# WHO IS AN ENTREPRENEUR?

" Problem | Opportunity | Value | Market| Demand "

An entrepreneur is a innovative individual who develop new ideas, products, or services and bring them to market by organizing, and operating a business or businesses, taking on greater than normal financial risks in order to do so.

MEANING OF
BUSINESS

A business is an organization or entity engaged in commercial, industrial, or professional activities such as providing goods, services, or both to consumers or other businesses in exchange for money with the primary goal of generating profit.
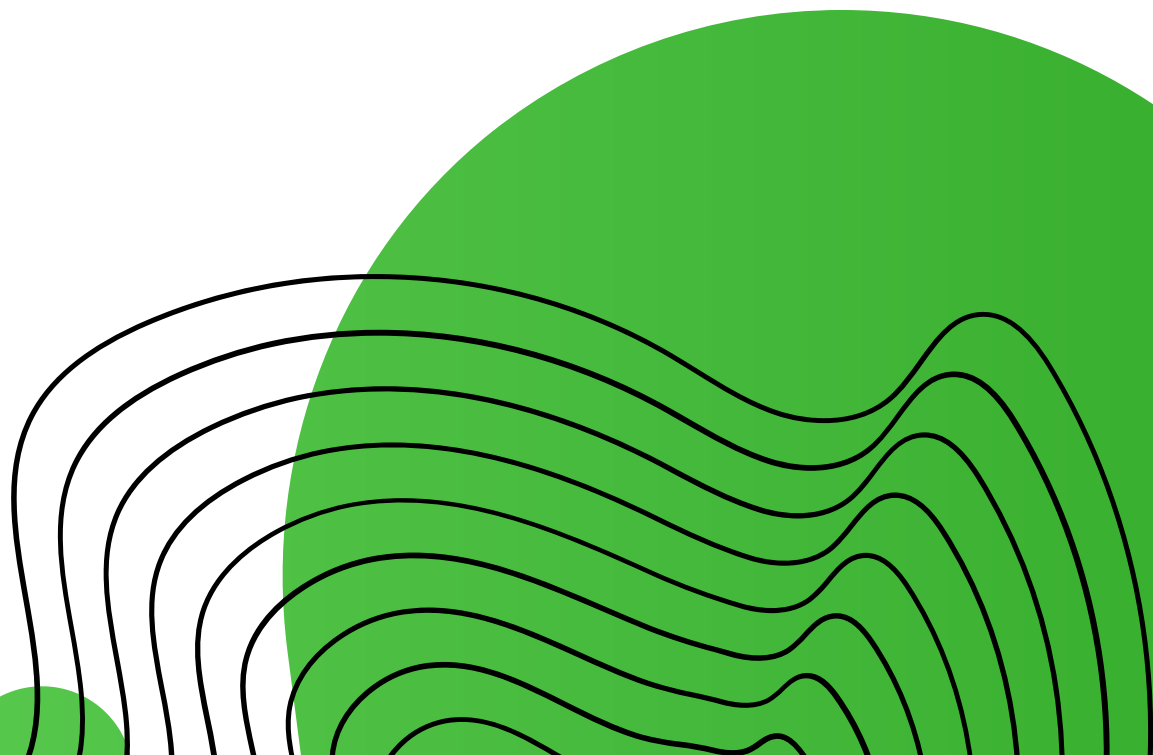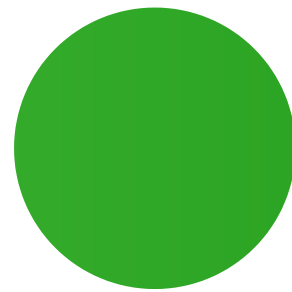
THE BASE OF
BUSINESS

The Base of Business refers to the foundation upon which every business that can generate profit must be found. Below are the three main bases of every profitable business:

PRODUCT BASE

Deals with manufacturing and sales of physical products.

SERVICE BASE

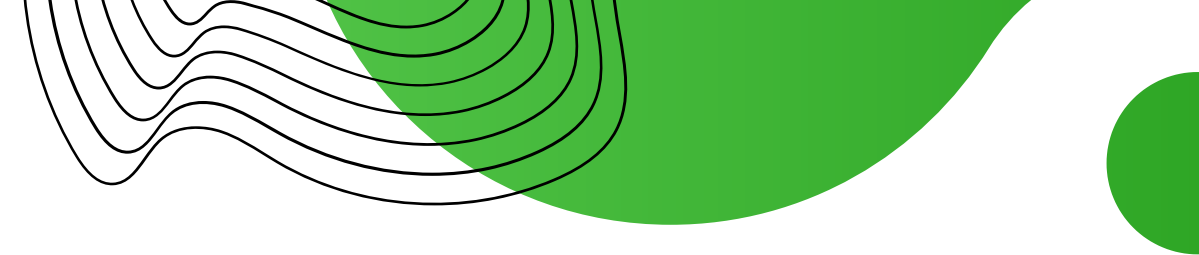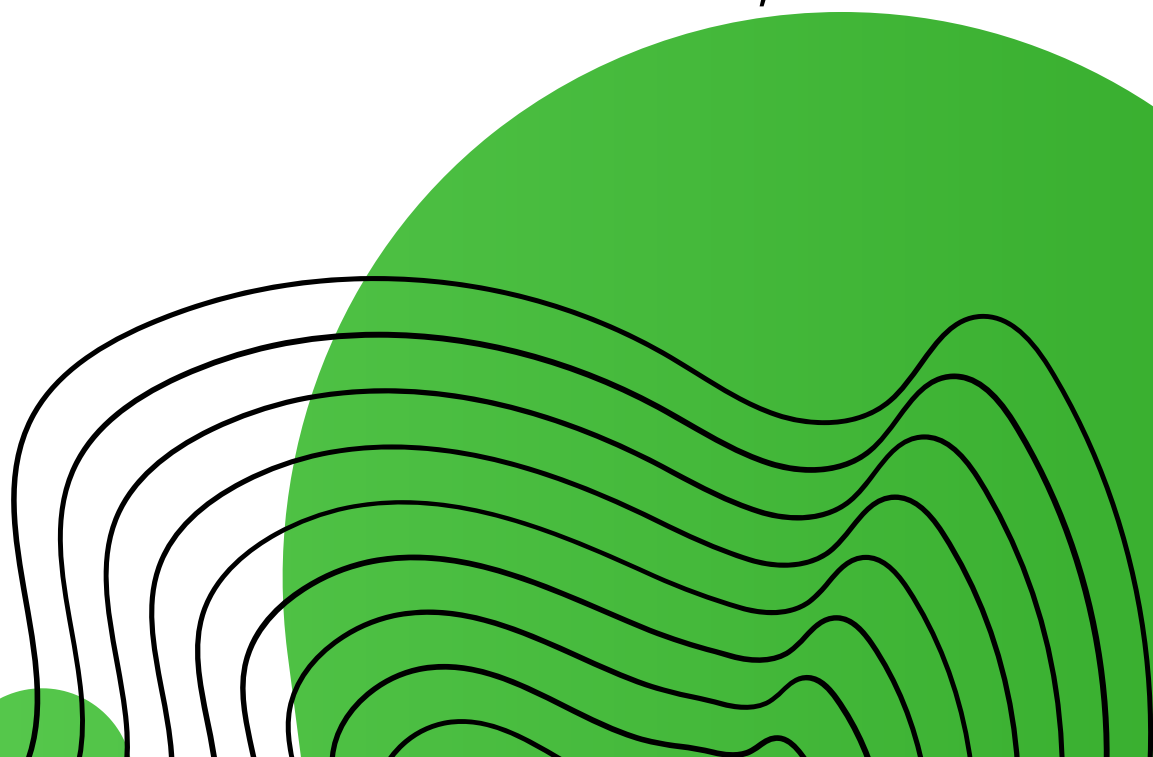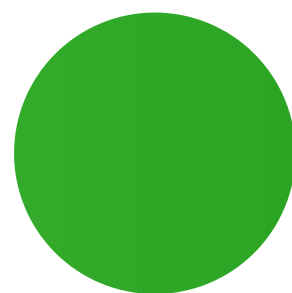Deals with rendering of services without any physical product.

HYBRID BASE

A combination of Both Product and Service Base

BUSINESS
MODELING

A business model is a framework or strategy that a company uses to operate and make a profit that defines how a business creates, delivers, and captures value.
Let's take a look at the several kinds of Business Model,

1.PRODUCT-BASED MODEL:

creation and sell of physical products or goods. Revenue is generated through the sale of these products.

Example:
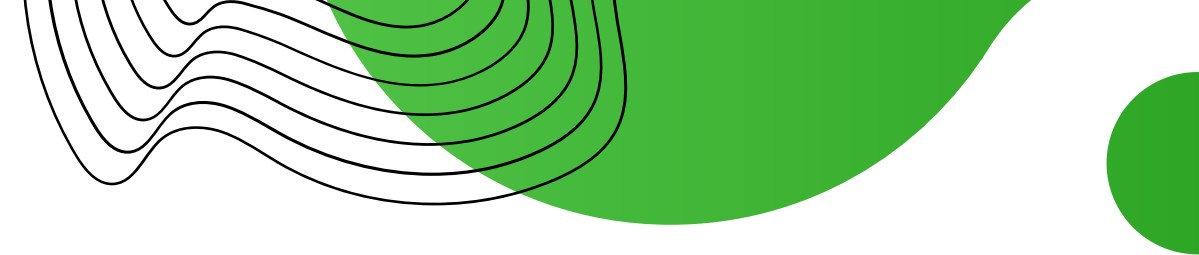
Apple sells iPhones, MacBooks, and other electronics.

2. SERVICE-BASED MODEL:

Businesses provide services rather than tangible products. Revenue comes from offering services to clients or customers.

Example:

A law firm or a consulting agency.

3. SUBSCRIPTION MODEL:

Involves paying a recurring fee, typically monthly or annually, to access a product or service.

Example:

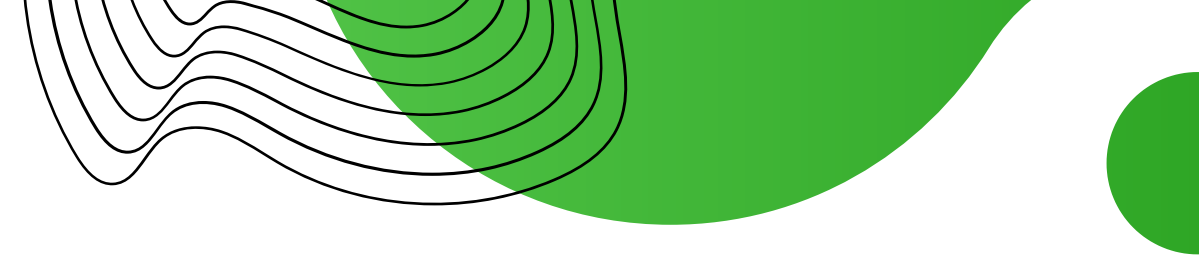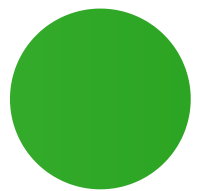Netflix, where users subscribe to access a library of movies and TV shows.

4. FREEMIUM MODEL:

Involves providing basic services or products for free, while more advanced features or services are available for a fee.

Example:
Spotify offers free streaming with ads, while premium users pay for an ad-free experience.

5. MARKETPLACE MODEL:

Involves creating a platform that connects buyers with sellers, and earning revenue through commissions or fees on transactions.

Example:
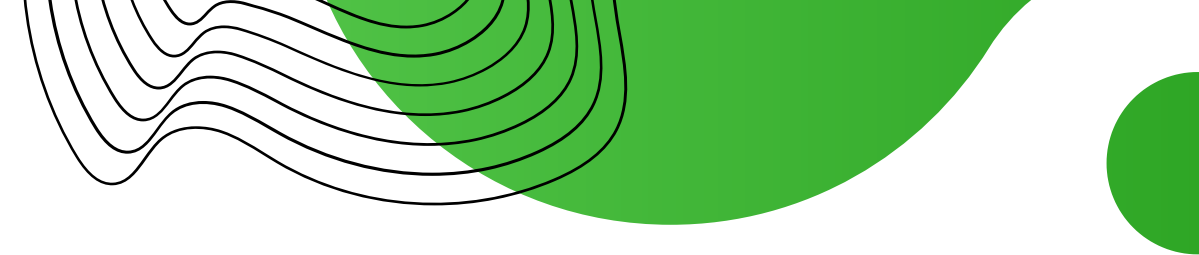
eBay or Amazon's marketplace.

6. ADVERTISING MODEL:

Involves generating revenue by selling advertising space or services to other businesses.

Example:

Google or Facebook, where ads are displayed to users.

7. AFFILIATE MODEL:

Involves building a business by promoting and selling other companies' products and earning a commission .

Example:

Bloggers or influencers who promote products and earn a percentage of sales through affiliate links.
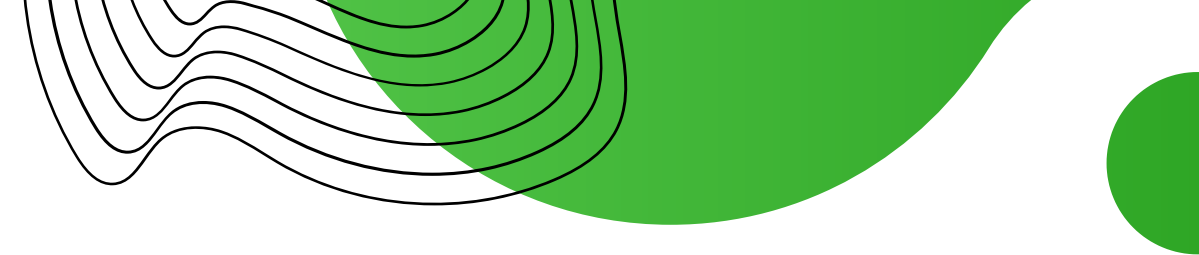
8. FRANCHISE MODEL:

Involves an established brand licensing its brand, products, and operational model to other businesses, who run their own business under the brand's name and reputation.

Example:

McDonald's or Subway.

9. PEER-TO-PEER (P2P) MODEL:

Involves facilitating direct transactions between individuals, and taking a commission on each transaction.

Example:
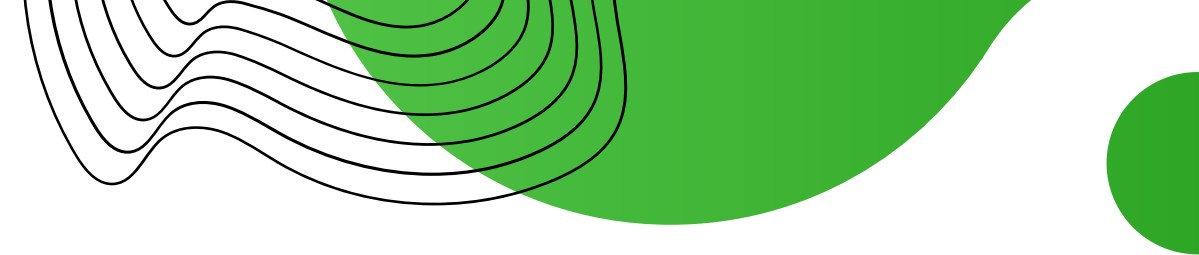Airbnb connects homeowners with travelers.

10. RAZOR AND BLADE MODEL:

The core product is sold at a low price (or even at a loss), while the necessary consumable or complementary products are sold at a higher margin.

Example:

Gillette sells razors cheaply, but replacement blades are more expensive.

11. ON-DEMAND MODEL:

Involves the provision of services or products only as and when needed, or specifically on order and often facilitated by technology.

Example:

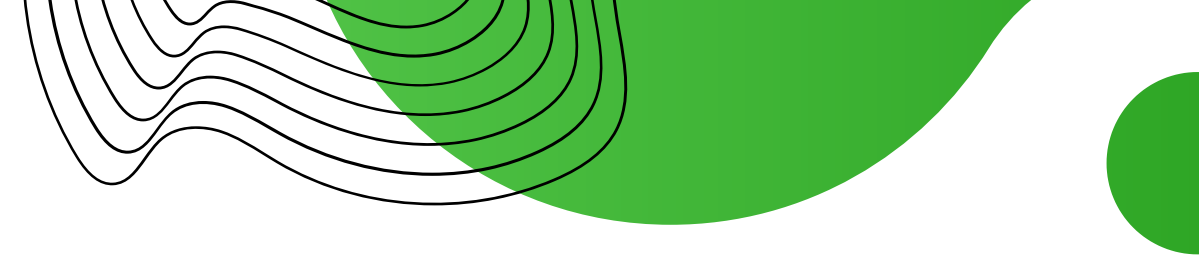Uber or Lyft for ride-hailing services.

12. B2C (BUSINESS TO CONSUMER):

Involves the sale of products or services directly to consumers.

Examples:
Retail stores, online marketplaces like Amazon, and subscription services like Netflix.

13. B2B (BUSINESS TO BUSINESS):

Involves selling of products or services elusively to other businesses rather than to individual consumers.

Examples:

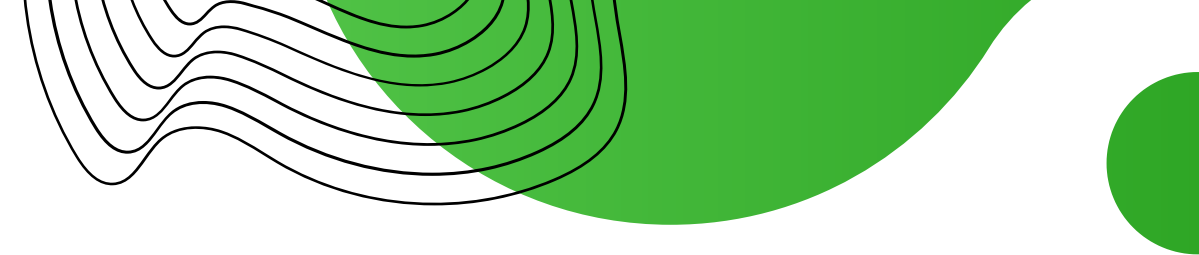Software companies like Salesforce, and wholesale suppliers.

14. MANUFACTURING:

Involves the creation of products from raw materials and selling them them directly to consumers, wholesalers, or retailers.

Examples:

Car manufacturers like Ford or companies like Nike producing apparel.

15. B2G (BUSINESS TO GOVERNMENT):

Involves selling of products or services elusively to government and its agencies.

Examples:
Software companies like Salesforce, and wholesale suppliers.

BUSINESS
STRUCTURE

A business structure refers to the legal framework within which a company operates. It determines the organization's legal standing, tax obligations, liability, and other important aspects of its operations.

SOLE - PROPRIETORSHIP

The simplest and most common structure, where the business is owned and operated by a single individual.

- ***Advantages:*** Easy to set up, full control by the owner, and simple tax filing (profits and losses are reported on the owner's personal tax return).
- ***Disadvantages:*** The owner is personally liable for all business debts and obligations (unlimited liability).
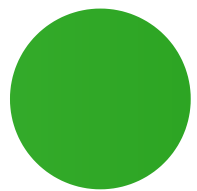
PARTNERSHP

A business owned by two or more people who share profits, losses, and management responsibilities.

General Partnership (GP):
All partners share equal responsibility and liability.

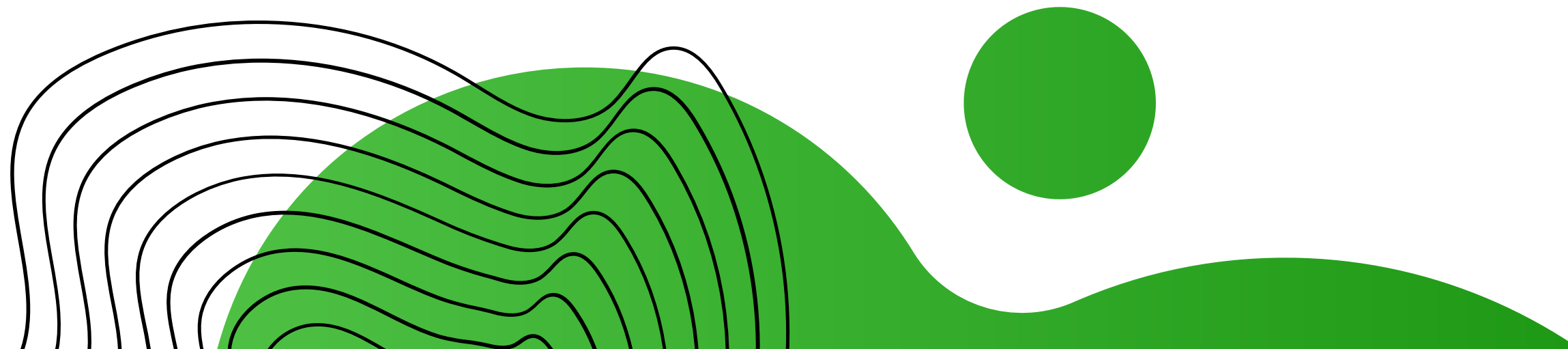**Limited Partnership (LP):**
Includes general partners (with full liability) and limited partners (with liability only up to their investment).
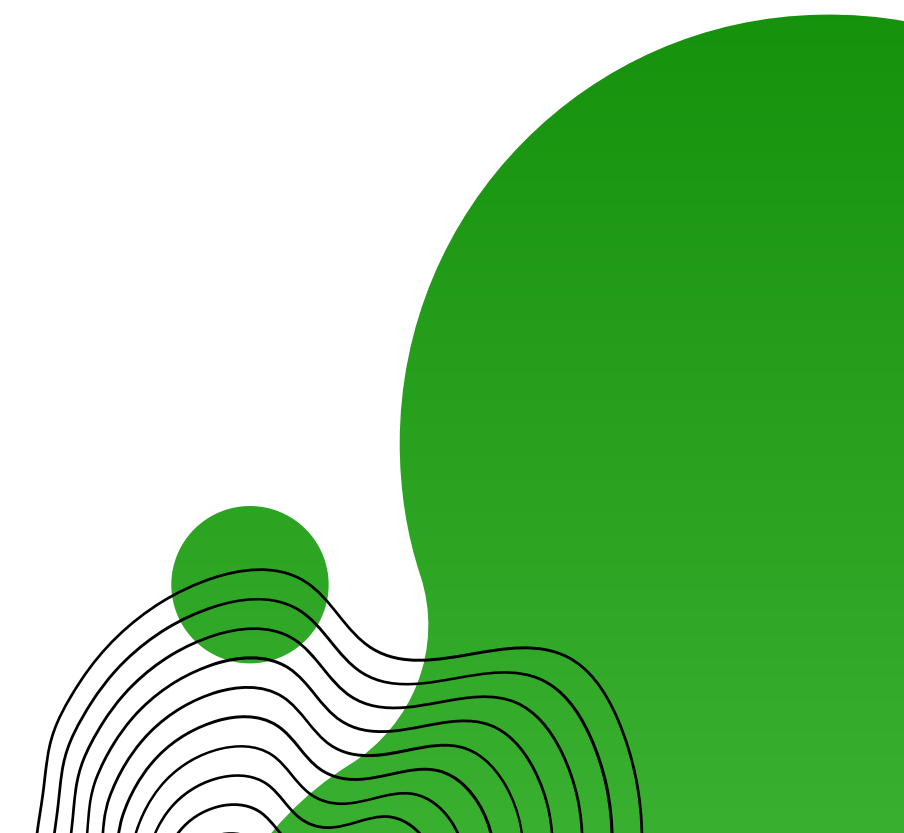
LIMITED LIABILITY COMPANY (LLC)

A hybrid structure that combines the liability protection of a corporation with the tax benefits and flexibility of a partnership.

- **Advantages:** Limited liability for owners (personal assets are protected), flexibility in management, and pass-through taxation (profits are taxed on the owner's personal tax returns).
- **Disadvantages:** Can be more complex and expensive to set up than a sole proprietorship or partnership, and regulations vary by state.

Q&A
SESSION

THANK YOU