Accelerating Information Technology Innovation
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Lecture 2: Entrepreneurial Mindset

Thursday, June 27, 2012
University of Lagos

Today's Agenda

- Recap of Last Class
- Who is an Entrepreneur
- The Entrepreneurs Mindset
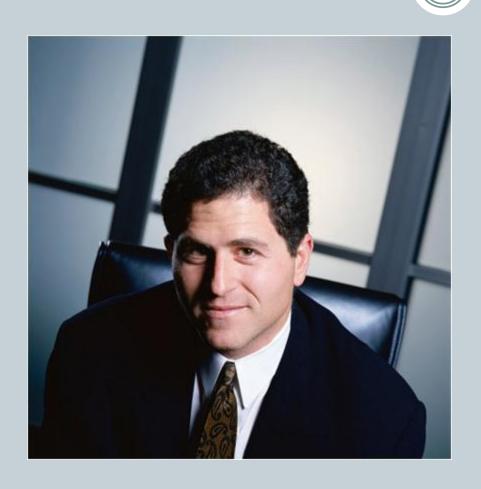- A Founders Journey

Entrepreneurs

- Definition

- Successful Entrepreneurs, Why are they successful?

- Characteristics of an Entrepreneur

Who is an Entrepreneur

- Simple Definition

- An Entrepreneur makes things people want to use.

One Example: Micheal Dell

• At age 15, he tore up a computer and put it back together

• Started selling computer parts to his friends and then grew the business

• Founded the largest PC maker in the world out of his college dormitory.

• Built a personal wealth of more than $20 Billion US and inspired millions of entrepreneurs.

Entrepreneurs are...

- Visionary leaders
- Risk-taking
- **Ethical**
- Confident
- Ambitious
- Problem-solvers
- Curious
- Crazy
- Forward Thinkers

- Driven
- Passionate
- Optimists
- Strategists
- Articulate
- Resilient
- Diligent
- Imaginative

Exercise # 3: Are you an Entrepreneur?

- Write 5 of the characteristics mentioned that you have

- Write 3 that you do not have

- Improve your strengths and overcome your weaknesses e.g. pick partners that complement you.

A founder's journey

Idea

Team: 1
Concept: Vague
Product: None
Customers: None
Revenue: None

Start-up

Team: 2-10
Concept: Fluid
Product: Simple
Customers: A few
Revenue: Minimal

Company

Team: 15+
Concept: Solid
Product: Marketable
Customers: Many
Revenue: Consistent

Milestones in a founders journey

	Idea Phase	Prototype Phase	Market Phase	Growth Phase
Concept	-Problem selected - Vision for solution -Hypothesis for $$	-Refined solution -Business Plan	-Refined solution -Business Plan	-Expanding solutions -Adding Features
Team	-Team of co-founders	-Additional non paid staff e.g. Lawyer, Assistant, CFO.	-First paid staff e.g Sales and Marketing, Customer Care	-Many more Employees
Product	-Rough drawings	-Proof of concept/ Working prototype	-Proof of concept/ Working prototype	-Product on Shelves!
Customers	-None	-None paying customers / Freemium	-First Paying customers / partners	-Multiple customers
Revenue	-None	-None - Info. for projections	- Reliable Cash Inflows	- Increasing Cash Inflows
Investors	-Your savings -Friends & family	-Rich Uncle	- Award $$$. - NGO, Grant, Venture Capital	- Debt - Internal Cashflows

Questions and Feedback

Assignment

- Research different tech entrepreneurs/start-ups over the weekend (We all know about Facebook)

- Helpful site www.crunchbase.com

- You will tell us about the entrepreneur/start-up you researched next week.

- Some ideas: Pandora, Youtube, Justdial, Peddl, Paypal, Shopify, Yammer, Linkedin, Dealdey, Encipher, Bandeka.

Additional Resources

- MIT Opencourseware: 15.390 New Entreprises, MIT Sloan School of Management

Announcements

- Team Idea Assignment is due at beginning of class on Friday (tomorrow)

- Team link on AITI website, you'll be assigned a team if you haven't formed one

- Next Class: Business Plans

- Include a short bio and appropriate picture on website

- Check your emails and aiti website regularly

- Post lab assignments to aitinigeria2012@gmail.com