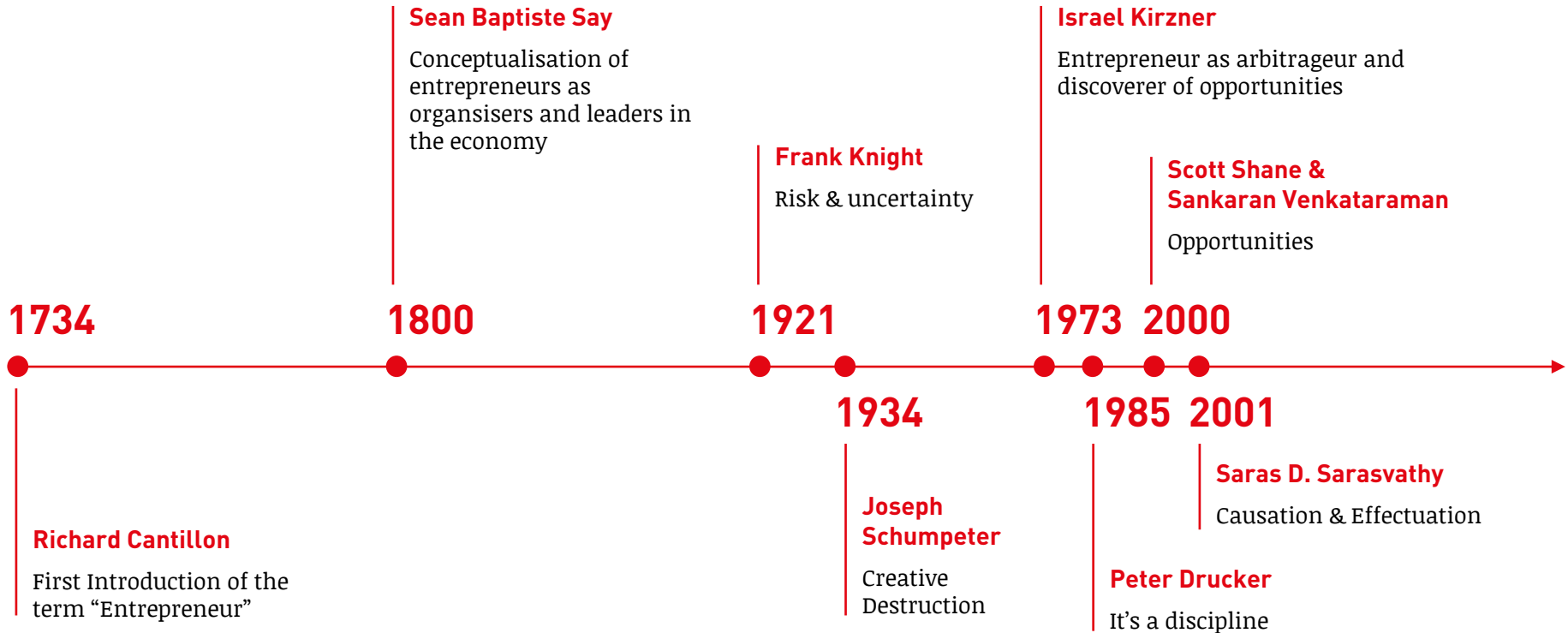


**OPEN INNOVATION &  
ENTREPRENEURSHIP**

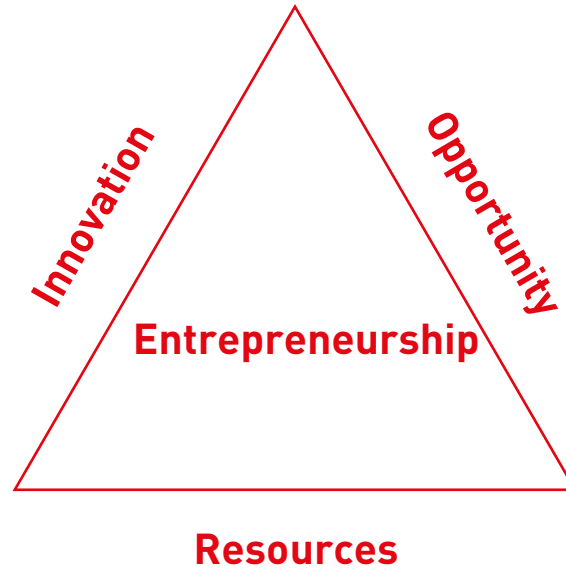
**SARTORIUS**

SME's, Family Businesses,  
International Companies

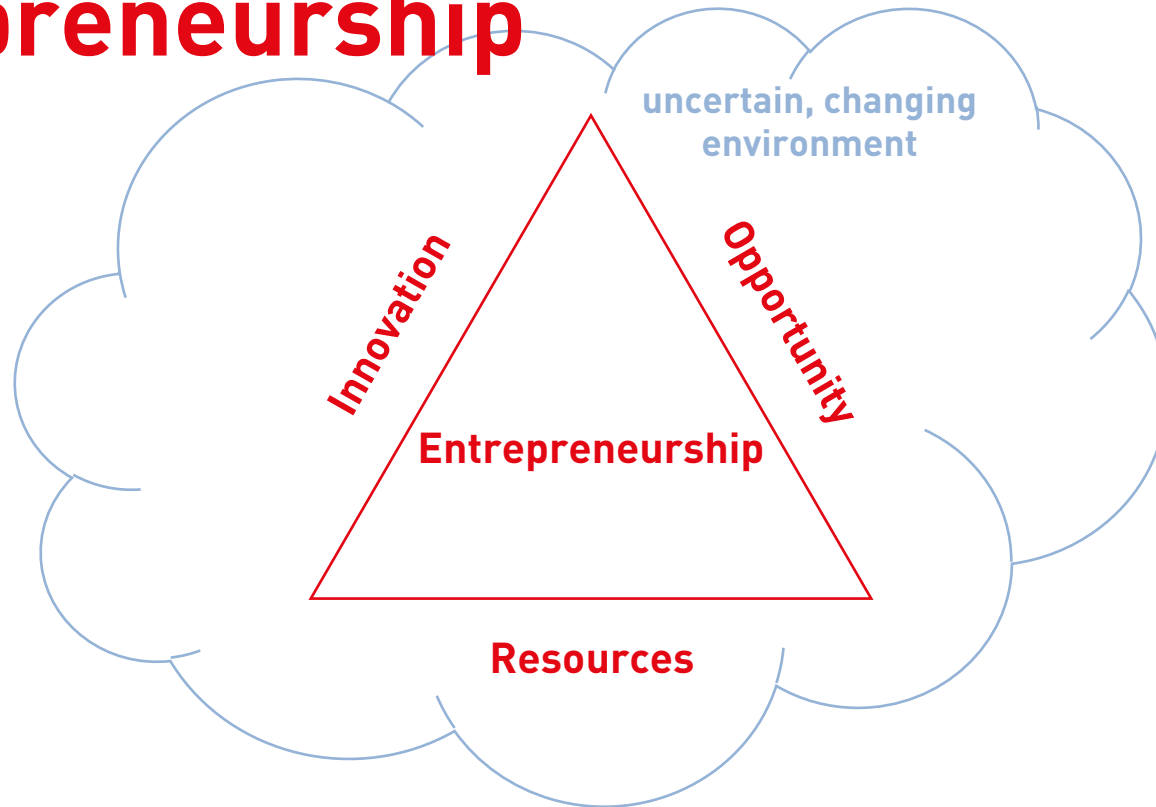
# History of entrepreneurship theory



# Components of entrepreneurship

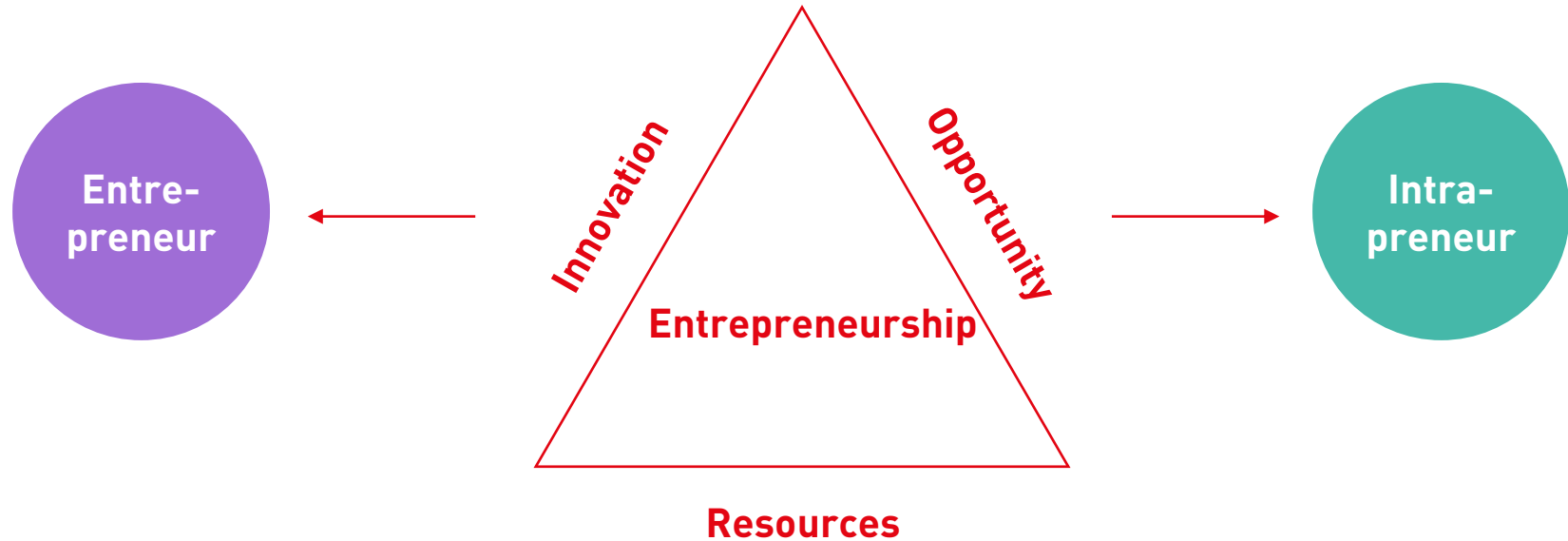


# Components of entrepreneurship





# Components of entrepreneurship



# What is intrapreneurship?



The willingness or ability of people within a large company to take direct responsibility for turning ideas into profitable new products, services, businesses, etc.

**Cambridge Dictionary**

# Entrepreneur or intrapreneur?



## PARAMETER

---

### Definition

## ENTREPRENEUR

---

A person who establishes their own company and shoulders risks and rewards involved

## INTRAPRENEUR

---

A person who works in a company and is responsible for carrying out innovations in products, operations and services

### Objective

To introduce sth. in the market that is new and of socio-economic value

To improve the performance and market sustainability of an established enterprise

### Nature of enterprise

Recently established

Well-established

### Source of capital

Acquired by the entrepreneur themselves

Provided by the company

# It's about the mindset



**Entrepreneurship & Intrapreneurship:  
Different environments, same mindset**

# ENTREPRENEURIAL PROCESS



# Desire



**START**



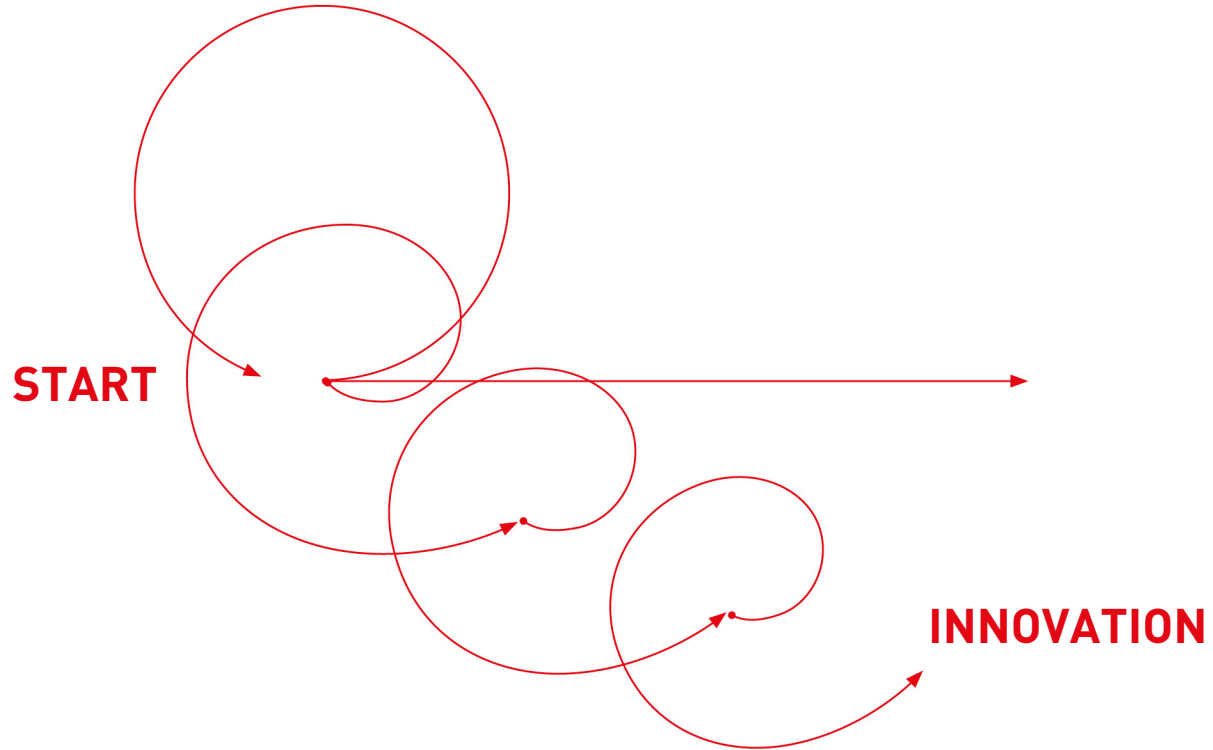
**INNOVATION**



# Reality



# Iteration



# My entrepreneurial journey



# MY ENTREPRENEURIAL JOURNEY

---

**Based on what you just heard: Write down in prepared templates and discuss with your group.**

**A.** What do you feel are advantages and challenges of navigating in the two contexts (entrepreneurship / intrapreneurship)?

**B.** What feels more appealing to you? What seems more frightening to you? Why?

**C.** Where do you feel are your blind spots?