STDUENT ENTREPREUR

PRESENTED BY

Lotus Cheang

Renmin university

Business School





DEFINING ENTREPRENUERSHIP

1934

Joseph

Defined **entrepreneurs** as **innovators** who implement **entrepreneurial change** within markets, where entrepreneurial change has 5 manifestations:

1) the introduction of a new (or improved) good;

2) the introduction of a new method of production;

- **Schumpeter** 3) the opening of a new market;
 - 4) the exploitation of a new source of supply;

5) the re-engineering/organization of business management processes.

1983 Howard Stevenson

Entrepreneurship is the process by which individuals pursue opportunities without regard to the resources they currently control.

Source: Ahmad, N. & Seymour, R. 2008. Defining Entrepreneurial Activity: Definitions Supporting Frameworks for Data Collection. http://www.oecd.org/std/business-stats/39651330.pdf

HOW IS ENTERPRENUSHIP RELATED TO US?

Museum Project

#Almond Cookiemuseum#Cartoon Museum#Haunted Museum



帮范儿

帮范儿,成立于2015年9月 底,是由中国人民大学、北 京外国语大学的**五位"90后"** 大学生创业团队打造的校园 一站式生活服务的平台。

OFO

ofo

小黄车

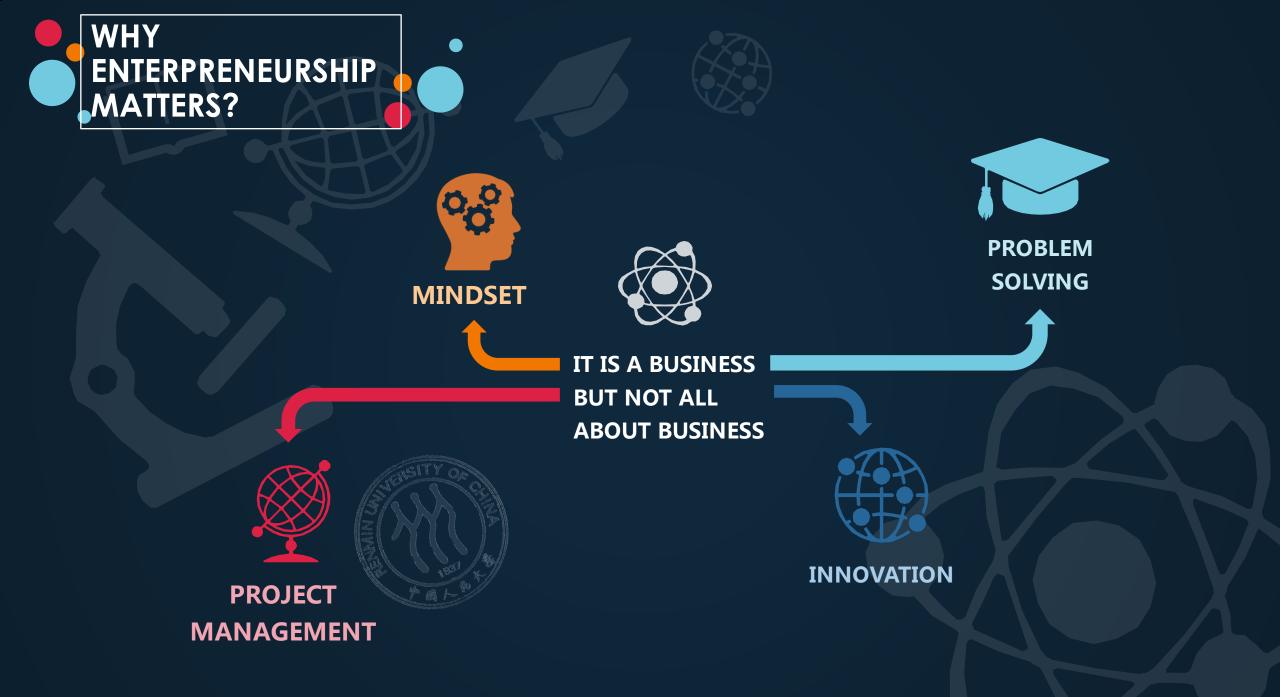
Ofo was founded in 2014 out of **Peking University by PhD dropout Dai Wei (戴威) and four fellows.** It is a Beijingbased company that offers bicycle sharing services.

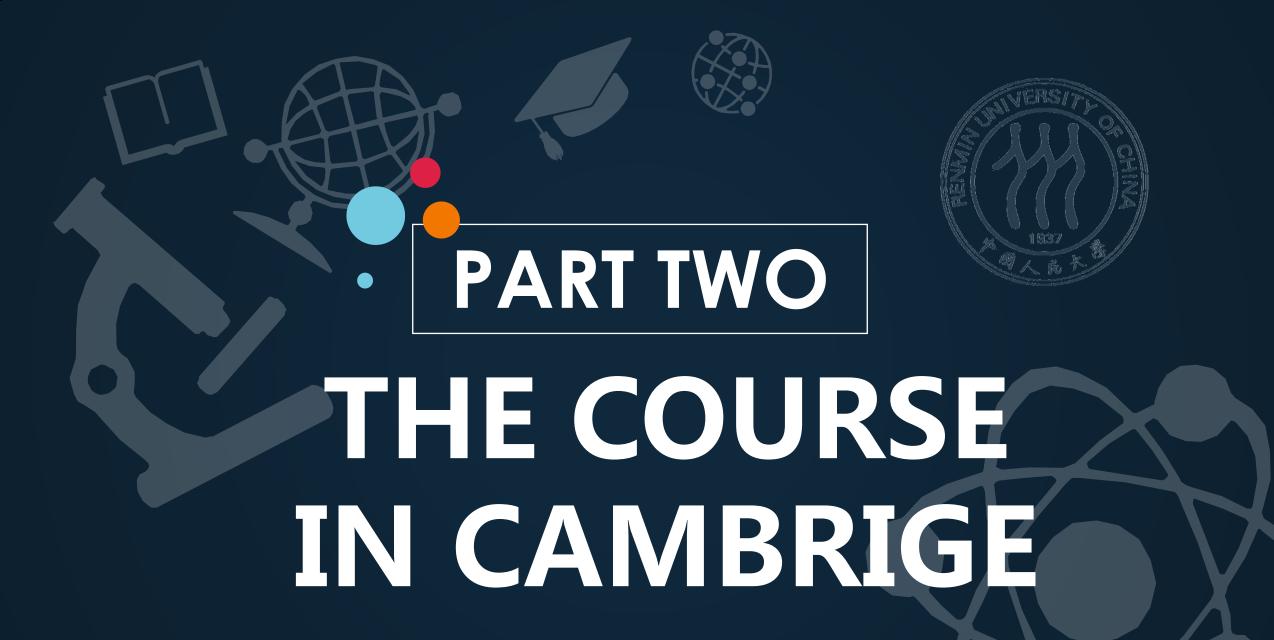
FACEBOOK

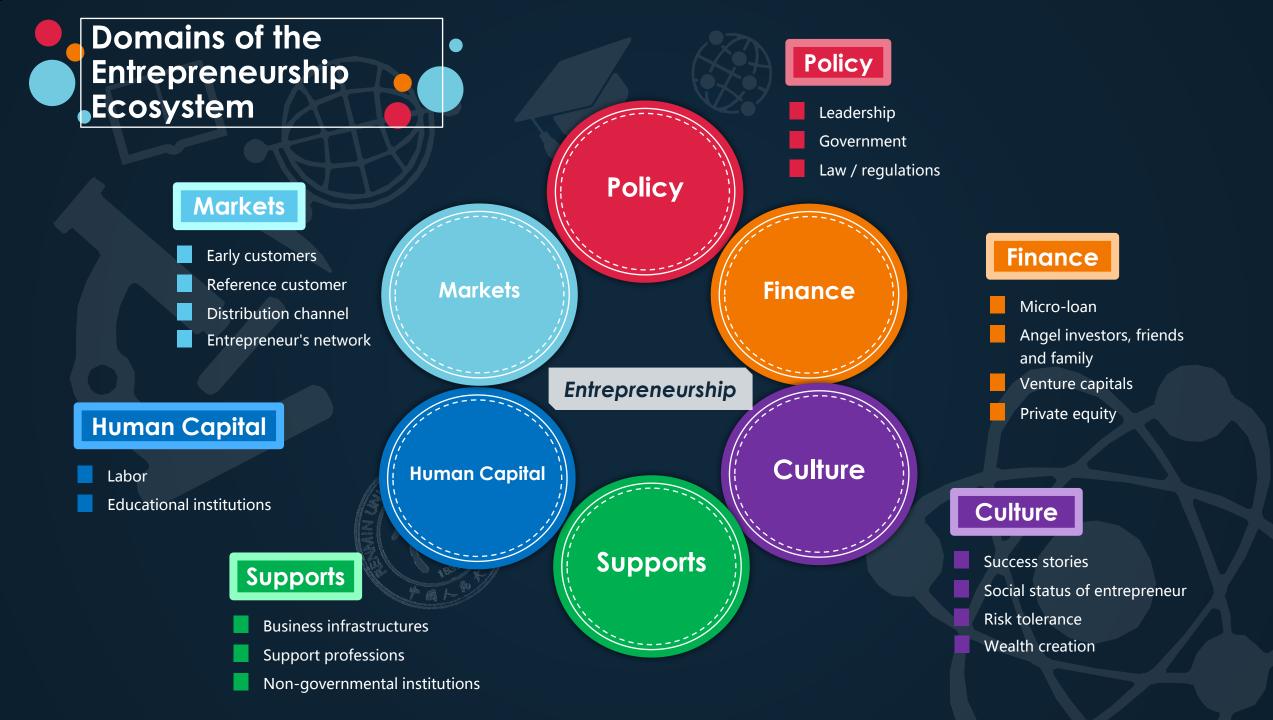
The Facebook website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates

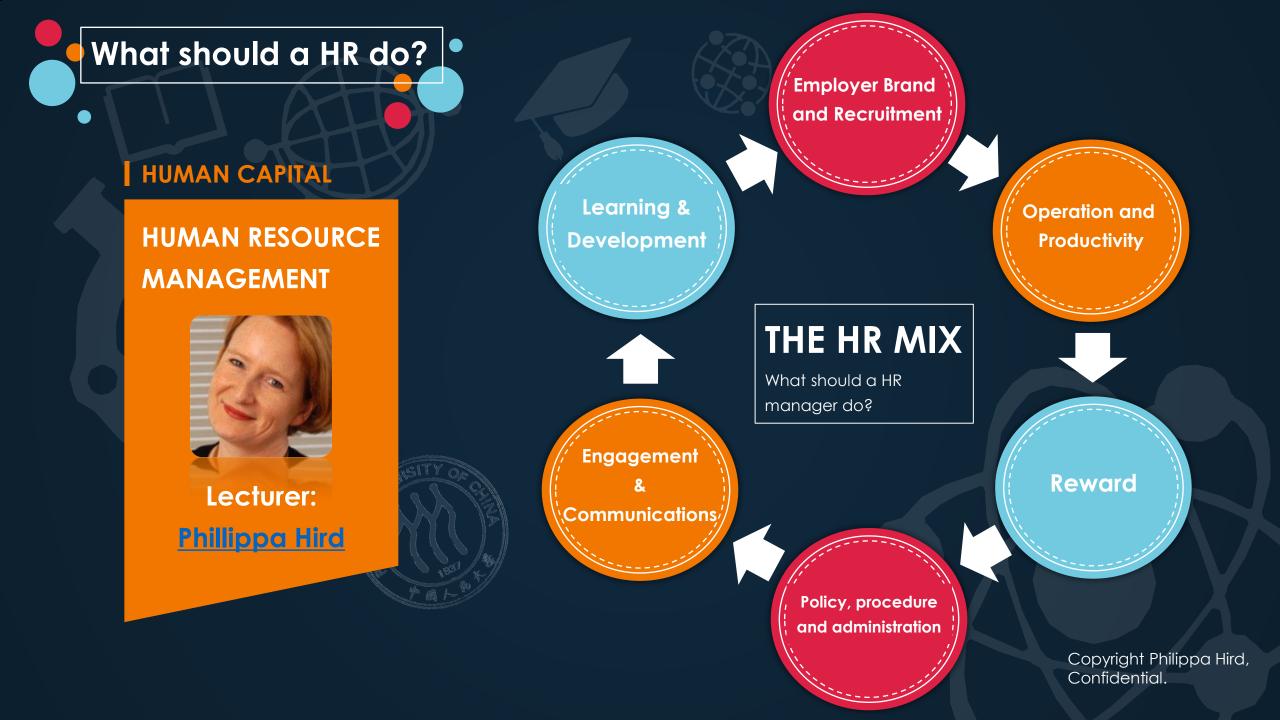
WORLD











Business Knowledge

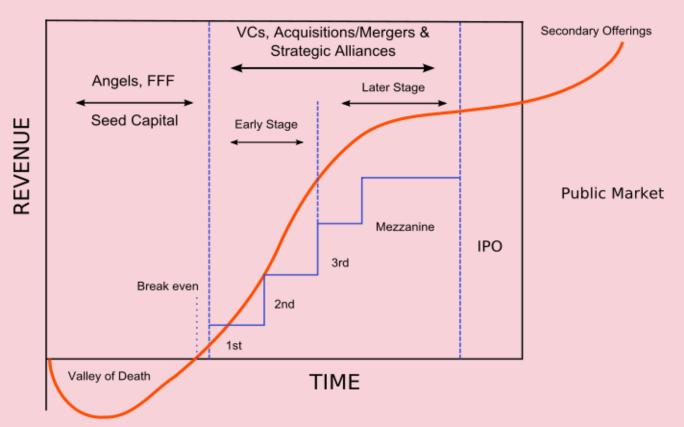
FINANCE

TECH CHANGES & THE CAMBRIGE CLUSTER



Lecturer: <u>Philip Baddeley</u>

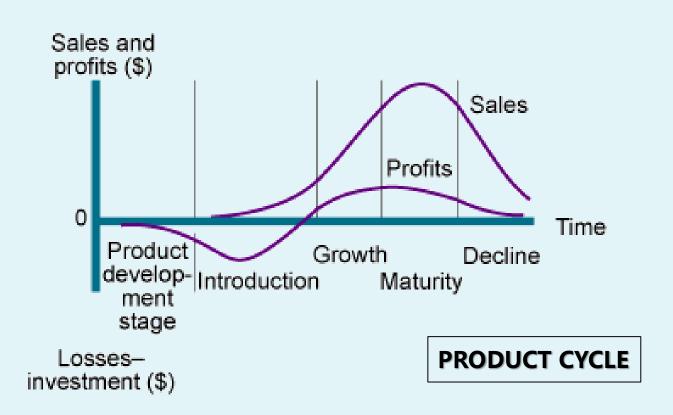
Startup Financing Cycle



The diagram shown below illustrates the different stages in the Financing Life Cycle of a startup company.

Source: EquityFingerprint.com





Because most companies understand the different product life cycle stages, and that the products they sell all have a limited lifespan, the majority of them will invest heavily in new product development in order to make sure that their businesses continue to grow.

Business Knowledge

SUPPORT

ENTREPRENEURER EXPERIENCE SHARING



Lecturer: Peter Lee

Patents

- A technical enhancement which is
- novel, unique and useful
- **20 year protection** in the country of filing

Copyrights

Any literary object namely artwork, poetry, films, books, music, photos...etc.
Worldwide protection for the lifetime of the creator plus 50 years

Trademarks

Any name, symbol, phrase, mark ,
works...etc. to describe any goods or services
10 year protection in the country of filing

Design

Novel ornamental or outer appearance of
any article of manufacture
10 year protection in the country of filling

Source: yourstory.com

Personal skill-up

NEGOTIATION



01

PUBLIC SPEAKING

AKING 03

PROCESS

SDN

FEELI

STAGE OF NEGOTIATION

- Preparation
- Discussion
- Clarification of goals
- Negotiate towards a Win-Win outcome
- Agreement
- Implementation of a course of action

Useful Phrases for Debating

- I would like to add...
- Some people says that...
- It' s considered that...
- I couldn't agree with you more.
- inore.
- I have to side with you on this one.
- I feel I must take issue with you on that

Key skills for good

speakers

02

- Stage Presence confident, friendly, enthusiastic & energetic
- Voice Control (tone, pitch and volume)
- Body Language (incl. facial expression)
- Delivery (pause !)
- Audience relationa

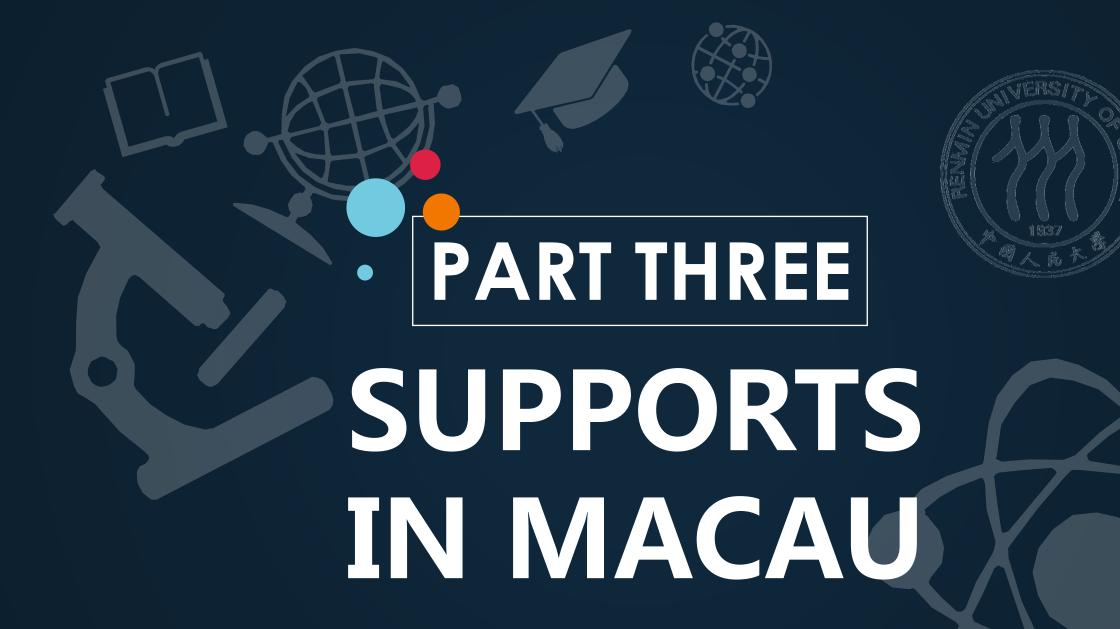
6 thinking hats (E. de Bono, 1985)

04

THINKING

HABBITS





ENTREPRENUESHIP SUPPORT IN MACAU

FINANCE	TRAINING & CONNECTION
<u>青年創業援助計劃</u> 横琴澳门青年创业投资引导基金	<u>青年創業師友計劃</u> 澳門青年創業營 扶助萬名青年創業計劃 全澳青年創業創新 青年創業創新培育計劃2017

BUSINESS ADVICE

<u>SME中小企服務平台</u> <u>澳門創業指數</u> 青年創業智庫協會

澳門大學學生會創業學會

INCUBATOR

青年創業孵化中心 <u>創業孵化中心plataforma</u> <u> 橫琴·澳門創業谷</u>

大審

THANK YOU

PRESENTED BY Lotus Cheang