



Entrepreneurship as a Key to Innovations

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<https://www.entrepreneurship.de/>

The example of Teacampaign:

- provide a high quality product
 - charge a low price
 - practice fair trade
- foster bio-gardening
 - be transparent

This is not an idealistic position.
It's the recipe for world market leadership



Founded 1985

20 employees

Turnover in 2014: 9.5 m. Euro

200.000 customers

93% of them got to know the company by word-of-mouth

Biggest importer of Darjeeling tea in the world



Biometrische Passbilder selber machen!

- ✓ Einfach: Passfoto per Webcam in 2 Minuten
- ✓ Günstig: Circa 50% günstiger als im Fotostudio
- ✓ Sicher: Zahlung SSL verschlüsselt
- ✓ Schnell: Kostenfreier Versand in 3 - 4 Werktagen

Passbild-Gutschein hier einlösen

So einfach erstellen Sie Passfotos für Reisepass, Personalausweis und Führerschein



Sie benötigen nur eine Webcam.

Kostenlos testen >

An example: the RatioDrink company



Use components!

 **ebuero** AG
service für Ihr business



Modular Entrepreneurship

“The powerful entrepreneur“

Almost no initial investment



Almost no fixed costs



There are costs only when sales occur



From the beginning professional, highly efficient,
virtual and global

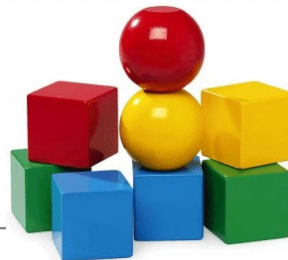
Worldwide Production Management
Business-to-Business Marketing
Risk management Strategisches Management
Theorie und Praxis der Unternehmensführung
Marketing für Exportunternehmen Sourcing
Überblick über das deutsche Unternehmensrecht
Einführung in die Betriebswirtschaftslehre
Wie organisiert man eine GmbH richtig? Management
Steuerliche Probleme für Unternehmer
Finanzplanung für die Praxis
SWOT-Analyse Wie kann ich mein Unternehmen finanzieren?
Boring People / Recruiting / Management
Five-Forces-Analyse Vergütungssysteme und Anreizsysteme
Internationaler Zahlungsverkehr
Datensicherheitssysteme
Förder Richtlinien der deutschen Ausgleichsmaßnahmen
Datenbankmanagement
Business Plan
Controlling und Qualitätssicherung
Increase complexity and loss of supervision str



Old Economy



Modular Entrepreneurship

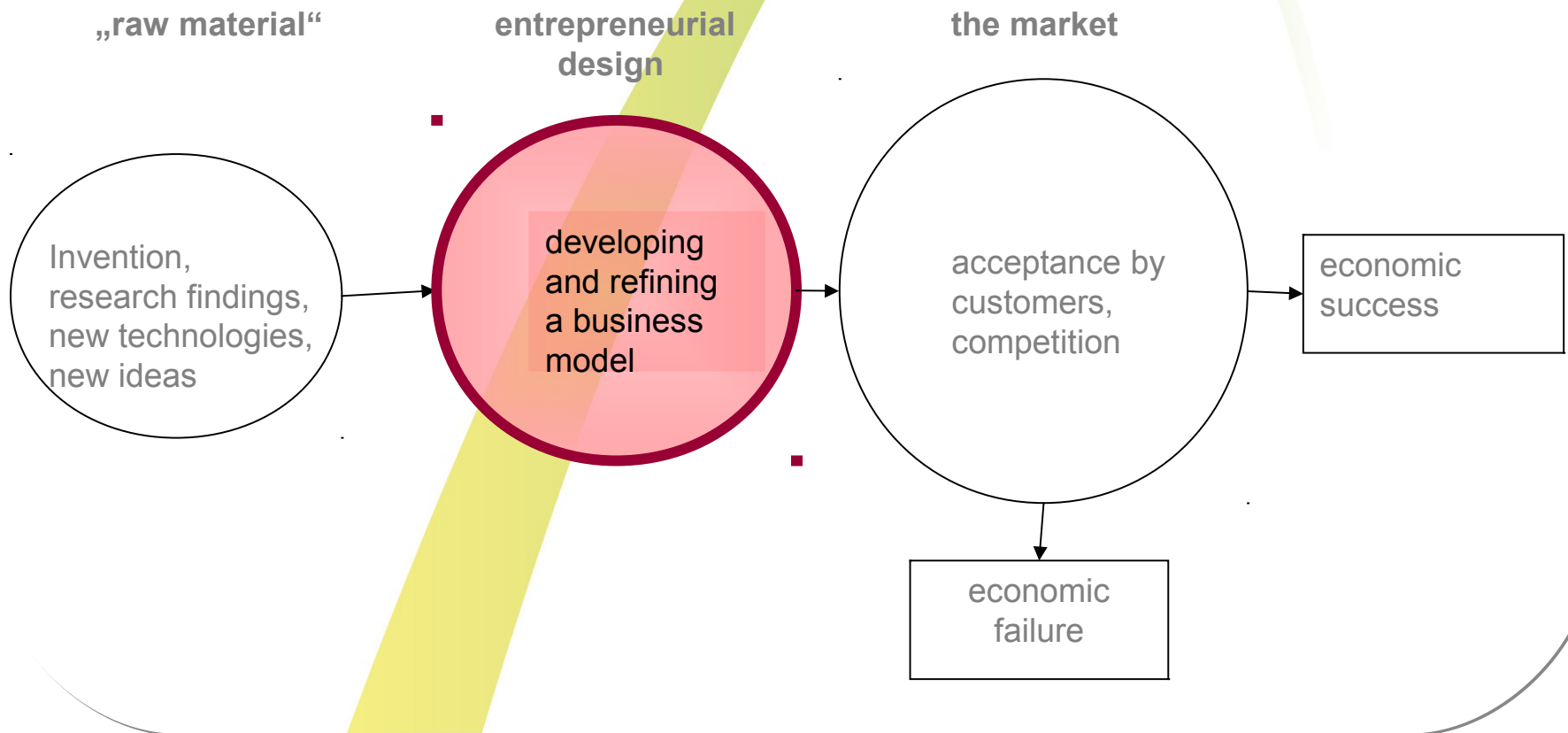




Cellular 'business-in-a-box' empowers poor Indonesians

Be a
component
for
entrepreneurs

Success Factors for Start-Ups





The new perspectives of entrepreneurship

1. concept-creative business models
2. focus on entrepreneurship,
not business administration
3. modular entrepreneurship

Youth Citizen Entrepreneurship Competition 2014

<https://www.youth-competition.org/>

Includes:

- Online Training
- 234 projects
- 510 ideas
- 24.700 users

GUENTER FALTIN

BRAINS VERSUS CAPITAL

ENTREPRENEURSHIP FOR EVERYONE

LEAN, SMART, SIMPLE

entrepreneurship as emancipation

concept-driven entrepreneurship

start up with passion

break the mold

outwit the well-funded

learn from the Medici

create your own entrepreneurial design

entrepreneurship for a meaningful life



The Golden Opportunity

Emphasize on entrepreneurship!



Back-up



Ihr persönlicher Büroservice

The Principle:
Function, not convention

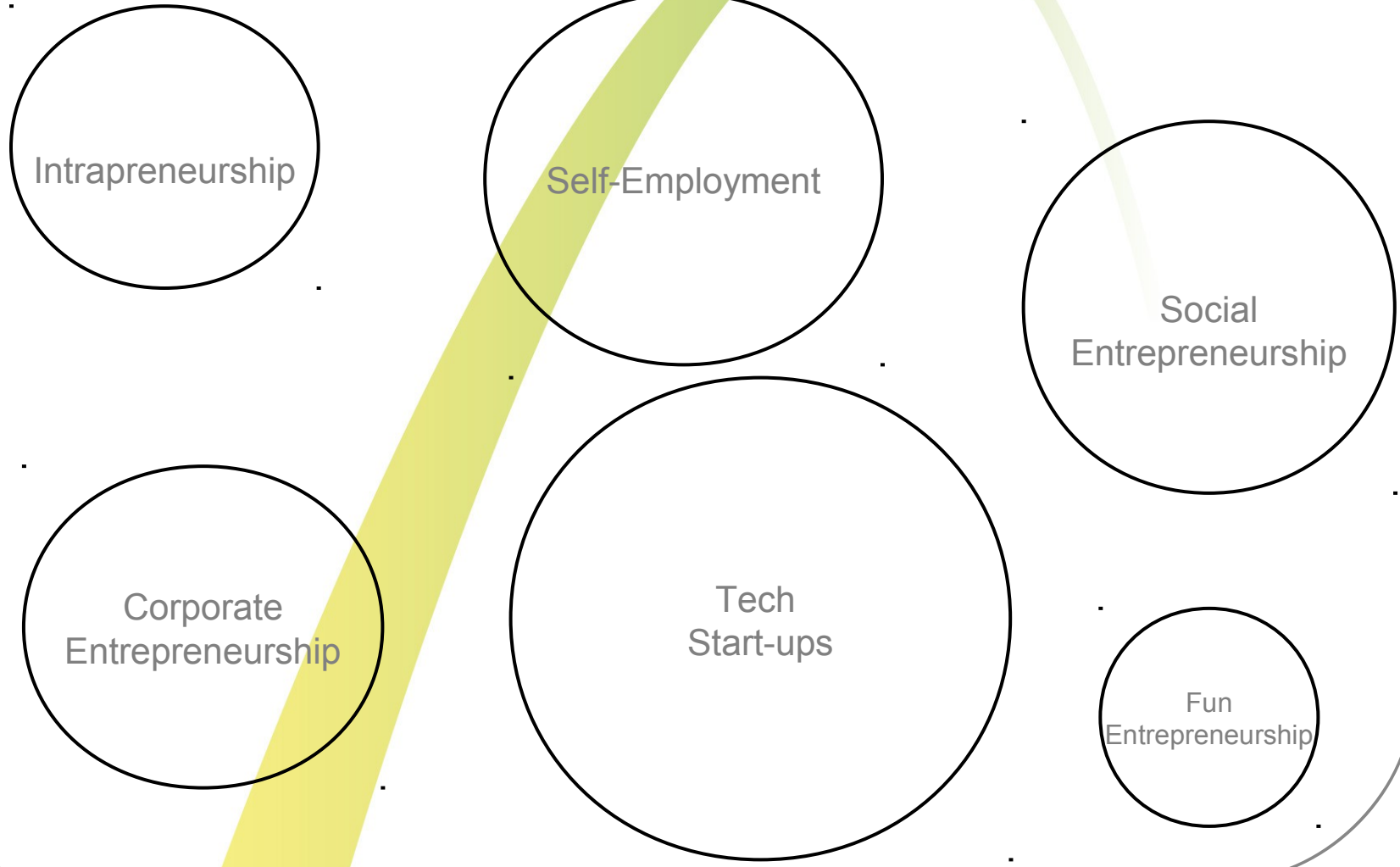
Providing secretarial services by using High-Tech and High-Touch

The customer has cost savings of 90%

European market leader
250 employees

www.ebuero.de

Entrepreneurship



The European Paradox

Mountains of research findings and patents

- but few people making use of it

Ejermo and Kander, 2006,
Audretsch, 2007

(e. g. Germany has the most patents in Europe: 300 per Million citizens,
in Munich 2000 per Million citizens.

Place 22 of 26 of the Global Entrepreneurship Monitor)

Criteria for an excellent business model

1. Secure a competitive edge
2. Have a concept how to deal with imitators
("me-too" business models)
3. Prepare for technological obsolescence
4. Prepare for economic obsolescence

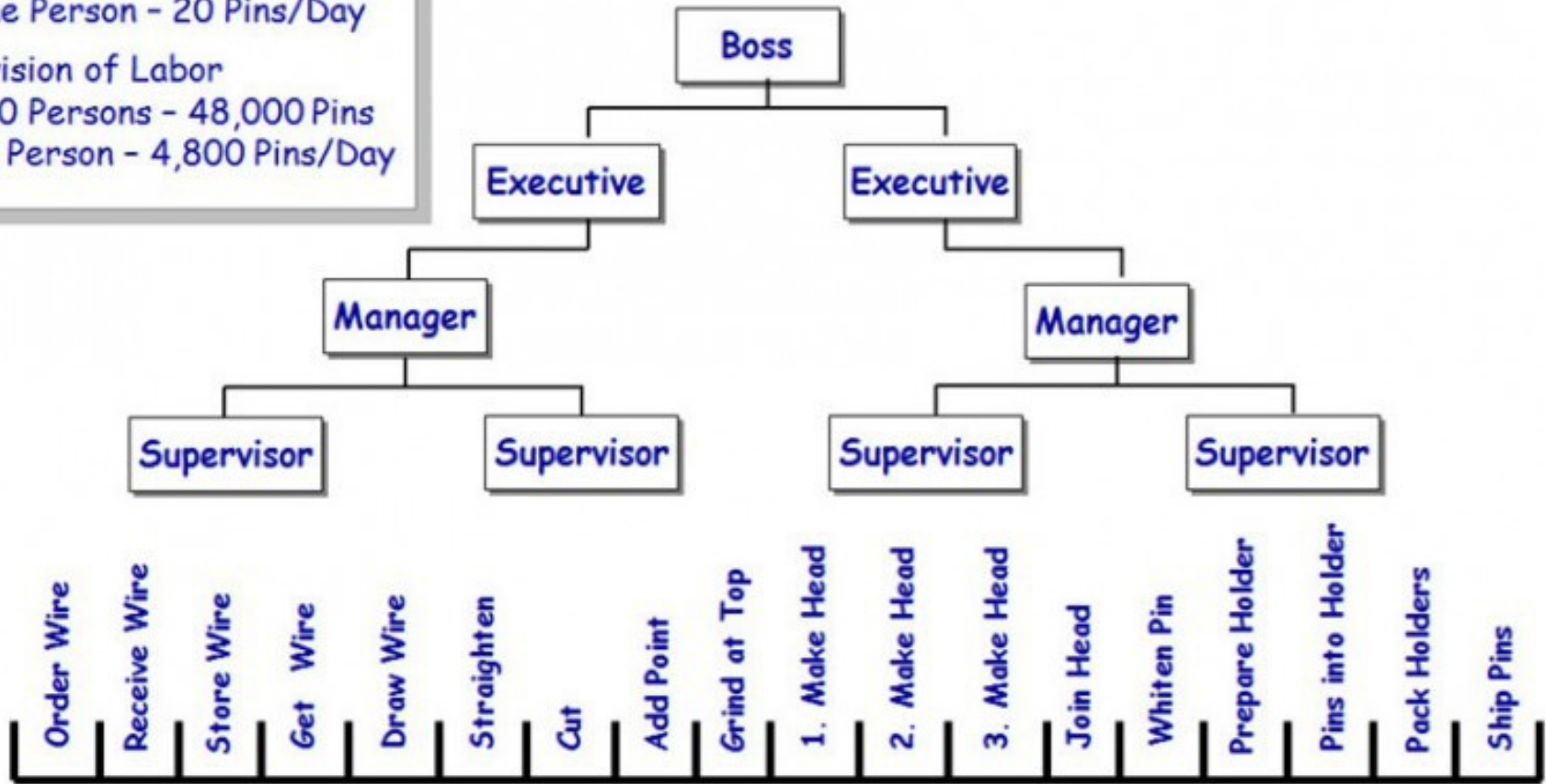
Criteria for a High Potential Entrepreneurial Design

- Scalability
- Simplicity
- Minimize risk

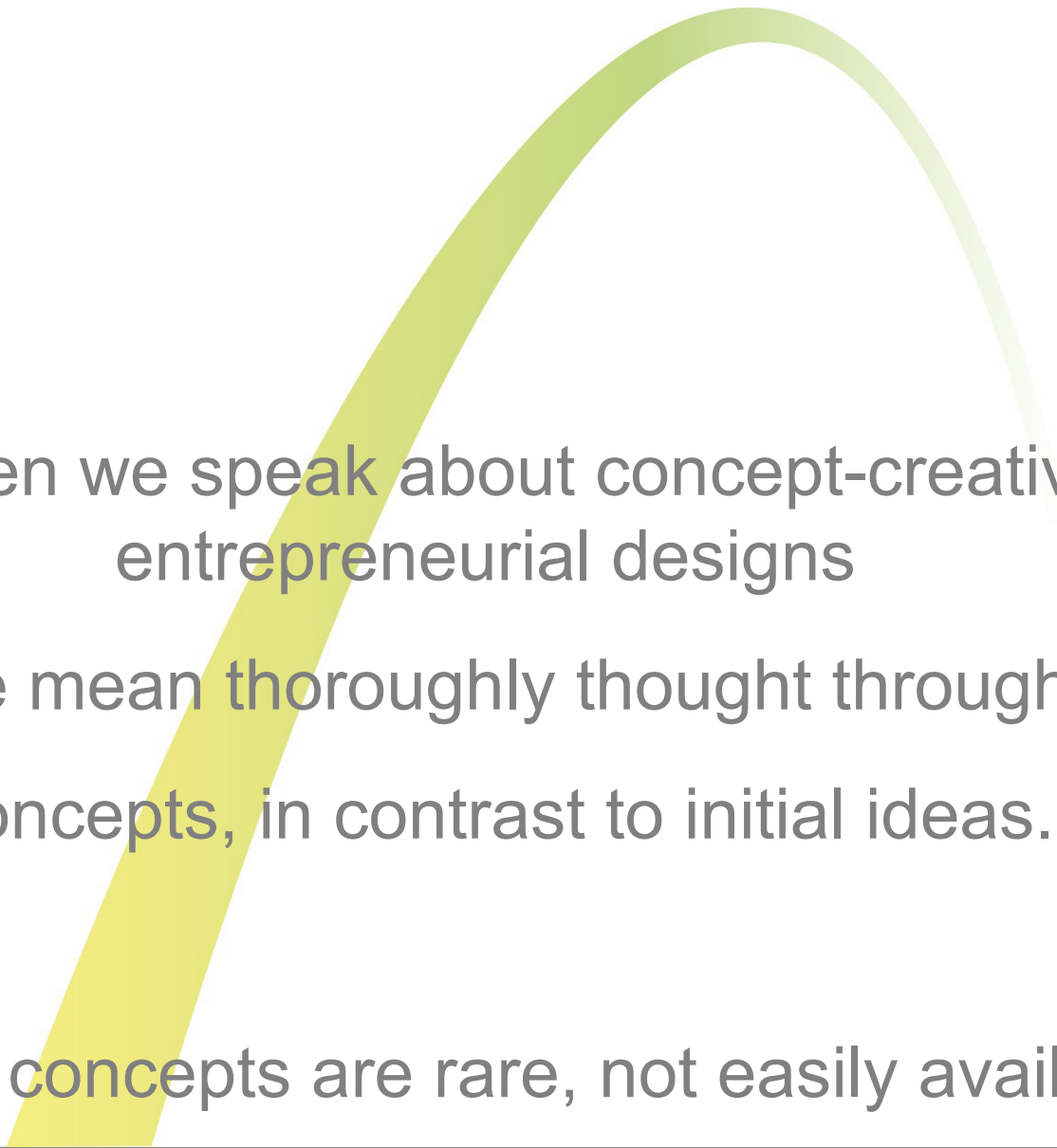
experimental pre-start
intelligent prototyping

Mathematics of Pin-Making

- One Person - 20 Pins/Day
- Division of Labor
 - 10 Persons - 48,000 Pins
 - 1 Person - 4,800 Pins/Day



18 STEPS TO MAKE AND SHIP STRAIGHT PINS



When we speak about concept-creative
entrepreneurial designs
we mean thoroughly thought through
concepts, in contrast to initial ideas.

Those concepts are rare, not easily available

The entrepreneur as a composer

delegate
accounting



outsource
secretarial services

use service providers
(for transport, storage,
packaging, shipment)



New perspectives of entrepreneurship

1. concept-creative business models
- 2. focus on entrepreneurship,
not business administration**
3. modular entrepreneurship



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