

ENTREPRENEURSHIP, CREATIVE PROBLEM SOLVING and MANUFACTURE OF BUSINESS IDEAS

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НАЦИОНАЛНА АГЕНЦИЈА
ЗА ЕВРОПСКИ ОБРАЗОВНИ
ПРОГРАМИ И МОБИЛНОСТ





Break the Ice!

Your name + answer to one question

1. Where in the world would you go if given the opportunity? Why
2. What would you do if you won the lottery? Why?
3. If you had a superpower, what would it be? Why?
4. What do you like the most about virtual workshops? What about the least?
5. If you have a business or an idea, share something about it with us.

SESSION 1

WHAT AND WHO ARE ENTREPRENEURS?

ABILITIES AND CHARACTERISTICS OF DIGI –
ENTREPRENEURS

Some common traits of entrepreneurs?

Dependence on others

Seeking information and resources

High feeling of internal control

Taking risks and making mistakes

Self-motivation and continuous learning

Collaboration with others

Care about society

Innovation



WHAT AND WHO ARE ENTREPRENEURS?

TRY TO DEFINE ENTREPRENEUR(SHIP)

Who are the entrepreneurs?



Uber was founded in 2009 by Travis Kalanick and Garrett Camp.

1. **Idea from perceived problem:** The idea came about when they struggled to find a taxi in Paris during a tech conference. They felt the need for a more efficient way to get around cities.
2. **Digital technology – app:** The company was called UberCab and launched in San Francisco in 2010 as an app-based service that allowed users to request a ride and pay for it through their smartphones.
3. **Growth opportunity:** In 2014, the company introduced its UberX service, which allowed ordinary people to use their own cars as taxis. This led to a further surge in popularity and growth for the company.

In 2016, Uber was valued at \$68 billion and had operations in more than 600 cities worldwide.



ABILITIES AND COMPETENCES OF DIGI – ENTREPRENEURS

Digital tools to help you start an online business

- 1. Google Analytics:** Free tool that helps entrepreneurs track website traffic and user behavior, providing valuable insights for optimizing their online presence.
- 2. Mailchimp:** Email marketing platform that allows entrepreneurs to create and send professional-looking emails to their subscribers, automate email campaigns, and track results.
- 3. Canva:** This graphic design tool enables entrepreneurs to create high-quality images, graphics, and marketing materials without needing to hire a professional designer.
- 4. Asana:** This project management tool helps entrepreneurs organize their tasks, track progress, and collaborate with team members, making it easy to manage projects and stay on top of deadlines.
- 5. Hootsuite:** This social media management tool allows entrepreneurs to schedule and publish content across multiple social media platforms, analyze social media performance, and monitor brand mentions.
- 6. Hubspot:** This all-in-one marketing platform offers a suite of tools for entrepreneurs, including CRM, email marketing, social media management, analytics, and more.
- 7. Zoom:** This video conferencing tool allows entrepreneurs to conduct meetings and collaborate with team members from anywhere in the world, making it easy to stay connected and work remotely.



SESSION 2

MANUFACTURE OF BUSINESS IDEAS THROUGH
THE METHODOLOGY OF CREATIVE PROBLEM
SOLVING (CPS MODEL)

Barriers to creative thinking - Examples

Self-limiting beliefs with assumptions

"We don't have time!" /
"It's too expensive." / "I'm
not the creative type."

Fear of criticism from society

"I don't want to look
stupid."
"There is no way I can do
that. I'll look ridiculous."

Strong beliefs/attitudes

"We have already tried
that. It won't work."

"With our mentality?
You've got to be kidding
me!"

Routine/ comfort zone

SESSION 3

MANUFACTURE, SELECTION, AND EVALUATION OF
BUSINESS IDEAS





1.1. ABC Avalanche

Write down the letters of the alphabet and generate ideas based on the initial letters in 10 minutes

A _____	J _____	S _____
B _____	K _____	T _____
C _____	L _____	U _____
D _____	M _____	V _____
E _____	N _____	W _____
F _____	O _____	X _____
G _____	P _____	Y _____
H _____	Q _____	Z _____
I _____	R _____	

DISCUSSION

1. Did you learn something new? What?
2. Can you use some of this knowledge in future? Where?
3. Was there an opportunity to get involved?
4. What did you like the most/
5. Feedback in a few of your own words.