



Entrepreneurship ESSENTIALS

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A stylized illustration of a man in a dark suit and yellow-and-black striped tie, running quickly. He is carrying a clock, a briefcase, a document, and a pair of glasses. The background is a light blue gradient.

An
entrepreneur
is:

- a person who seeks a profitable opportunity and takes the necessary risks to set up and operate a business !
- different from many small-business owners in their strong desire to make their business grow !
- willing to take risks !



Rewards of Entrepreneurship

being your own boss

doing something you enjoy

being creative

setting your own schedule

having job security

making more money

being recognized in the community

Risks of Entrepreneurship



working long hours

having an uncertain income

being fully responsible

rising one's investment



Twelve Characteristics of Successful Entrepreneurs

persistent

creative

responsible

inquisitive

goal-oriented

independent

self-demanding

self-confident

risk-taking

restless

action-oriented

enthusiastic



Entrepreneurial KEY Skills

communication

organizing and planning

math

teamwork

problem-solving

social

technology and computer

adaptability

decision-making

basic business

Q1: Is there competition in my space?



- Contrary to what you might expect, you WANT competitors in your space.
- If you find a market that's 100% unoccupied, you're either the first one there (risky in itself, in that nothing has been tested) or the last one there (other people have tried unsuccessfully and abandoned the market).
- Being the first isn't horrible, but there's less of a roadmap to follow. It's also much less common.
- Being last doesn't mean that you can't find a way to make your idea work in the marketplace, but it will take considerably more work.



Q 2: Are my competitors making money?

- Even if there are people doing what you want to do, you need to make sure they have enough customers and are making the type of money you'd like to make.
- This step will ensure that it's worth your time to invest in your idea.
- You could look on their website for testimonials and client success stories. Browse through their portfolio if they have one.
- You could even stop in (if they are local) and talk to them, or give them a call over the phone. Ask about rates, schedule, and typical client experience.
- If other people are successfully bringing in customers, so can you !



Q 3: Can I do my product/service/idea differently and/or better?

- This is the question that ties everything together. You've found your competition. They appear to have some business.
- It's time to make your stand by standing out.
- In order for customers to buy your idea instead of another, you must show why your product or service is different and/or better.
- If you can show why you're unique, you'll attract just the right customers who are perfect for your business, who will buy from you time and again, and who will continually refer you to all of their friends.
- This point of difference between you and your competition is called a USP, short for **“Unique Sales Proposition”**.

DOs and DON'Ts of a business plan



Do share your plan – don't keep it to yourself

- sharing the document with your team will motivate you to stick to your plan

- the more people who are involved, the more ideas you can test



DOs and DON'Ts of a business plan

Do conduct research – don't "wing it"

! research is critical to a solid business plan

! if the research indicates that your idea is viable, then you can proceed by writing down the goods or services you offer, your marketing plan, how much funding you need and your goals

DOs and DON'Ts of a business plan



Do be clear and concise – don't go overboard

- what's written should be specific enough to cover all areas of concern – *no fancy doc's*



- a SWOT

- an executive summary: what, why and how ..

DOs and DON'Ts of a business plan

A person in a dark suit is climbing a staircase. The steps are labeled from left to right: IDEA, PLAN, TEAM, BUSINESS, and SUCCESS. The person is currently on the 'TEAM' step, with one foot on 'BUSINESS' and another on 'TEAM'. The background is a plain, light-colored wall.

Do put it to use – don't file it away

Your plan is there for a reason.

- Don't be afraid to refer to it as much as possible — think of it as checking the map when you've made a wrong turn.
- There is nothing wrong with using your plan to get back on track or to remain there.



REVIEW & INTERACTION

- **ENTREPRENEURSHIP ESSENTIALS**

- Rewards & Risks
- Skills & Characteristics
- Questions & IDEA validation
- DOs & DONTs of a business plan

- **ENTREPRENEURSHIP EXAMPLES**



Green Business Ideas for Eco-Minded Entrepreneurs

- **Organic catering**

A great way for eco-friendly foodies to share their passion for both food and the environment is to start an organic catering company.

Cater local events and business luncheons with foods that are made from organic and locally grown ingredients, and offer free-range meats along with vegan, gluten-free and paleo-meal options and you'll appeal to nature lovers and health and wellness enthusiasts alike.

Be sure to keep environmental impact to a minimum by avoiding using plastic and paper goods as much as possible and composting food waste. And if you already own a catering company, switching to organic, eco-friendly foods could be a great way to boost business.



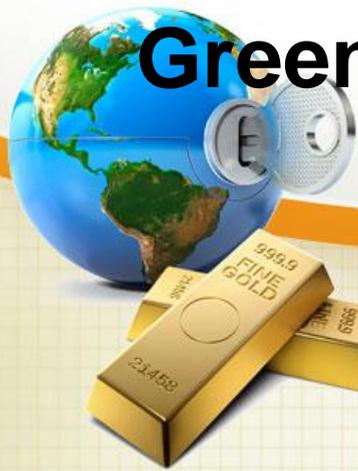
Green Business Ideas for Eco-Minded Entrepreneurs

- **Eco-friendly beauty salon**

With more and more consumers becoming aware of the foods they're eating, the products they put on their bodies and the impact they have on the environment, it's no surprise that people are looking for natural alternatives to their favorite beauty products.

Organic and vegan beauty products — from soaps to shampoos to makeup — are popping up everywhere. A way to make this trend work for you is to open an eco-friendly beauty salon. You can start a hair salon that uses all-natural shampoos and conditioners, or a nail salon that uses environmentally friendly and vegan polishes and spa treatments.

If cosmetics is your passion, start a beauty business that's Mother Nature approved.



Green Business Ideas for Eco-Minded Entrepreneurs

- **Eco-consulting**

Are you an expert on green living? Help others make their lives more eco-friendly by starting an eco-consulting service.

These consultants evaluate homes and offices, and offer solutions to make them more environmentally friendly. This could mean advising people on how to switch to energy-efficient appliances or simply implementing a recycling program.

Become a certified eco-consultant to boost your credibility with potential clients.

ENTREPRENEURIAL TEST

Be Honest!!!



Yes / Maybe / No

1. Succeeding is very important to me.
2. Once I set a goal, I see it through.
3. I am self-confident.
4. I do not like to be told what to do.
5. I am determined.
6. I will take a chance when I think an idea has promise.
7. I like being in charge.
8. I enjoy continually learning new things.



ENTREPRENEURIAL TEST

Be Honest!!!

Yes / Maybe / No

9. When I set my mind on something, I am persistent.

10. I am inventive.

11. I consider the cup half full, not half empty.

12. I don't get tired easily when I am interested in a project.

13. I am a risk-taker.

14. Others have called me hardheaded.

15. I would like to set my own hours and working conditions.

16. I prefer my own way of doing things.



ENTREPRENEURIAL TEST

Be Honest!!!

Yes / Maybe / No

17. I view emotional challenges as opportunities for personal growth.

18. I work well by myself.

19. I view problems as obstacles to overcome.

20. I prefer thinking out of the box and being innovative

21. I am flexible.

22. I enjoy figuring things out.

23. I often trust my instincts.

24. I would like to have control over my earning and growth potential.

25. I view mistakes as learning opportunities.

ENTREPRENEURIAL TEST

Be Honest!!!

Yes / Maybe / No



Evaluating the results

Value for each check: Yes = 4 , Maybe = 2 , No = 0

Multiply total checks in each column by the value for that column

Add the three columns



Entrepreneurial Aptitude Score

- If you scored between **100 and 81**, you show **strong aptitude for self-employment**.
- If you scored between **80 and 61**, **you have potential** but may want to improve your skills in your weaker areas by seeking training or hiring someone with the needed skills.



Entrepreneurial Aptitude Score

- If you scored between **60 and 41**, **you may not want to start a business alone.** You may want to look for a business partner who can compliment you in the areas where you are weak.
- If you scored **below 40**, **self-employment may not be for you.** You will probably be happier and more successful working for someone else. However only you can make that decision.
- *Source: Entrepreneurial Test from entrepreneur.com*



Entrepreneurship ESSENTIALS

THANK YOU FOR YOUR ATTENTION !

- *Enjoy the rest of the day !!!*

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A graphic illustration in the top-left corner featuring a blue and green globe, a silver Euro coin, and three gold bars. One bar is prominently displayed in the foreground, with the text '999.9 FINE GOLD' and '24.159' visible on its surface. The background of the slide is a light yellow grid pattern with a thick orange curved line separating the header from the main content.

Business Ideas with (almost) No Startup Costs

- **Event planning**

- If you're a highly organized, detail-oriented individual who loves putting parties together, you might have the right personality to launch an event-planning business.
- LinkedIn, cold calling and planning a few pro-bono events will help give you the proper experience.
- This will also help you build up a solid database of vendors and contacts so you can help your clients orchestrate the event of their dreams.

Business Ideas with (almost) NO Startup Costs



- **Social media consulting**

- Larger firms can hire an agency or full-time staff member to run their Facebook and Twitter accounts and blogs, but small businesses often have to take care of their own [social media marketing](#).
- With so many other responsibilities, business owners may be too busy or overwhelmed to spend time coming up with a great social media strategy.
- **As a consultant**, you can help them determine the best tactics, posting schedules and content for their target audience. As their followers grow, so will your business.

Business Ideas with (almost) NO Startup Costs



Etsy shop owner

- Etsy is a popular online marketplace that hosts thousands of at-home retailers and larger productions, like the highly-rated [Wildflower + co.](#), selling jewelry, patches and **DIY** (Do-It-Yourself) merchandise.
- Starting an Etsy shop is incredibly affordable. It's free to join the site and start a shop, though business owners should be aware there are three selling [fees](#): the listing, transaction and payment-processing fees.

Business Ideas with (almost) NO Startup Costs



- **Software training**

- Are you proficient in a highly specialized software? There's a big demand for training from amateurs and professionals looking to expand their skill sets.
- Technical manuals are available for programs like QuickBooks and Final Cut Pro, but these are often expensive and difficult for the average user to understand.
- Schedule small group workshops or private sessions, and charge by the hour when giving a full tutorial of the program.
- Patience and a great personality are critical.

Green Business Ideas for Eco-Minded Entrepreneurs



- Green finance

Money isn't the only thing that has to be green in the world of finance. Green finance is focused on supporting local, community-level projects, particularly with an emphasis on sustainable, ecologically-friendly agriculture. Green finance is also typically concerned with providing educational opportunities, funding for artistic endeavors, and projects that support local ecology. As opposed to more conventional companies in the world of finance, green finance is preoccupied with the idea of social profit -- while monetary profit remains important, the real goal of green finance is to support beneficial projects that provide value to the local community and ecology. Oftentimes, when conventional lenders shy away, green financial institutions can fill the void to help realize a positive project that otherwise would not exist.

Green Business Ideas for Eco-Minded Entrepreneurs



- **Green app developer**

Want to help others help themselves go green? Build an app. From reference guides to activity trackers and games, green-app developers can create apps to help users learn more about going green and guide them toward achieving their sustainable lifestyle goals. Your app can cover green living as a whole or focus on niche areas — such as energy conservation; recycling and upcycling; eco-friendly products, and green living — at home or at work. It can be as simple as an app listing local green businesses, or something complex and interactive that users can enjoy on a day-to-day basis. You can also build educational apps to teach children about going green and help them grow up to be environmentally conscious citizens.

Green Business Ideas for Eco-Minded Entrepreneurs



- **Green franchises**

Want to run an established business with a brand and customer base already in place? Investing in a franchise might be the answer. While "franchising" might call to mind fast-food joints and hotel chains, there are quite a few eco-friendly businesses that are willing to sell you your own branch. Visit [Green Franchise Directory](#) for a list of opportunities.