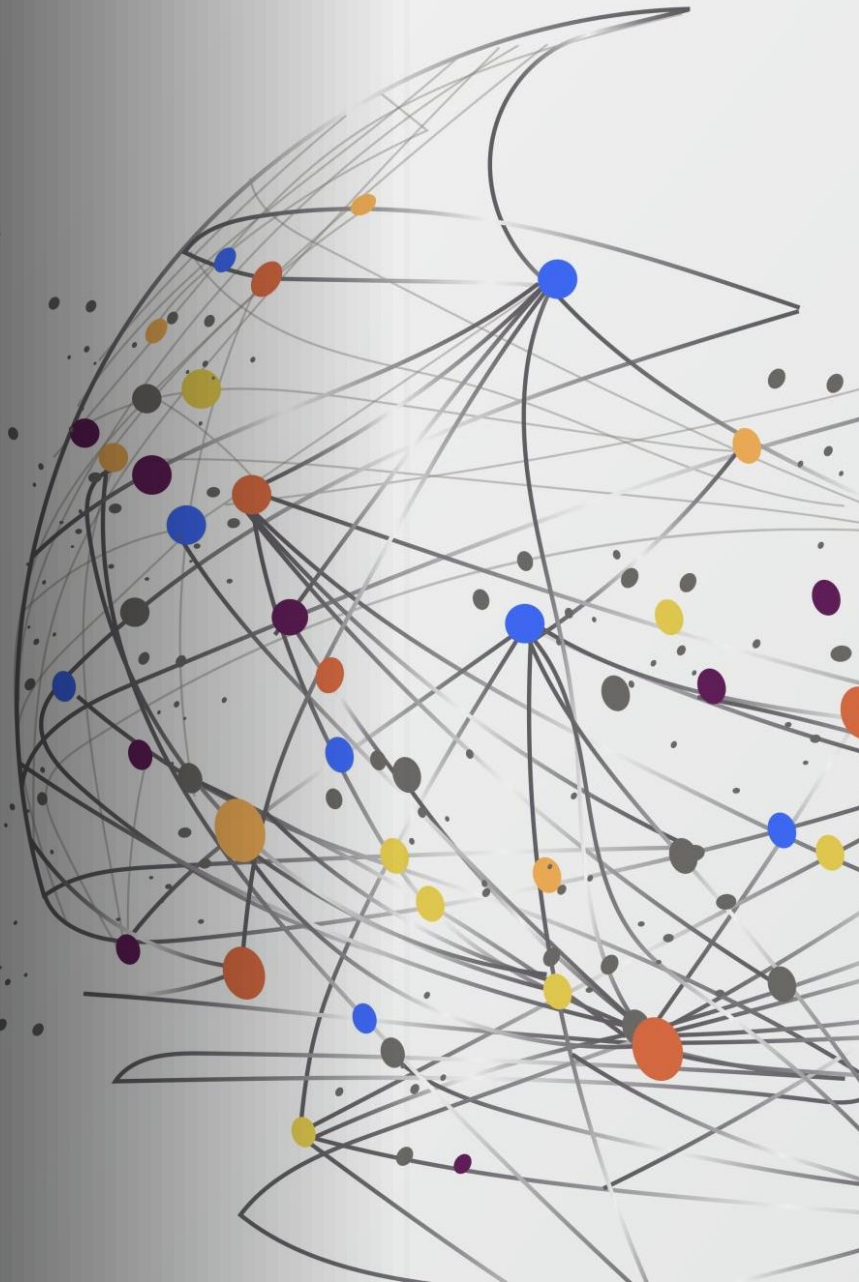


THE ART OF CRAFTING ENTREPRENEURS: INTENTIONS, COMPETENCES AND GENDER IN ENTREPRENURSHIP

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INTENTIONS

FIRST STEP TOWARD ENTREPRENEURSHIP

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.

Who are the entrepreneurs?

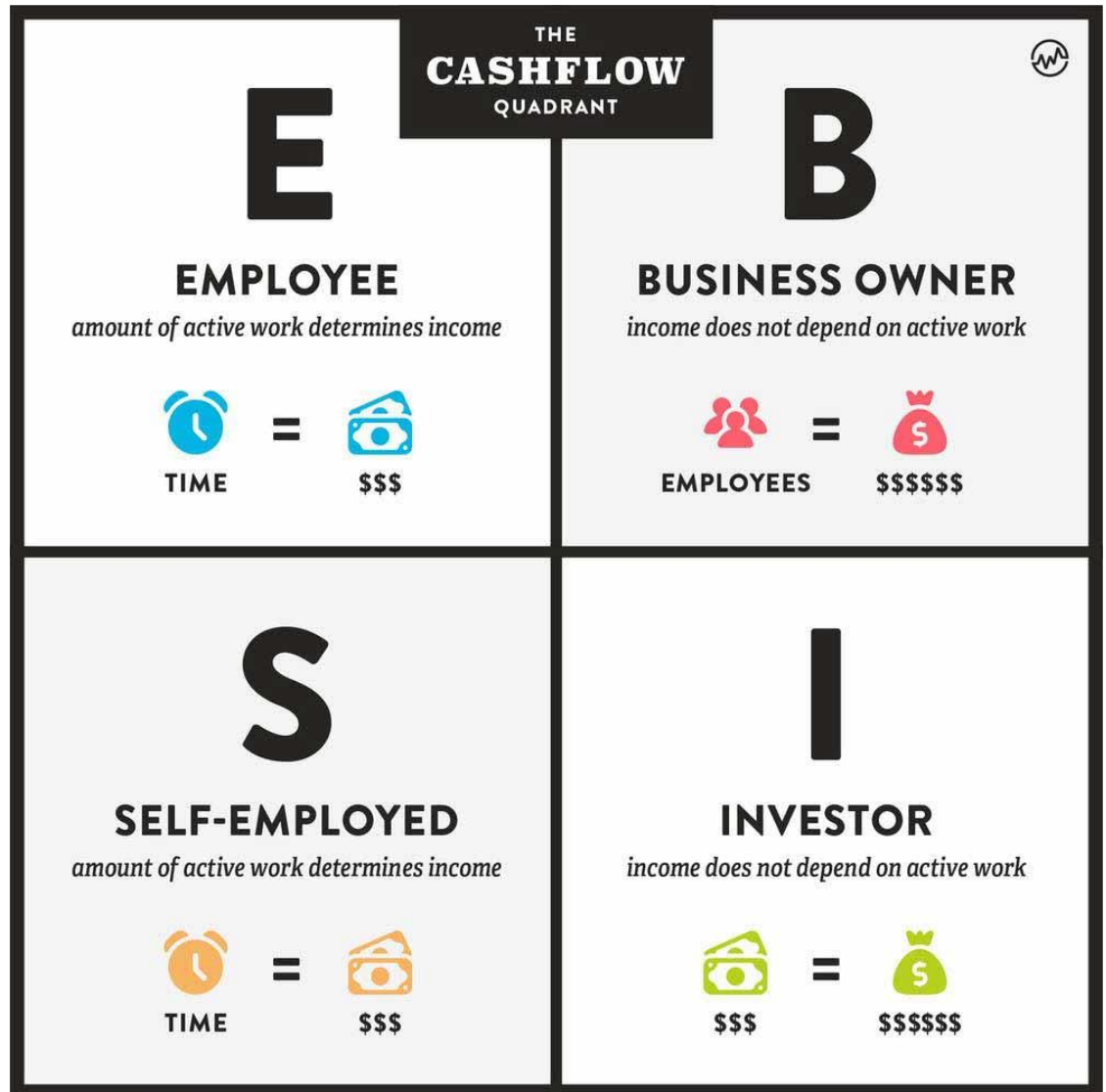


Remember Neil Blumenthal, Andrew Hunt, David Gilboa, Jeffrey Raider = **Warby Parker** (\$1.2 billion)?


1. People with high EI
2. Research the market
3. Identified problem or opportunity
4. Learn how to develop a **BUSINESS MODEL**
5. Founding a company
6. Go through **MENTORING, LEARNING** and **FINANCING** the growth of the business

BUSINESS MODEL

Robert T. Kiyosaki
"Rich Dad, Poor Dad"



DECISION TO GET RICH

A woman is shown from the back, her silhouette dark against a bright, hazy sky. She is looking out over a vast, open landscape that appears to be a field or a valley, with rolling hills or mountains in the distance. The lighting suggests either early morning or late afternoon, with a soft glow on the horizon. The overall mood is contemplative and serene.

Women and entrepreneurship

SHOULD WOMEN BOTHER AT ALL?

Gains from entrepreneurship

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



BUT FIRST,
COFFEE

Prof. Tamara Jovanov Apasieva



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PITCHING of personal and entrepreneurial Ideas

WUS Workshop
January 2025



Pitching Quiz - 5 minutes

Q 1: The aim of pitching is to:

- a. Sell the product
- b. Gain attention and interest from an audience
- c. To sell something to users or customers

Q 2: When telling your story, it is more important to:

- a. Relate to the problem of the target group
- b. Focus on your background
- c. Talk about financials

Q 3: When outlining the solution, you should:

- a. Be as detailed as possible
- b. Keep it short and simple
- c. Discuss your involvement with others

Q 4: When choosing your target market, you should:

- a. Target as small area as possible
- b. Target an area according to your resources and needs
- c. Target the whole world

Q 5: When pitching to investors you should discuss:

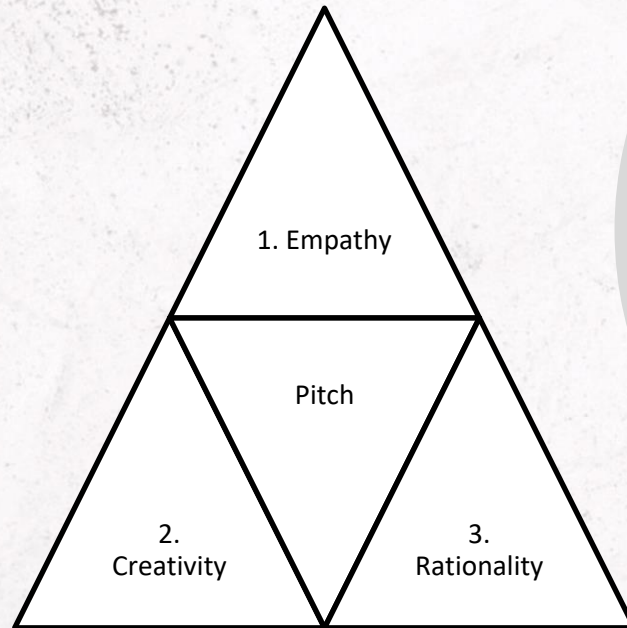
- a. Exit strategy
- b. Go-to-market strategy
- c. Financial debt

Q 6: For users acquisition, you should discuss:

- a. How you plan to reach your users
- b. Ask for guidance on how to reach users
- c. Both

What is pitching?

“I PITCH; therefore, I am!”
- Gay Kawasaki



- “Who the hell are you and why should I pay attention? / What’s in it for me?”
- A **SUMMARY** to quickly and simply define or introduce an idea, person, service of organization and its value proposition.
- Should spark **INTEREST**, be **BRIEF, PERSUASIVE** and **MEMORABLE**, and show the **ADVANTAGES + UNIQUENESS** of the idea.
- **CONVINCING AND WINNING PEOPLE** for you and your idea - attract **users, investors, co-founders, employees** and/or **fine-tune the idea**.

When and where can we pitch?



Elisha
Otis



Tips for pitching



Practice, integrate feedback and practice again!

Tell a **story**

Grab **attention** – don't be boring!

Practice **timing**

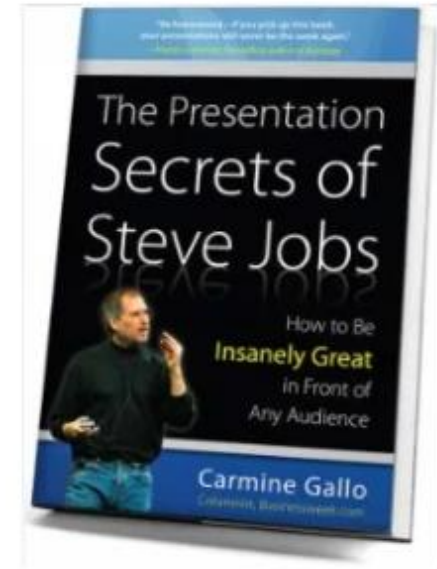
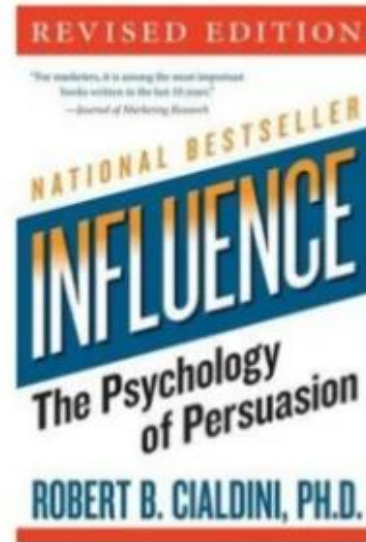
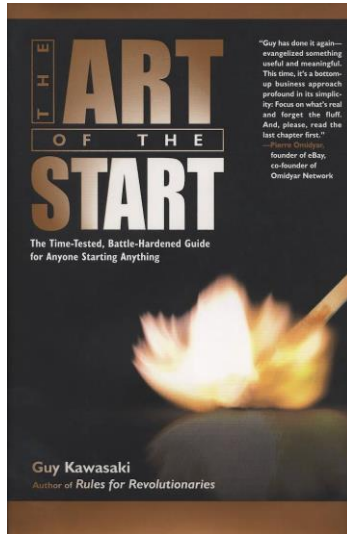
Use the **key components** of pitching

Present the **unique** feature

Ask for what you need - **call to action!**

Include **social proof** – don't say everybody will love it!

Present **the team**



Additional reading



EVALUATION