Chapter 1: Introduction to Entrepreneurship

Entrepreneurship	Entrepreneur	Entrepreneurial

A state of mind in which one conducts him/her self to entrepreneurial activities. This state of mind is known as

the ____.

Define Start-up Venture:

Business is a commercial operation or company that satisfies needs in order to make a ___________________.

<u>Opportunity Analysis</u>

1.

2.

3.

4.

Define Innovation:

Market Needs	Market Wants

Goods	Services

Define Profit:

Risk	Reward

Risk/Reward Tradeoff means the greater the risk the greater the __________________________ and vice-versa.