

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



What is entrepreneurship?

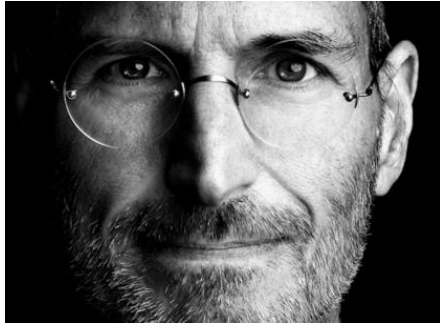


**Skill in starting new businesses, especially when
this involves seeing new opportunities.**

Cambridge Dictionary

Types of entrepreneurship

Example 1
**Start-up founder, Serial
Entrepreneur**



Steve Jobs

Apple, NeXT, Pixar

Example 2
**Founder and Serial
Entrepreneur**



Oprah Winfrey

Harpo Productions,
OWN, O Magazine

Example 3
Social Entrepreneurs



Dr. Anja Bittner

„Was hab ich?“

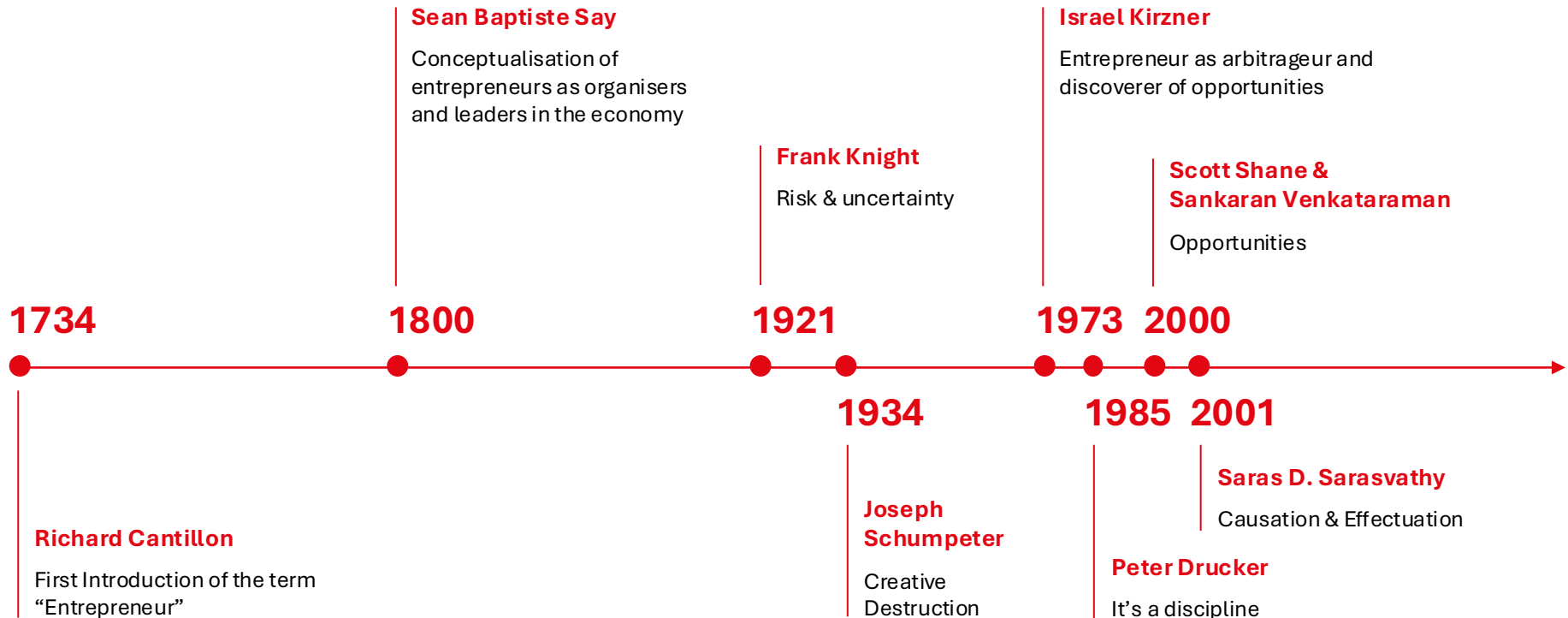
Example 4
**SME's, Hidden Champions
Mittelstand, Family Businesses**



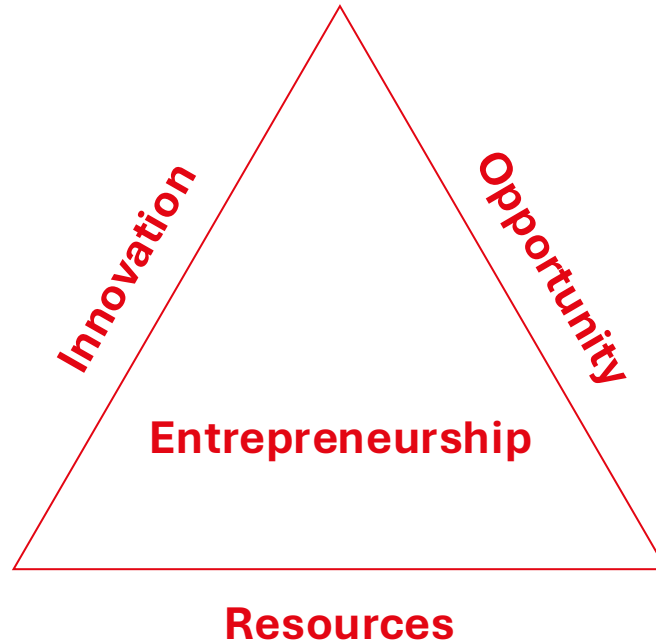
**August, Franz, Theo
& Bernhard Claas**

CLAAS

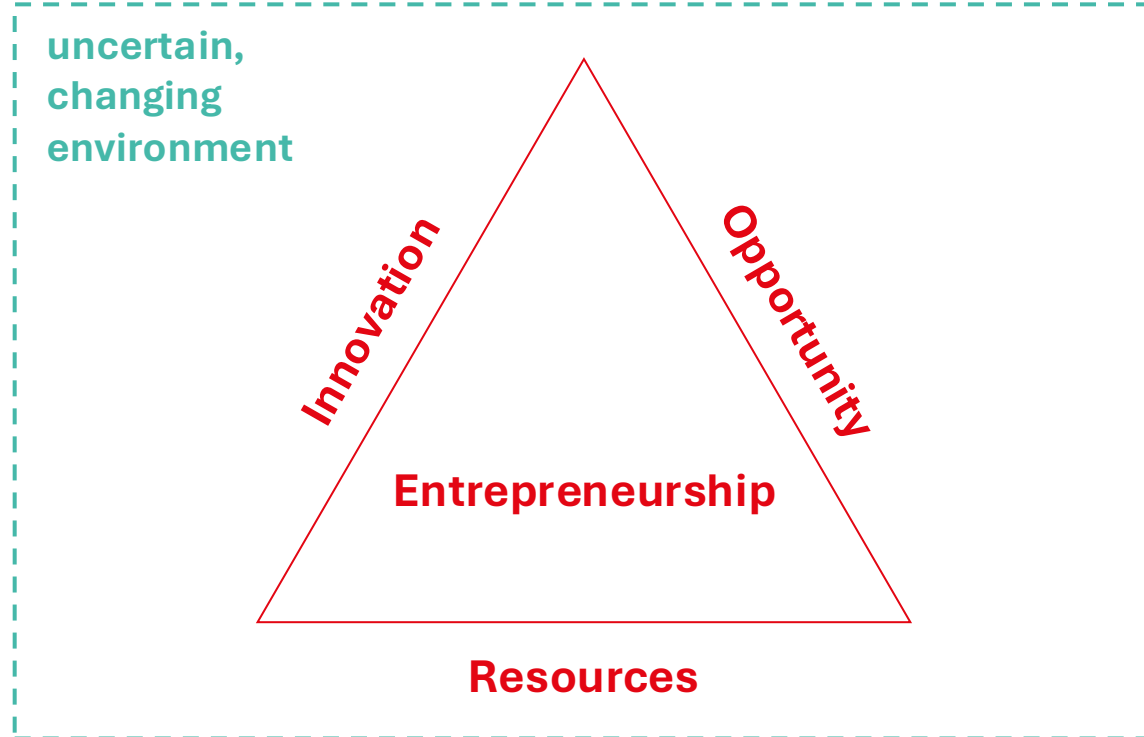
History of entrepreneurship theory



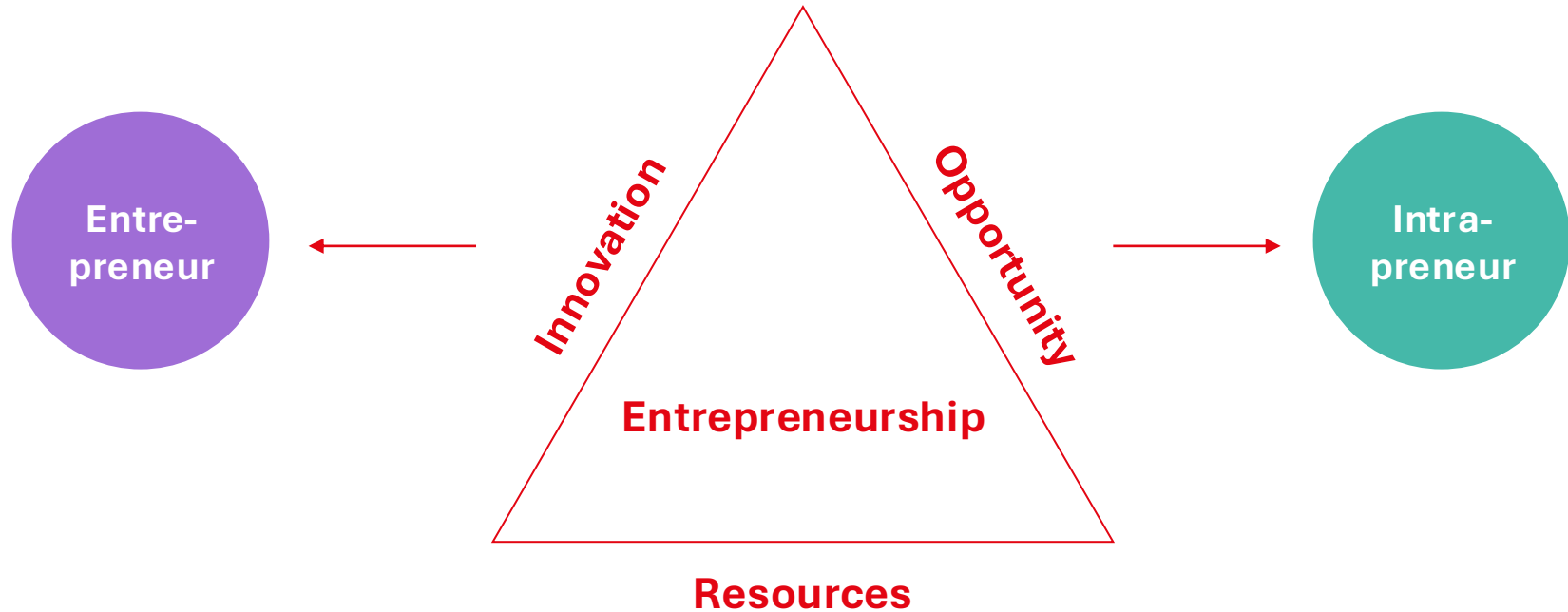
Components of entrepreneurship



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

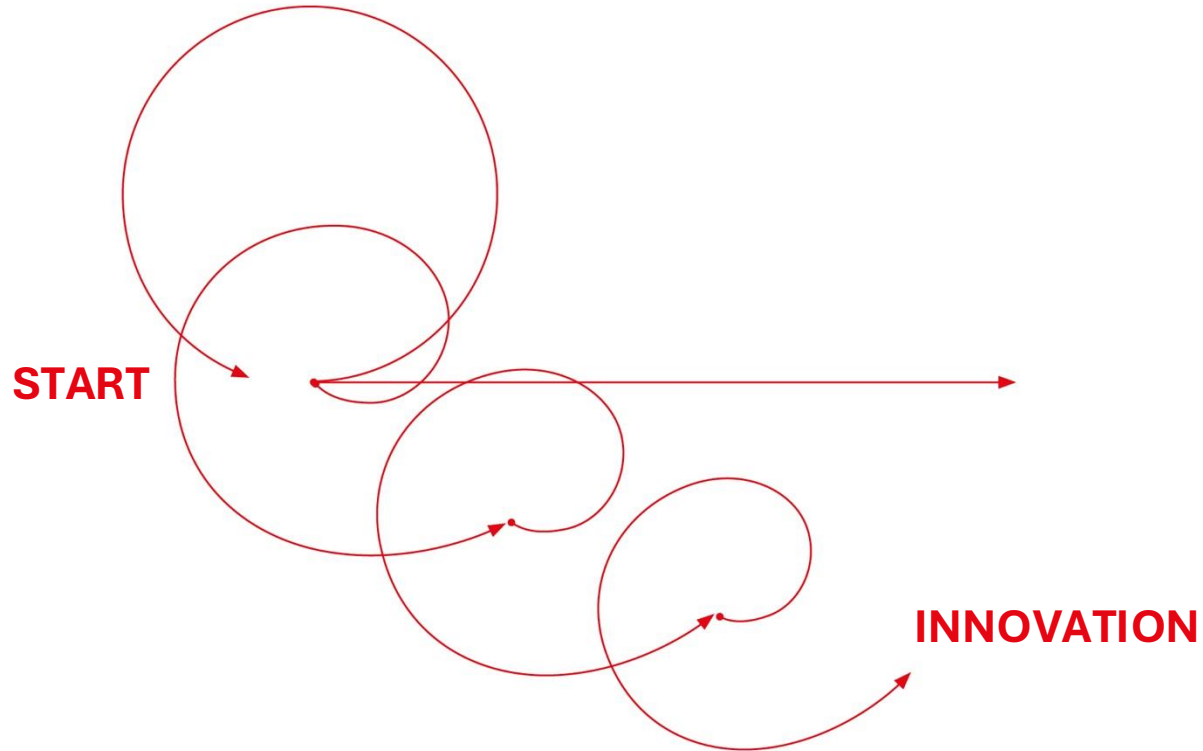


INNOVATION

Reality



Iteration



ENTREPRENEURIAL PROCESS



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?

My entrepreneurial journey



TEAMWORK: YOUR ENTREPRENEURIAL CAREER

MY ENTREPRENEURIAL JOURNEY



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

15 min, automatic transfer back

Step 1

Please think about the questions below for a few minutes individually.

2 min

Step 2

Share your thoughts within the group, discuss them and write down the most important aspects in the template. Please make sure that everyone in the group can talk about their thoughts.

13 min

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

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

C. Where do you feel are your blind spots?