

YOUR ENTREPRENEURIAL CAREER



Learning goals

- Breaking the entrepreneurial stereotype
- Reflecting on your own potential entrepreneurial journey
- Exchange with and learn from entrepreneurs
- Learn about startup-service and their support programs
- Get insights into a company

The entrepreneur

**What comes to mind when
you think about an entrepreneur?**

The entrepreneur stereotype



This is what the media says ...

**Here are 15 characteristics
you must improve to become
a successful entrepreneur!**

- | | |
|---------------------------------|----------------------|
| 1. Creativity | 8. Vision |
| 2. Passion | 9. Goal mindset |
| 3. Motivation | 10. Risk-taking |
| 4. Product or service knowledge | 11. Persuasiveness |
| 5. Ability to network | 12. Decision-making |
| 6. Self-confidence | 13. Tenacity |
| 7. Optimism | 14. Money management |
| | 15. Adaptability |



Your entrepreneurial journey

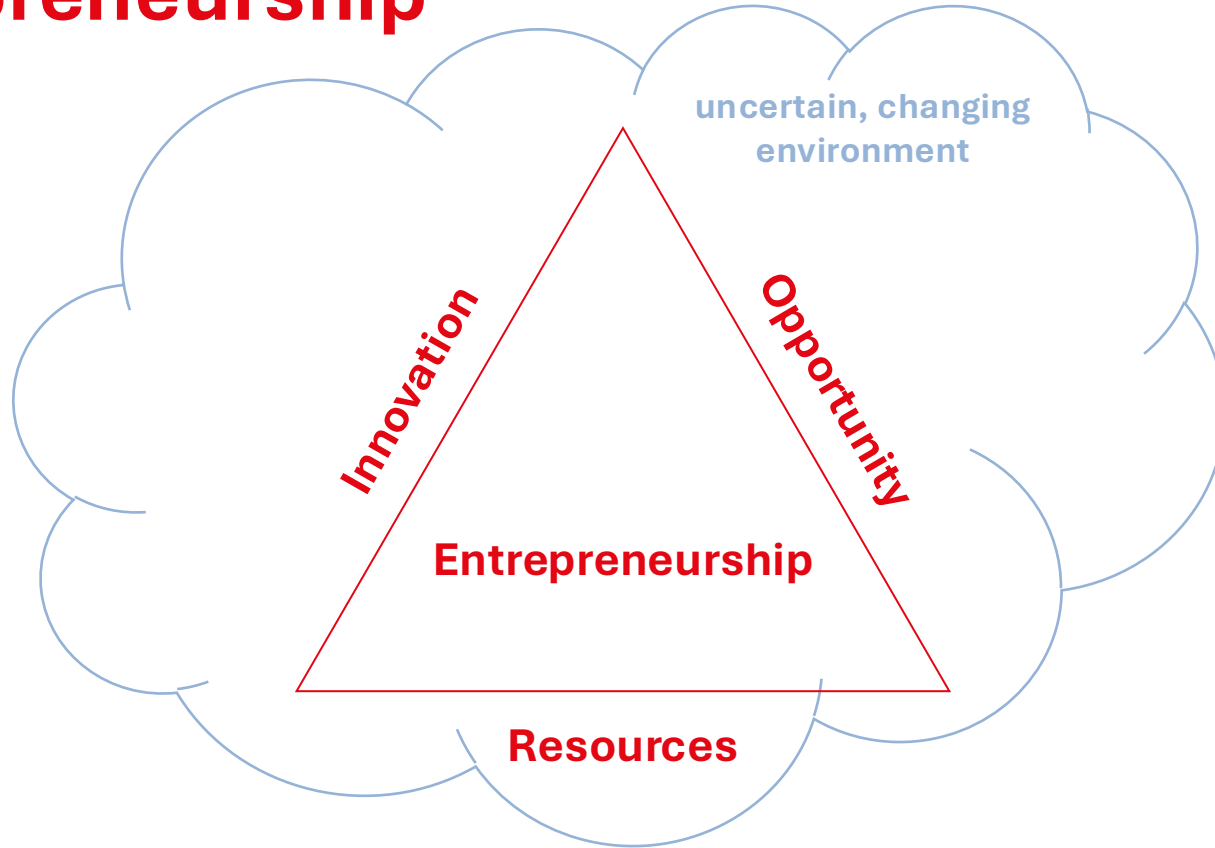


unrealistic

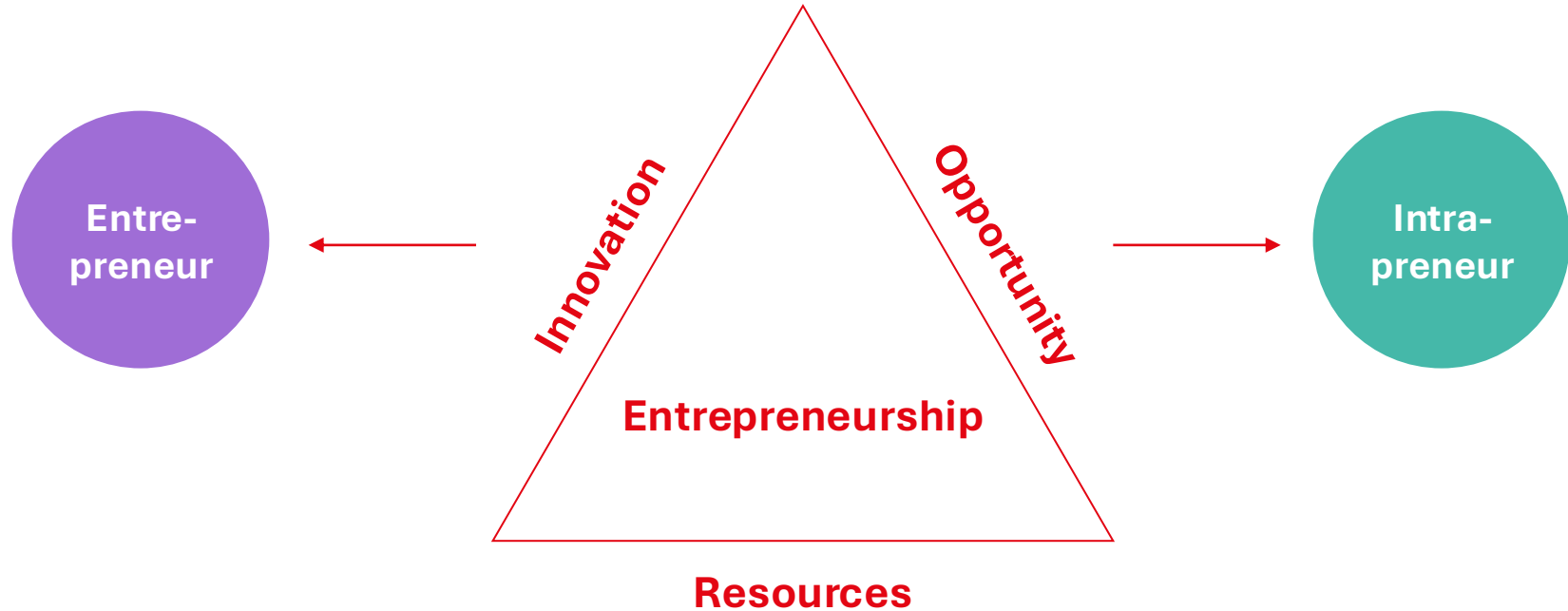


rather realistic

Components of entrepreneurship



Components of entrepreneurship



What is entrepreneurship?



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

Cambridge Dictionary

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

My entrepreneurial journey



How it works ...



Teamwork

In teams of 4



My entrepreneurial journey

Discuss and write down:

- Which questions come to your mind when you think of starting your own business or working as an intrapreneur?
- What feels more appealing to you?
What seems more frightening? Why?



20 min

Share your insights ...



**What are your thoughts or insights?
What would you like to share with the whole group?**

Up next ... Meet the role models!



PART I

Introduction of the role models

PART II

Q&A Session

MEET THE ROLE MODELS



MEET A COMPANY



Sharing ...



**Any open questions or insights
you want to share?**