

1. Choosing a business idea

Assess your own entrepreneurial skills

skills	Points				
	5	10	15	20	25
Search opportunities					
Perseverance					
Commitment to the performance of the contract					
The requirement of quality and efficiency					
Willingness to take risks					
Goal Setting					
Search for information					
System planning and control					
Persuasion and networking					
Self-confidence					

What is the most important skills of the entrepreneur?

My answer is non-standard decision-making - see how the students of the Teknion University celebrate the national holiday-

<https://www.youtube.com/watch?v=baQfqoZrEvl&app=desktop>

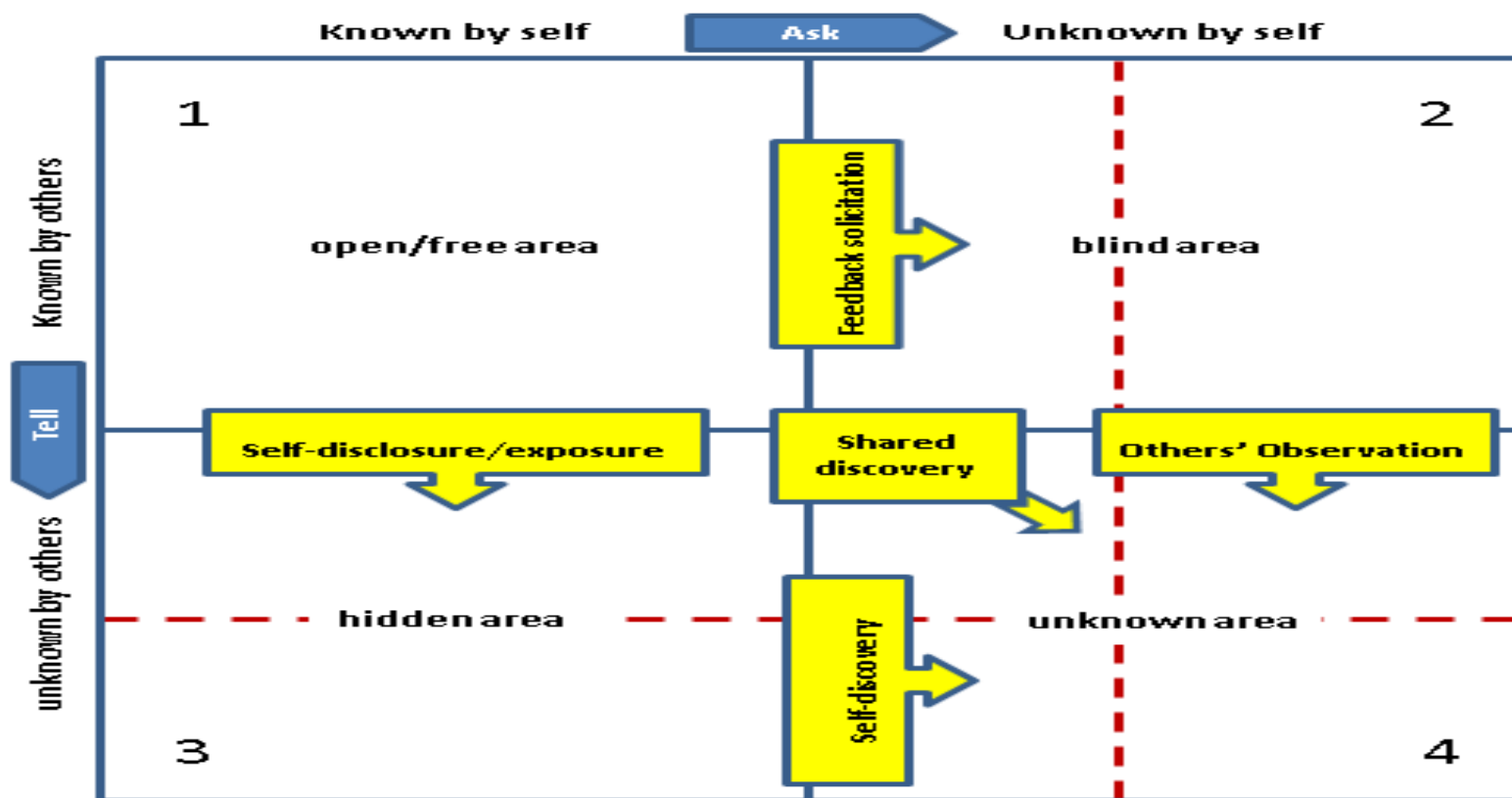
Will we test your ability to make such decisions?

1.How many will be $1 + 1$

2.Divide this section into 4 equal parts by area and shape



Johari Window model



Draw your personal Johari window. Be honest and try to increase the open area //

<http://www.selfawareness.org.uk/news/understanding-the-johari-window-model>

Visualization of the purpose of business planning

Watch a video of success stories, because:

it is interesting

Can add confidence to you

On the channel rbc.ru this was devoted to a series of programs for millionaires under 30 years old

1. <https://www.youtube.com/watch?v=-7KyQEOL27U>
2. <https://www.youtube.com/watch?v=SQYcBuS35kc>
3. <https://www.youtube.com/watch?v=hhcyXoAe-ZU>
4. <https://www.youtube.com/watch?v=ZYJ5PVIgwXg>
5. <https://www.youtube.com/watch?v=K1NqsGTy8vU>

Look at these videos and determine:

1. Is there anything in common with all these ideas? What?
2. Are all these stories different? Than?
3. Is there a key parameter to all these stories?

Search for a business idea. "Rules" of brainstorming

It is need:

- • suggest and write as many ideas as possible

It is possible :

- • make noise and laugh
- • express the most insane and stupid ideas
- • write down ideas on the diagram
- • Do not make your own judgments
- (If you are a leader)
- • offer ideas about a kind of product

It is impossible:

- keep a record of gadgets
- use a board and slide films
- select only the elderly or young members of the group
- allow observers
- give too much time to one product
- allow unnecessary detail



Assess the feasibility of the project idea by 5 criteria (filter number 1) 1-2 criteria

1. Availability of the market:

- The volume of supply currently does not adequately meet the existing demand
- Existing demand is currently provided through imports
- The current demand is not satisfied at all
- The products are unique
- Not reliable supply of goods / services
- A significant increase in demand for goods / services is expected in the future
- Supplies of products are currently being smuggled

2. Availability of raw materials:

- Local raw materials are available in sufficient quantities
- There are reliable supplies of raw materials (from local and foreign sources)
- It has been studied and found satisfactory the state of affairs with seasonality, shelf life, quality and variety of raw materials
- The price of raw materials is at a reasonable level
- It is assumed that an increase in the price of raw materials in the future will be of a reasonable and predictable nature

Assess the feasibility of the project idea by 5 criteria (filter number 1) criteria 3

3. Availability of technology

- The technology to be used, tested
- There is technology at a reasonable cost
- Technology corresponds to the level of production, investment and desired product quality
- The outdated technology will not have a negative impact on the project



Assess the feasibility of the project idea by 5 criteria (filter number 1) criteria 4-5

4. Availability of the required skills

- For the project there are various necessary qualifications (conceptual, managerial, technical and operational)
- There is a relatively stable and stable supply of the required skills
- Predictable fairly stable and predictable labor costs

5. Presence of government priorities

- In the field of development and investment promotion
- Financial or other type of assistance
- Import substitution, export promotion, employment growth in rural industrialization, development or transfer of technologies, etc.

SWOT (Strong, Weakness, Opportunity, Threat) – Analysis (filter 2)

Strengths

- What advantages does your organization have?
- What do you do better than anyone else?
- What unique or lowest-cost resources can you draw upon that others can't?
- What do people in your market see as your strengths?
- What factors mean that you "get the sale"?
- What is your organization's Unique Selling Proposition (USP)?

Weaknesses

- What could you improve?
- What should you avoid?
- What are people in your market likely to see as weaknesses?
- What factors lose you sales?

SWOT (Strong, Weakness, Opportunity, Threat) - 2

Opportunities

- What good opportunities can you spot?
- What interesting trends are you aware of?

Useful opportunities can come from such things as:

- ✓ Changes in technology and markets on both a broad and narrow scale.
- ✓ Changes in government policy related to your field
- ✓ Changes in social patterns, population profiles, lifestyle changes
- Local events

Threats

- What obstacles do you face?
- What are your competitors doing?
- Are quality standards or specifications for your job, products or services changing?
- Is changing technology threatening your position?
- Do you have bad debt or cash-flow problems?
- Could any of your weaknesses seriously threaten your business?

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