



ENTREPRENEURSHIP

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Catherine Cavelier

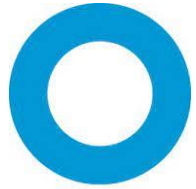
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Lyon 1

Catherine Wable

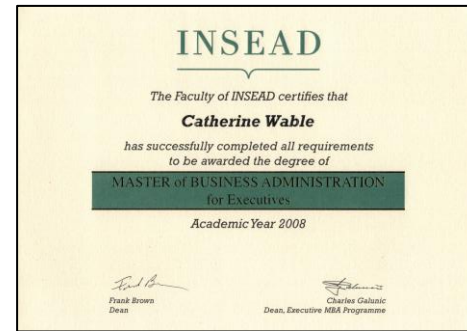


ODIMO



Data IA
Expert







MMIC - Entrepreneurship

4 sessions

- Sept 16th
- Sept 30th
- Oct 1st
- Oct 8th

Evaluation

50% group work

50% individual work



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Course content

Introduction

Demography and Employment

From generalized employee model to Entrepreneurship Model

Historical evolution of entrepreneurship

Employee model/Entrepreneurship model

Entrepreneurship in the world

Current policies in Europe and beyond

Let's launch a start-up!

Business Model Canvas

Cash Flow Forecast

Business Plan



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Introduction

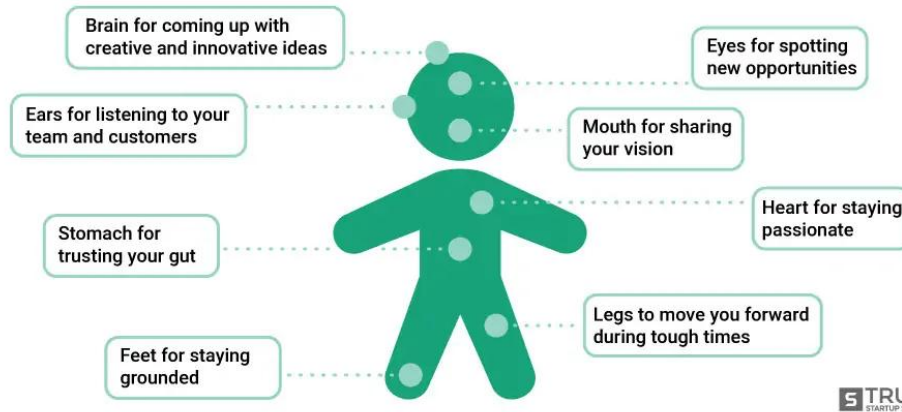
How would you define an entreprise?

How would you define an entrepreneur?

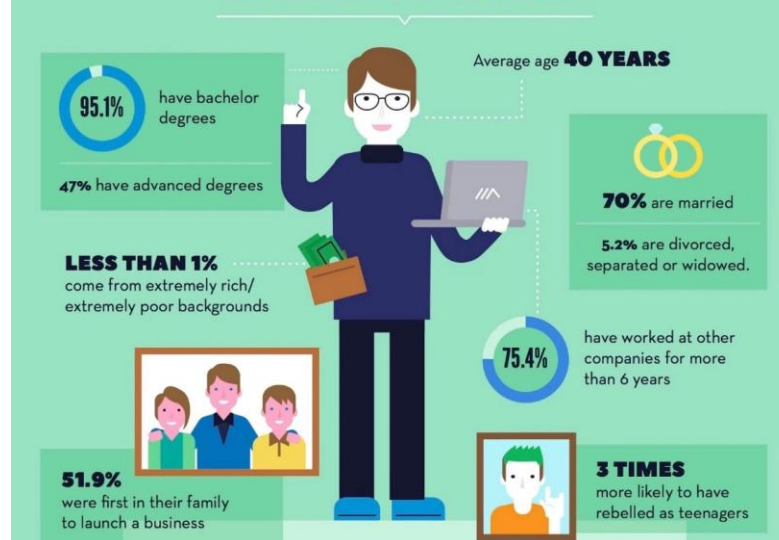


Introduction

Anatomy of an Entrepreneur



THE TYPICAL ENTREPRENEUR



WANT TO BE AN ENTREPRENEUR?

stats

THE TYPICAL ENTREPRENEUR

EXPERIENCE

6+ YEARS

HERE ARE SOME FACTS YOU MIGHT NEED TO KNOW.



TRAITS OF A SUCCESSFUL ENTREPRENEUR

PASSIONATE
FLEXIBLE
HAVE A VISION
STRONG SENSE OF SELF
RESILIENT

TRAITS THAT LEAD TO FAILURE

DISHONESTY
BLAME OTHERS FOR FAILURE
AFRAID OF BEING TOLD "NO"
UNABLE TO GET PERSONAL
UNWILLING TO LEAVE COMFORT ZONE

OBSTACLES

TOP 3 BARRIERS THAT ENTREPRENEURS BELIEVE GET IN THE WAY OF SUCCESS



TIME & EFFORT



LACK OF CAPITAL



LACK OF PRIOR EXPERIENCE

<http://www.forbes.com/sites/johnrampton/2014/04/14/5-personality-traits-of-an-entrepreneur/>
<http://onstartups.com/1abid/3339/bid/10561/12-Facts-About-Entrepreneurs-That-Will-Likely-Surprise-You.aspx>





Demography and Employment

The evolution of economic systems and demographics have influenced employment patterns over time.

- a) Agrarian society (and Handicraft economy) (circa 10,000 BCE – 18th Century)
- b) Industrial Society (end of 18th Century – Mid-20th Century)
- c) Post-Industrial Economy or Service economy (Mid-20th Century – Late 20th Century)
- d) Knowledge Economy or Information Age (Late 20th Century – Present)



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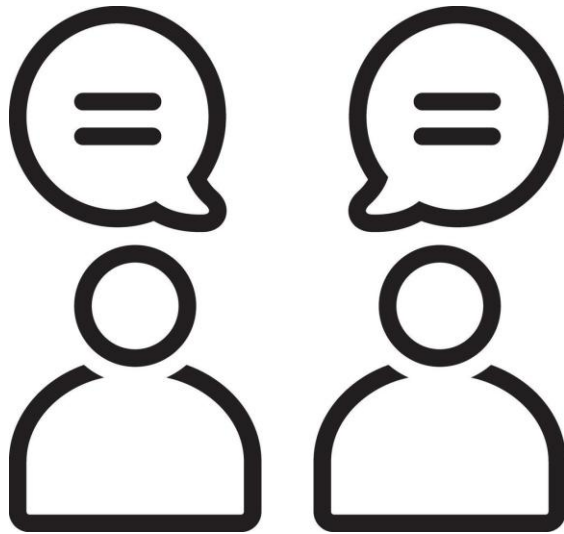
From generalized employee model to Entrepreneurship Model



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From generalized employee model to Entrepreneurship Model

Debate



2 groups

1 in favor of the Employee Model

1 in favor of the Entrepreneurship Model

15 minutes

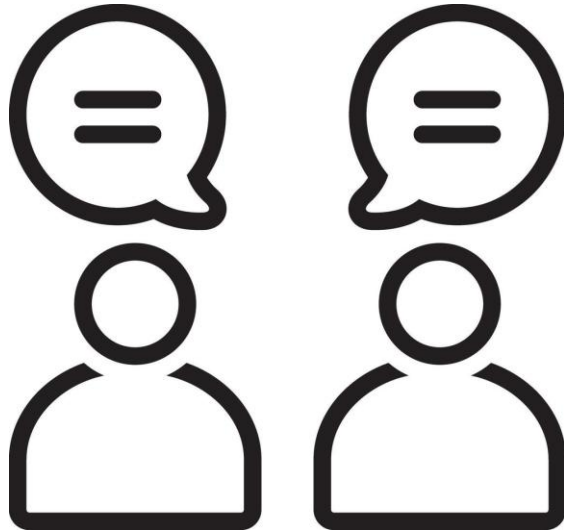
Think of the characteristics of each model

Prepare your argument



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More discussions



Is entrepreneurship genuinely emancipatory, or does it reinforce neoliberal dominance?

Should governments prioritize policies that encourage entrepreneurship over traditional employee protections?

Has the widespread promotion of the “entrepreneurial self” improved or undermined social cohesion and equity?



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To prepare for next session

What is the perception of entrepreneurship and entrepreneurs in your country?
What public policies are in place?

No presentation, no computer, no phone.
Your brain, a piece of paper, a white board and markers.

GLOBAL ENTREPRENEURSHIP MONITOR





GLOBAL ENTREPRENEURSHIP MONITOR

A research source that collects data globally directly from entrepreneurs

- 25 years of data
- 170,000+ interviews per year
- 120+ economies
- 370+ specialists in entrepreneurship research
- 150+ academic and research institutions
- 150+ funding institutions





GLOBAL ENTREPRENEURSHIP MONITOR

The GEM Research Process :

GEM is a networked consortium of national country teams that carries out survey-based research on entrepreneurship and entrepreneurship ecosystems around the world.

Each GEM National Team is led by a local university, academic institution or other organization with vested interest/appropriate expertise in entrepreneurship.

A central team – GEM Global – coordinates the research cycle for the National Teams.

Data is collected through two annual surveys with distinct yet complementary purposes:

Adult Population Survey (APS): Explores the role of the individual in the lifecycle of the entrepreneurial process; administered to a minimum of 2,000 adults in each economy, with careful monitoring that the sample in each case is nationally representative.

National Expert Survey (NES): Assesses the Entrepreneurial Framework Conditions – 12 essential factors that have a significant impact on entrepreneurship.

Survey findings, analysis and insights are featured in the GEM Global Report

Source : GEM Global Entrepreneurship Monitor
(gemconsortium.org)



GLOBAL ENTREPRENEURSHIP MONITOR

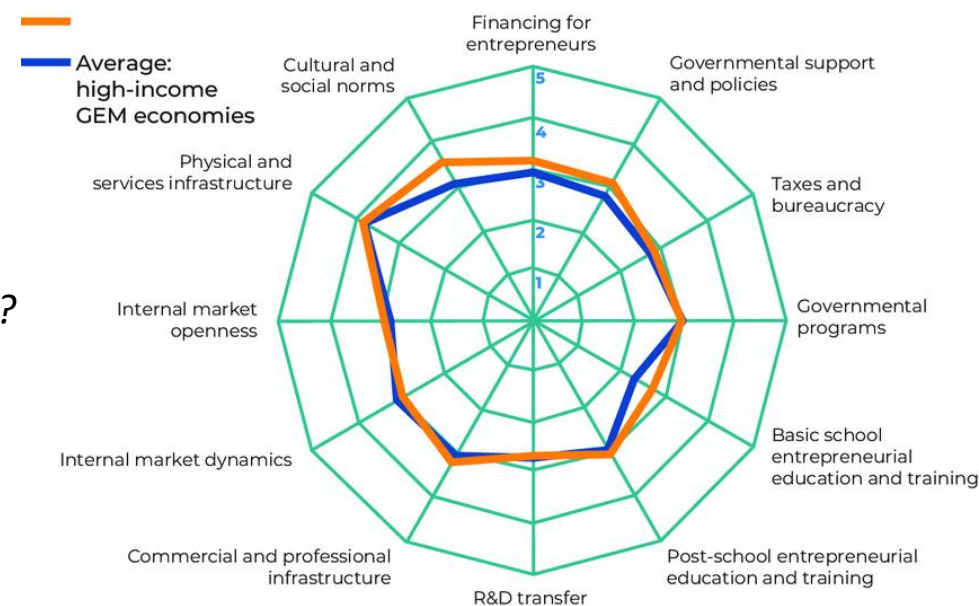
Country Profiles - Try to find out which countries they correspond to

Level A Economies with a Gross Domestic Product (GDP) per capita of more than \$50,000.

Level B Economies with a GDP per capita of between \$25,000 and \$50,000.

Level C Economies with a GDP per capita of less than \$25,000.

- A1. Entrepreneurial Finance** *Are there sufficient funds for new startups?*
- A2. Ease of Access to Entrepreneurial Finance** *And are those funds easy to access?*
- B1. Government Policy: Support and Relevance** *Do they promote and support startups?*
- B2. Government Policy: Taxes and Bureaucracy** *Or are new businesses burdened?*
- C. Government Entrepreneurial Programs** *Are quality support programs available?*
- D1. Entrepreneurial Education at School** *Do schools introduce entrepreneurship ideas?*
- D2. Entrepreneurial Education Post-School** *Do colleges offer courses in starting a business?*
- E. Research and Development Transfers** *Can research be translated into new businesses?*
- F. Commercial and Professional Infrastructure** *Are these sufficient and affordable?*
- G1. Ease of Entry: Market Dynamics** *Are markets free, open and growing?*
- G2. Ease of Entry: Burdens and Regulation** *Do regulations encourage or restrict entry?*
- H. Physical Infrastructure** *Is this sufficient and affordable?*
- I. Social and Cultural Norms** *Does culture encourage and celebrate entrepreneurship?*





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Let's launch a start-up!

Project constraints:

- Group work (3 students).
- Fictional creation (no real legal formalities).
- Expected deliverables:
 - Executive summary (1–2 pages),
 - Business model canvas (1 page),
 - MVP/prototype (mockup or demo) if applicable
 - Pitch (5 slides + 3–5 minutes).

The summary and the BMC must be printed out and handed in to the professor at the beginning of Session 4 (Thursday, Oct. 8th).

The pitch will be given in front of the class Thursday, Oct 8th