Individual Entrepreneurship.d

1. More than 500 million persons worldwide either were actively involved in trying to start a new venture or were owner-managers of a new business in 2010. This is the

2. On November 1, 1999, Chevron, Goodyear Tire & Rubber Company, Sears Roebuck, and Union Carbide were removed from the ……………………………….and replaced by Intel, Microsoft, Home Depot, and SBC Communications.

3. Intel and Microsoft are the two major entrepreneurial driving forces in the

4. Netscape Navigator was an instant success, gaining …………………of the browser market within four months of its introduction.

5. Venture capital is invested exclusively in …………………….

6. GEM

7. The ………………………has always been a nation of entrepreneurs

8. R&D Transfer means

9. The major changes in the framework conditions that have fuelled the entrepreneurial revolution includes all except.

10. The Global Entrepreneurship Monitor (GEM) was conceived in………………

11. ……………………….means capital for business start up

12. There are two types of start-up capital

13. ………….is most suitable form of start-up capital

14. ……………………is someone who perceives an opportunity and creates an organization to pursue it.

15. …………………………. includes all the functions, activities, and actions that are part of perceiving opportunities and creating organizations to pursue them.

16. The practice of someone who perceives an opportunity and creates an organization to pursue it.

17 Types of entrepreneurial environmental factor includes all except

18 The most important characteristics of a successful entrepreneur includes all except

19 Three driving force of business plan includes all except

20 The act of starting a new venture id know as

21 Entrepreneurship is all about ....

22 To come Up with a Good Idea includes all except

23 Methods of idea multiplication includes all except

24 IDEO, founded by Stanford engineering professor ....

25 IDEO is a has ....basic steps

26 There are five major areas you need to fully understand prior to your Launch, Is Your Idea an Opportunity? Which is #1

27 There are five major areas you need to fully understand prior to your Launch, Is Your Idea an Opportunity? Which is #2

28 There are five major areas you need to fully understand prior to your Launch, Is Your Idea an Opportunity? Which is #3

29 There are five major areas you need to fully understand prior to your Launch, Is Your Idea an Opportunity? Which is #4

30 There are five major areas you need to fully understand prior to your Launch, Is Your Idea an Opportunity? Which is #3

31 ....breaks down all the sources of revenue that your business will generate.

32 ....identifies how you are spending your resources to make money

33 COGS is an acronym for

34 ....is a service or product that gains a competitive advantage by being the first to market with a product or service

35 You have to be first (or very early) into the market. Is an example of

36 Winning strategies include some combination of the following attributes: better, cheaper, and............

37 As the founder, you need to identify what ....you want to drive your organization.

38 ....communicate what kind of work environment founders want to create and what guidelines they use in hiring future employees.

39 During....................... you can devise your initial market test once you have a strong understanding of the competition.

40 For produce to be guaranteed, revenue should be great then

41 Marketing is at the heart of an organization because its task is to ....customers' needs.

42 An organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. This is marketing according to

43 Marketing is a vital process for entrepreneurs because no venture can become established and grow without a....................

44 Entrepreneurial marketing is different from marketing done by established companies because of

45 An entrepreneur needs to do research to identify and assess an ....

46 ....as the collection and analysis of any reliable information that improves managerial decisions

47 ....which marketers gather from already published sources like an industry association study or census reports

48 .... which marketers collect specifically for a particular purpose through focus groups, surveys, or experiments.

49 .... are the processes marketers use to identify the ''right'' customers for their company's products and services?

50 Which of this is not a marketing mix element?

51 Your staffing plan is the first step in building a ....

52 A natural place to find co-founders and other team members is your.................

53 There are two basic ways of distributing equity: founder shares and an.............

54 ....is actual shares, rather than the option to buy shares, that are vested over time.

55 ....rights accrue to employees only if the stock price increases (similar to options).

56 .... isn't really issued equity but a cash bonus paid to employees if the stock price appreciates over a set period of time

57 ....basically, means that people earn their shares or options over time, usually over four or more years.

58 ....is a team sport.

59 An ....is equity set aside for future distribution.

60 a first-stage company has developed and market-tested a product and needs capital to initiate full-scale production.

61 Business planning literally begins when you .... thinking about your new venture.

62 Business plan outline should include all, except

63 Your planning process will focus on ....of your business model

64 ....is a sentence, or even a fragment of a sentence, that summarizes the essence

65 .... of the plan should include the following information: company name, tagline, contact person, address, phone, fax, e-mail, date, disclaimer, and copy number.

66 The goal of .... is to illustrate the opportunity and how you intend to capture it.

67 Once you've defined the market space you plan to enter, you'll examine the target customer in detail in ....section

68 8.The ....proceeds directly from of the customer analysis, and you should complete it using a competitive profile matrix

69 .... of your written plan identifies how your product will reach the customer.

70 ……………………process helps entrepreneurs shape their original vision into a better opportunity by raising critical questions, researching answers for those questions, and then answering them.

71 Jim Poss is a typical example of how an entrepreneur ………………………by scraping together resources, including financing, services, material, space, and labour

72 We can compute the value of a company with the earnings capitalization method. In this method Company Value equals (=)

73 There are four basic ways of valuing a business. Which of this is part of it?

74 The valuation of a small, privately held corporation is difficult and……………..

75 ………………….. of a company is the present value of the future free cash flows, plus the residual (terminal) value of the firm

76 ……………………..is cash in excess of what a firm needs to maintain its optimum rate of growth.

77 There are three basic variations on the asset-based method. Which of this is not part of it

78 ……………….is appropriate when someone is considering whether to set up a similar business from scratch or to buy an existing business

79 ………………………is one with not much more than a concept start-up;

80 A start-up company is one that is already in business and is developing a prototype but has not sold it in significant commercial quantities;