

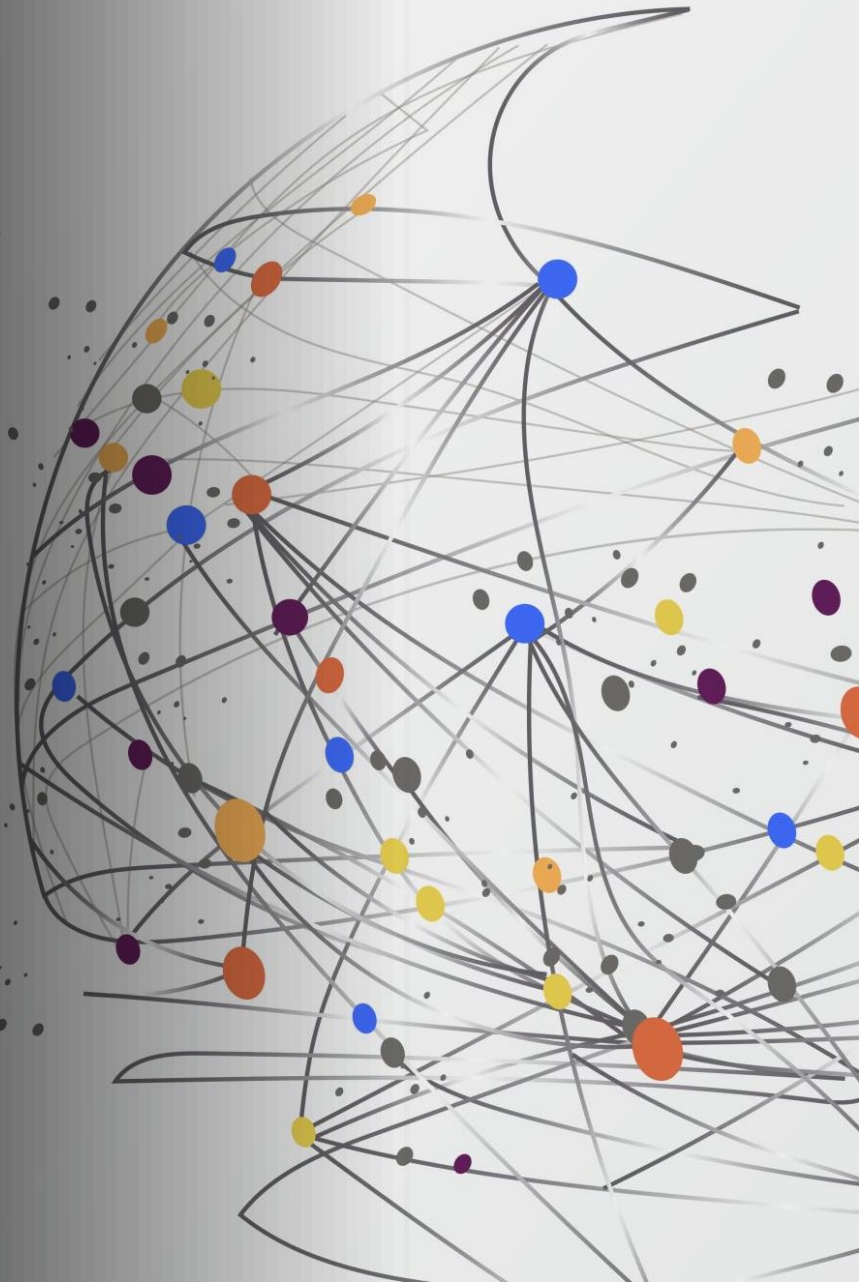
# THE ART OF CRAFTING ENTREPRENEURS: INTENTIONS, COMPETENCES AND GENDER IN ENTREPRENURSHIP

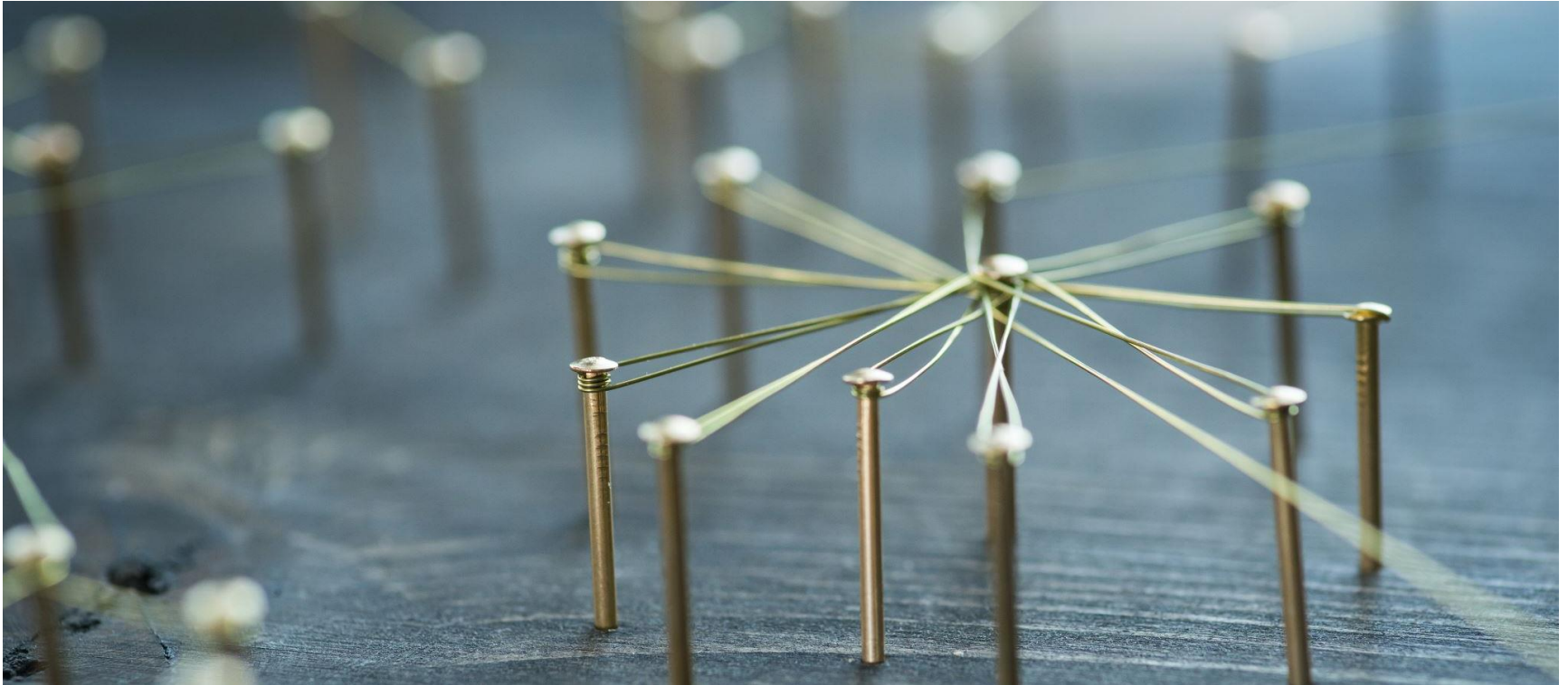
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# WHO ARE THE ENTREPRENEURS?

Entrepreneurial behavior is a **deliberate intentional behavior** - a function of identification of **opportunity, process of thinking and planning.**



# Who are the entrepreneurs?

- EntreComp (EU) > a **transversal competence**, which applies to all spheres of life:
  1. Fostering **personal development**,
  2. **Active participation** in society,
  3. **(Re)entering the labor market** as an employee or self-employed,
  4. Starting **ventures** (cultural, social or commercial).
- **Acting on opportunities and ideas** and turning them into **value for others (and yourselves)**.
- **Intrapreneurship** - entrepreneurship inside an organization.

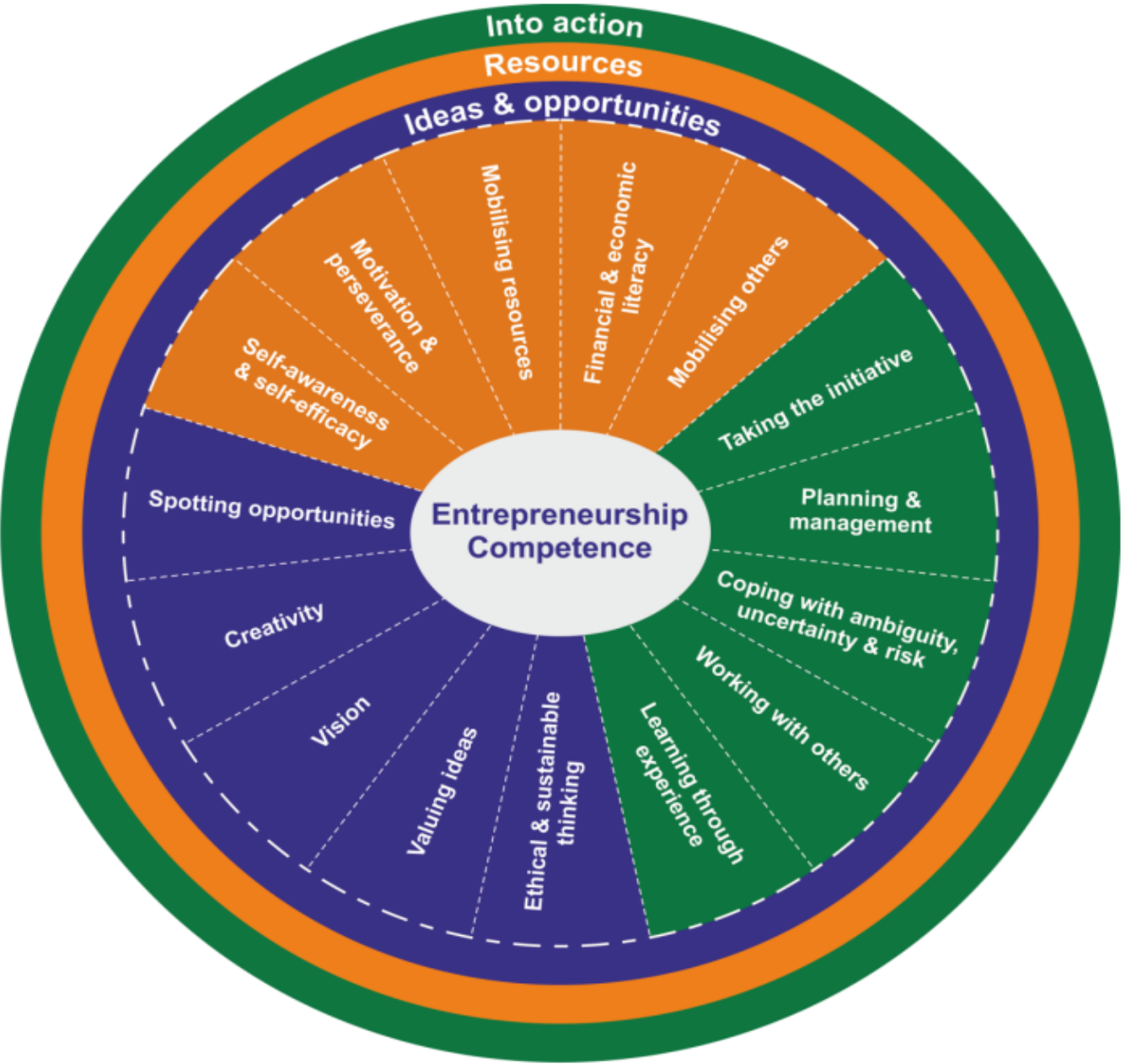
# Who are the entrepreneurs?



Neil Blumenthal, Andrew Hunt, David Gilboa, Jeffrey Raider = **Warby Parker** (\$1.2 billion)

1. Met during studies (**STUDENTS**).
2. Eyeglasses more accessible to the general population (**IDEA FROM PERSONAL PROBLEM**).
3. Low costs (cutting out middlemen and selling online at first), don't charge for shipping, sell replacement glasses and use a model of donating one pair for every pair purchased. (**BUSINESS MODEL**).
4. The price (\$95) is determined by consumers through a survey (**MARKET RESEARCH**).
5. They founded the company within the university incubator in 2010 (**MENTORING AND LEARNING**).





# EntreComp

The entrepreneurship competence framework

# EXERCISE: PERSONAL SWOT ANALYSIS

S (strengths)	W (weaknesses)	O (opportunities)	T (threats)
<ul style="list-style-type: none"><li>• What am I <b>naturally good at</b>?</li><li>• What <b>advantages</b> do I have that others don't?</li><li>• What would my <b>boss</b> or <b>coworkers say my strengths</b> are?</li><li>• What <b>achievements (education, skills, etc.)</b> set me apart from my colleagues?</li><li>• What connections or resources do I have that can help me achieve my goals (personal brand)?</li></ul>	<ul style="list-style-type: none"><li>• What are my <b>negative habits</b> or personality traits?</li><li>• Are there areas where my <b>education, training, or skills</b> are lacking compared to my peers?</li><li>• What do I <b>avoid</b> because I <b>lack confidence</b>?</li><li>• If I think about a time when I "messed up" at work, <b>what did I do</b>?</li></ul>	<ul style="list-style-type: none"><li>• What's the current state of my <b>industry</b>? Is it growing?</li><li>• What new <b>technology</b> could help me achieve my goals?</li><li>• How could my <b>network</b> help me take the next step?</li><li>• What <b>new skills</b> can I acquire to increase my value as an employee?</li><li>• Are there <b>professional moves</b> (like a career change) that would help me reach my goals more efficiently?</li></ul>	<ul style="list-style-type: none"><li>• Who's my <b>workplace competition</b>?</li><li>• Is my <b>industry changing direction</b>?</li><li>• Do <b>technological advancements</b> threaten my position?</li><li>• Do any of my <b>weaknesses</b> threaten my career success?</li><li>• What's the <b>current state of the economy</b>?</li></ul>




# INTENTIONS

## FIRST STEP TOWARD ENTREPRENEURSHIP

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THE MAIN INTEREST IN STUDYING ENTREPRENEURIAL INTENTION IS THE CONSCIOUS AND INTENDED ACT (BIRD, 1988).

THERE IS A HIGH PROBABILITY FOR BECOMING AN ACTUAL ENTREPRENEUR WHEN A CLEAR ENTREPRENEURIAL INTENTION HAS BEEN FOUND TO EXIST.

A woman is shown from the back, her silhouette dark against a soft, hazy landscape at dusk or dawn. She is looking out over a green field towards distant mountains. The overall mood is contemplative and serene.

# Women and entrepreneurship

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SHOULD WOMEN BOTHER AT ALL?



# Gains from entrepreneurship

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**Decrease in poverty**

**Social and economic integration**

**Ecological activities**

**Puts resources in productive use**

**Local production and networking**

**Tax increase and social programs for wealth distribution**

**Use of talent, knowledge, passion and experience**

**Innovation**