

ENTREPRENEURSHIP



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Intercultural Facilitator
April 26th, 2025.

PRESENTATION OF PARTICIPANTS

**Please introduce your self:
(Let's make a round)**

Your name

Where are you from?

What do you do for a living?

Why are you here in this workshop?



ENTREPRENEURSHIP



What is entrepreneurship
for you?

What do you understand
for entrepreneurship?

(Let's make a round)

DEFINITION OF ENTREPRENEURSHIP



The state of being an entrepreneur, or a person who organizes, manages, and assumes the risk of a business with the goal of generating economic value. The term is derived from the Old French verb *entreprendre*, “to undertake.”

DEFINITION OF ENTREPRENEURSHIP



Entrepreneurship can be defined as a person's ability to identify and take advantage from opportunities, generate value, and to develop projects, often through innovation and risk-taking.

EXAMPLES OF ENTREPRENEURSHIP

The scale of initiatives is much wider and more diverse than what you might think.

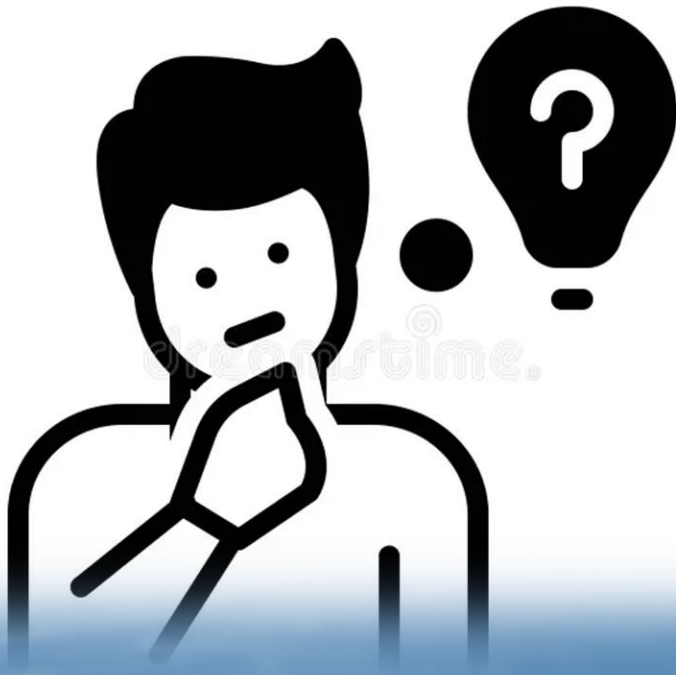
Take your:

- local baker,
- shop owner,
- self-employed dog walker,
- plumber,
- social media influencer.

These are all small business owners !



AN ENTREPRENEUR



What is an entrepreneur for you?

What do you understand for an entrepreneur?

(Let's make a round)

AN ENTREPRENEUR IS



A person who makes the:

- economic uncertainties**
- risk of starting and running a new business**

To generate profit and economic value.

BUSINESS CHARACTERISTICS, CAPABILITIES AND CONDITIONS FOR AN ENTREPRENEUR:



Innovators.

Entrepreneurs are agents of change with a bent for innovation, often disrupting conventional business practices with more cutting-edge ways to use labor, resources, and capital.

BUSINESS CHARACTERISTICS, CAPABILITIES AND CONDITIONS FOR AN ENTREPRENEUR:



Visionaries.

Entrepreneurs have to be incredibly quick at forecasting business conditions to adjust their production ahead of the market.

BUSINESS CHARACTERISTICS, CAPABILITIES AND CONDITIONS FOR AN ENTREPRENEUR:



Disruptors.

Entrepreneurs are often adept at exploiting discrepancies in production processes and costs in order to produce quality goods more efficiently and, sometimes, at a more competitive price.

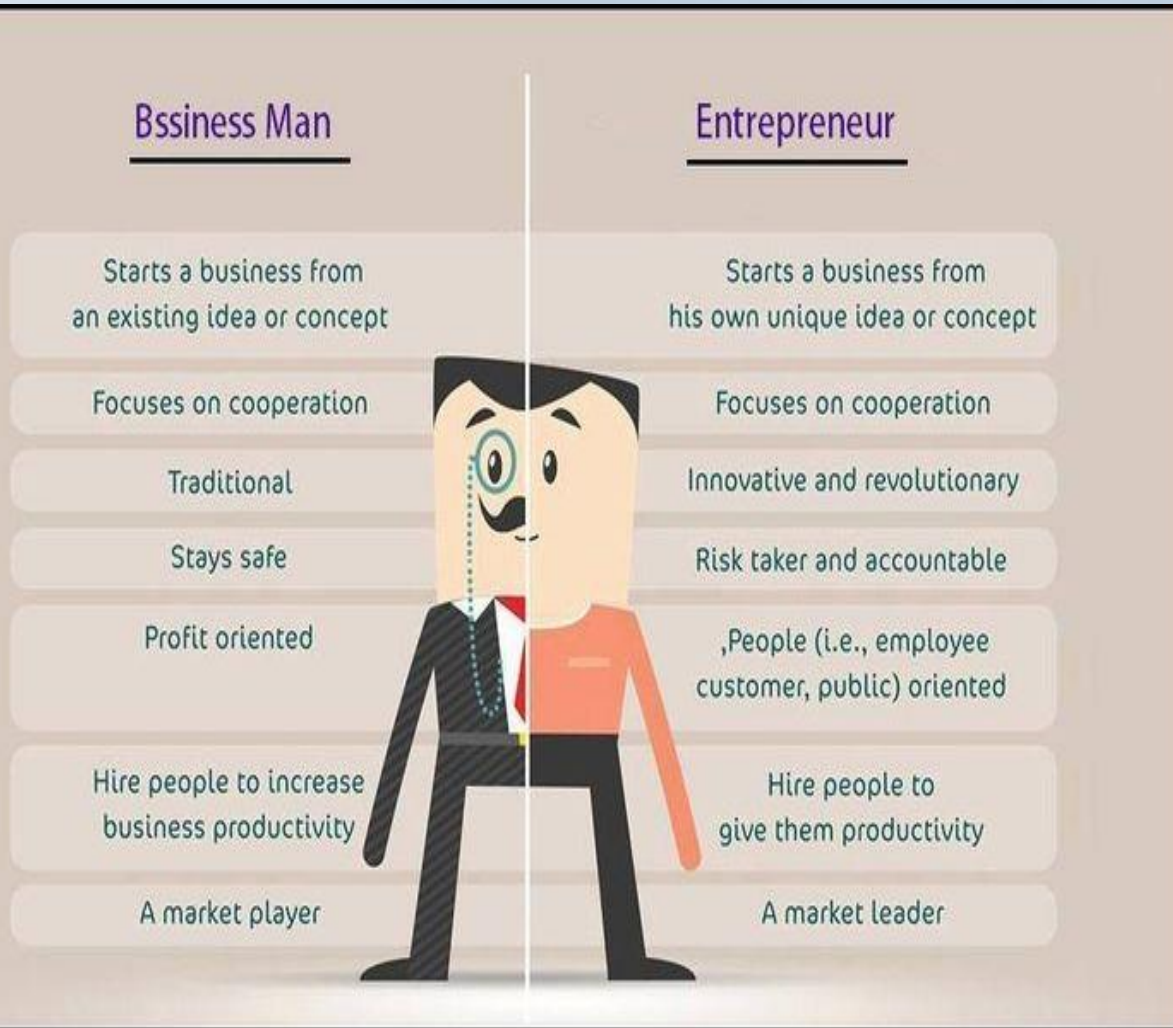
BUSINESS CHARACTERISTICS, CAPABILITIES AND CONDITIONS FOR AN ENTREPRENEUR:



Number crunchers.

Entrepreneurs are always on the lookout for supply and demand imbalances—gaps that provide opportunities for creating value and generating profit.

HOW DO ENTREPRENEURS DIFFER FROM BUSINESS OWNERS AND EXECUTIVES?



They share one thing in common:
A position of leadership.

And they mainly differ on many grounds, perhaps the biggest distinction boils down to risk !

Entrepreneurs and business owners typically take on the largest share of business risk.
In return, they often stand to earn the largest share of business profit.

If the ship begins to sink, an entrepreneur and a business owner go down with it.

----- whereas -----

A company executive can either leave the ship (quit) or get escorted off (lose their job).

WHAT ROLE DOES ENTREPRENEURSHIP PLAY IN THE ECONOMY?



Besides creating jobs and putting goods or services onto the market, entrepreneurs bridge the gap between “what’s there” and “what isn’t there but could be.”

Maybe it’s about bringing an existing product into a market that didn’t have it. Or maybe it’s about inventing and producing a new product that hasn’t yet been imagined.

WHAT ROLE DOES ENTREPRENEURSHIP PLAY IN THE ECONOMY?

Entrepreneurs have the advantage of iterating products rapidly on a trial-and-error basis. Mature companies, on the other hand, don't always have this capacity due to their size and slower speed.

In short, entrepreneurs are essentially agents of change. They're visionaries who drive the economy forward by developing new ways to produce value.



DIFFERENT TYPES OF ENTREPRENEURSHIP

Small-business entrepreneur.

Entrepreneurs in this category own and operate small businesses. They may be interested in expanding the size of their company to a relative degree, but they're not necessarily aiming to build a huge business.

Scalable start-up entrepreneur.

This type builds a business based on a concept, product, or technology that can be scaled into a much larger enterprise.

E-commerce entrepreneur.

E-commerce entrepreneurs specialize in selling products on their own websites or on other online sales platforms.

DIFFERENT TYPES OF ENTREPRENEURSHIP

Innovator entrepreneur.

Most entrepreneurs have to be innovative at some level, but innovator entrepreneurs focus on developing proprietary products, services, or technologies that are groundbreaking and unique.

Imitator entrepreneur.

This form of entrepreneurship takes an existing product or service and finds ways to add value, making it more efficient or increasing the quality.

DIFFERENT TYPES OF ENTREPRENEURSHIP

Franchise entrepreneur.

Here, entrepreneurs take an existing business and shoulder the risk of introducing it into a new geographical market.

Buyer entrepreneur.

Not having “one big idea” or any idea at all. But having enough capital and business know-how, some entrepreneurs can buy an existing business—emerging or established—and help it grow. It’s almost like being an investor, but they do the hard work as well.

DIFFERENT TYPES OF ENTREPRENEURSHIP

Social entrepreneur.

This style of entrepreneurship focuses on creating value and positive change for society and/or the environment.

Some social entrepreneurs operate in the nonprofit space, helping underserved communities meet life's challenges.

Others work in the private sector, developing products or services that might help establish more equitable or favorable conditions for society.



DIFFERENT TYPES OF ENTREPRENEURSHIP

Solopreneur.

A solopreneur, short for “solo entrepreneur,” operates a one-person business. Solopreneurs operate independently, occasionally outsourcing tasks to third-party contractors (versus hiring employees) when needed.



THERE ARE PLENTY OF OTHER ENTREPRENEURSHIP CATEGORIES, AND MORE WILL LIKELY DEVELOP

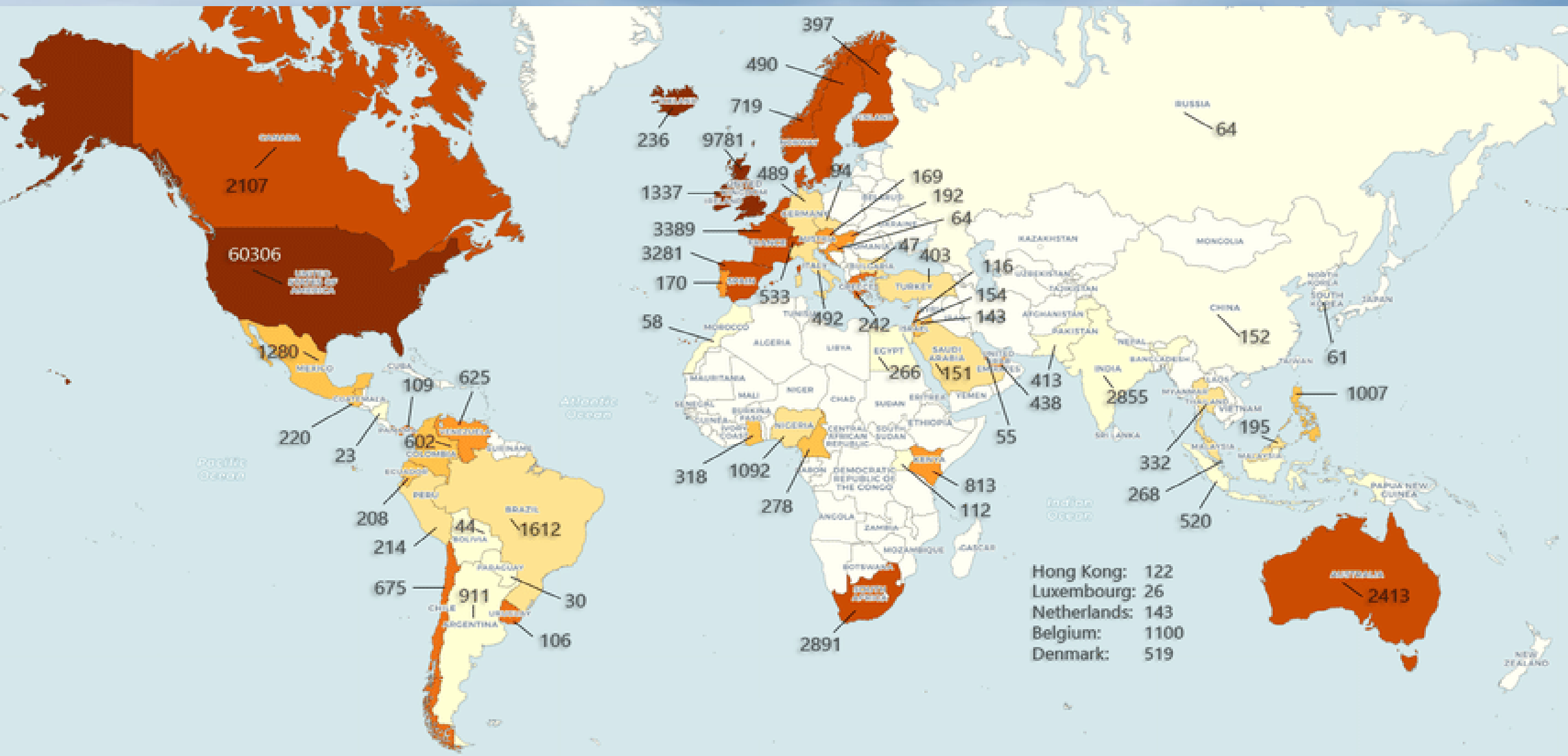
Lifestyle entrepreneurs

They normally seek opportunities not only to generate economic value, but also to make radical changes to their own personal lifestyle.

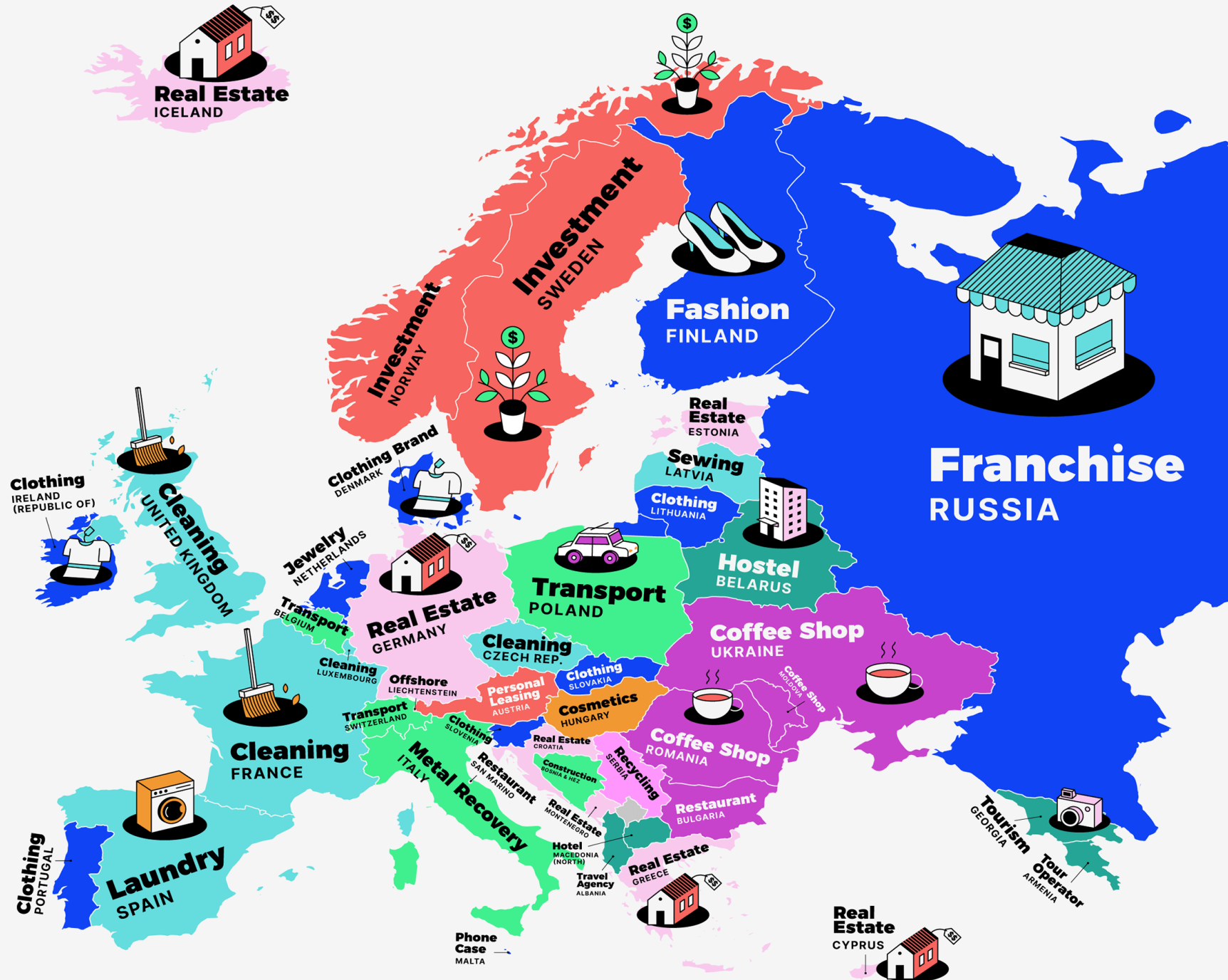
Large company entrepreneurship

This is another category that applies to mature corporations that continually reinvent themselves by entering new industries through buying smaller and emerging businesses.

ENTREPRENEURSHIP GLOBAL MAP



**(REAL ESTATE, TOURISM,
CLOTHING – AND SCRAP
METAL)**



ENTREPRENEURSHIP IN NORTH AND CENTRAL AMERICA

(RETAIL, CLEANING,
RECYCLING, AND LIP GLOSS)



ENTREPRENEURSHIP IN SOUTH AMERICA

(FOOD, CLOTHES, SECURITY)



ENTREPRENEURSHIP IN MIDDLE EAST AND CENTRAL ASIA

(FOOD, COFFEE)



ENTREPRENEURSHIP IN ASIA-PACIFIC

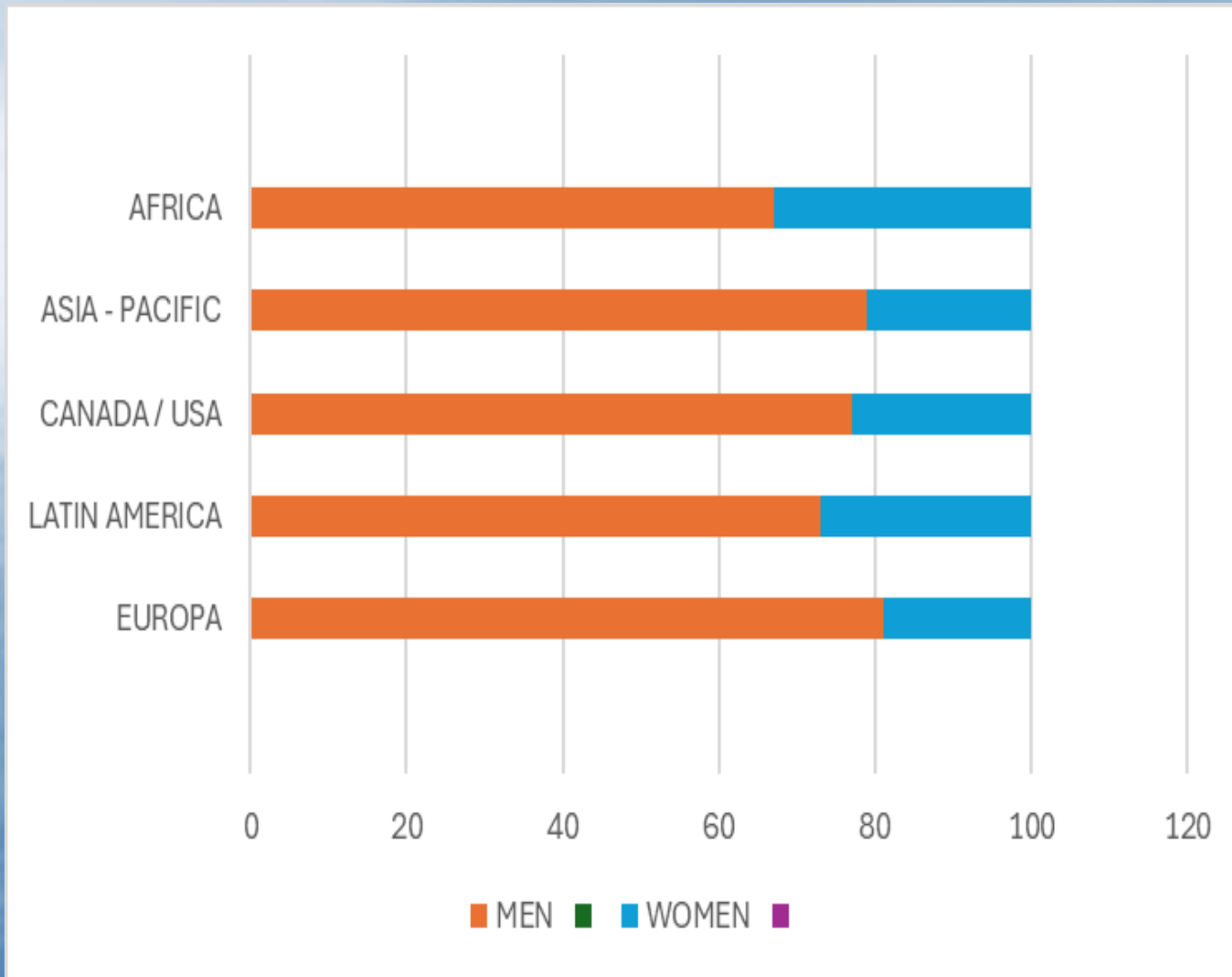
(SPICES, SOFTWARE AND
PIG FARMING)



**(PHOTOGRAPHY,
CONSULTING, INTERIOR
DESIGN, AND M-PESA)**



ENTREPRENEURSHIP AND GENDER – REPORT 2023



	MEN	WOMEN
EUROPA	81 %	19 %
LATIN AMERICA	73 %	27 %
CANADA / USA	77 %	23 %
ASIA - PACIFIC	79 %	21 %
AFRICA	67 %	33 %

THE 9 STAGES OF THE ENTREPRENEURIAL LIFECYCLE (BUSINESS PERSPECTIVE)

Each stage reflects a different phase in a business's evolution—from the first spark of an idea to a successful exit. Here's how it breaks down:

1. Discovery – Spotting the Opportunity

This is where it all begins. Entrepreneurs identify problems, needs, or gaps in the market.

2. Modeling – Designing the Business Blueprint

Once the opportunity is clear, the focus shifts to business models, customer segments, value propositions, and revenue streams.

3. Startup – From Idea to Action

The venture becomes real—founders mobilize resources, form teams, build MVPs, and launch early versions of their product or service.

THE 9 STAGES OF THE ENTREPRENEURIAL LIFECYCLE (BUSINESS PERSPECTIVE)

4. Existence – Validating the Market Fit

The business acquires early customers and proves the value proposition. It's about proving the concept works in the real world.

5. Survival – Achieving Sustainability

This is where many ventures struggle. They need enough cash flow to cover costs, scale operations, and survive the lean times.

6. Success – Growing and Expanding

Now it's about taking off. Businesses in this stage often seek funding, expand their teams, enter new markets, or optimize their operations.

THE 9 STAGES OF THE ENTREPRENEURIAL LIFECYCLE (BUSINESS PERSPECTIVE)

7. Adaptation – Responding to Change

Markets shift. Competitors appear. New technologies disrupt. Adaptable businesses innovate and pivot to stay relevant.

8. Independence – Owning the Market

These businesses are now robust, profitable, and self-sustaining. They often become leaders in their space.

9. Exit – Passing the Torch

Founders may sell the company, go public, or transition to a new leadership team. This frees capital and energy for the next idea.

THE 9 STAGES

Why this Model Matters for National Economic Development

Too often, economic development policy focuses narrowly on startup support—but this ignores the reality that entrepreneurial needs evolve.

By using the 9-stage model, governments and support organizations can:

- ✓ Design targeted interventions (e.g., ideation grants vs. scale-up finance)
- ✓ Measure success more accurately across each stage
- ✓ Create stage-specific training, mentoring, and funding tools
- ✓ Avoid one-size-fits-all policies that fail to meet real needs
- ✓ Support entrepreneurial ecosystems that are holistic, not fragmented

Just imagine the power of national strategies that don't just encourage people to start businesses—but help them grow, adapt, succeed, and exit effectively.

GLOBAL ORGANIZATIONS SUPPORTING THIS IMPORTANT TOPIC



GLOBAL
ENTREPRENEURSHIP
NETWORK



Youth Entrepreneurs
Network



Erasmus+

THE 9 STAGES

Entrepreneurship, when supported well, has the power to revitalize economies, create meaningful jobs, and build national resilience.

The 9 Stages of the Entrepreneurial Lifecycle provides more than just a roadmap for individuals—it offers a strategic tool for countries and communities to design better support, smarter policies, and more successful ventures.

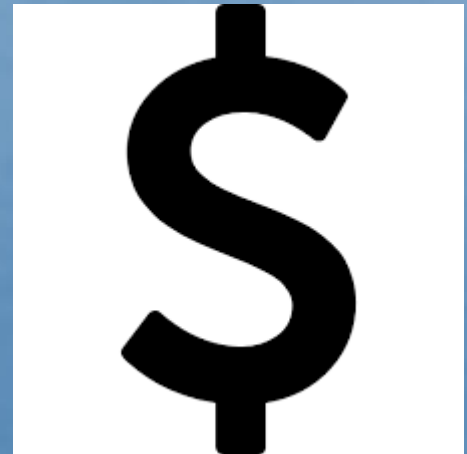
Let's stop guessing what entrepreneurs need—and start guiding them with clarity and purpose.

OPTIONS OF FUNDING

Each country has almost the same options, some more than others:

Some of the most common and used options are:

- entrepreneur own resources
- public funding (governments, municipalities, banks and financial institutions in general)
- private funding (banks, cooperatives, private financial institutions and philanthropy)
- other private companies
- processes of monetizing on internet
- fund raising campaigns
- not funding at all



You choose to identify them, how it is in your country !!!

THE BOTTOM LINE (THE FINAL RESULT)



If you choose an entrepreneurial path, you can become an agent of change creating economic and consumer value by:

- bridging supply/demand gaps,
- improving upon product or production inefficiencies,
- creating products or services that are needed but don't yet exist.

This is how entrepreneurs make the economy more competitive and, in the process, help the economy advance at every scale.

ENTREPRENEURSHIP ???\$\$\$\$!!!

Do you know entrepreneurs in your place, where you live? If yes, please name one.



Do you see these initiatives easy or difficult to develop?
WHY ?

Is your country supporting this kind of initiatives?

(Let's make a round)

ENTREPRENEURSHIP ???\$\$\$\$!!!



Finally, are you interested in this?

WHY ?

(Let's make a round)

**THANKS A LOT FOR YOUR
ATTENTION AND ACTIVE
PARTICIPATION !!!**



SOURCES:

**BRITANNICA MONEY (BUSINESS AND ECONOMY MAGAZINE)
WORLD ECONOMIC FORUM
SOUTH SUAAIT - IE UNIVERSITY – ESPAÑA
MINISTERIO DE ECONOMÍA INDUSTRIA Y COMERCIO DE COSTA RICA
PROGRAMME ERASMUS+**