

# ENTREPRENEURSHIP EDUCATION FOR VET SCHOOLS

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**BASIC CONCEPTS  
ABOUT  
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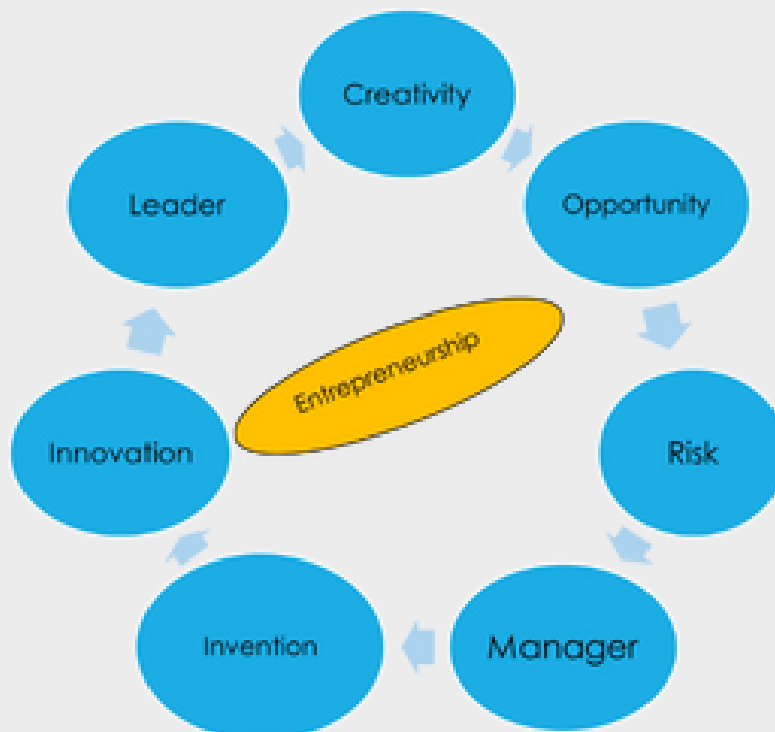
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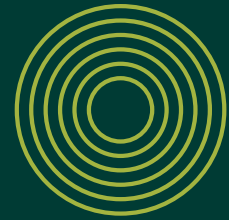


# BASIC CONCEPTS ABOUT ENTREPRENEURSHIP



Understanding the concepts related to entrepreneurship as a whole will make it easier to understand the concept of entrepreneurship. There are some concepts related to entrepreneurship but with different meanings. The concepts we will give below are concepts related to entrepreneurship and also explain the nature of entrepreneurship.





## Forget your competitors and focus on your customers

**Jack Ma**

Even the work of timing, perseverance, and a decade of effort will eventually make you look like an overnight success.

**Biz Stone**

**Creativity;** It is the ability to imagine something that does not exist, to do something in different ways than other individuals, and to develop new ideas.

**Leader;** A person who directs activities and influences others to achieve business goals. Leader with a broader definition; He is the person who directs individuals to common goals, makes them adopt goals, creates a bridge between individuals, gathers dispersed power and knowledge and creates synergy.

**Opportunity** is for entrepreneurs to be innovative and creative, to uncover original "market" risks, to find resources, and to make a conscious and disciplined effort without leaving things to chance.

**Risk;** is the possibility that uncontrollable factors may lead to negative consequences

**Invention;** It is the emergence of a new concept or idea as a result of the creative process. Developing creative and productive ideas using imagination.

Invention is different from discovery. While discovery involves finding something that already exists, invention involves creating new tools, techniques, products or services that did not exist before and expand human skills and abilities.

**Manager;** He /She is the person who is based on imagination and vision developed by the leader, makes plans in accordance with the guidance, implements these plans in accordance with the procedures and achieves the foreseen goals. At the same time, he has taken the job of executive management as his profession person.

**Innovation;** It covers all processes carried out to develop a new or improved product, service or production method and to make it generate commercial income. Innovation occurs either through major breakthroughs in which previously untested and improved products or production methods are created as a result of radical ideas (radical innovation); or it emerges as a result of work carried out step by step, involving a series of development and improvement activities (incremental innovation). Innovation is not an invention. One can benefit from the results of inventions, but the most important thing is to do something that has not yet been done or is unknown, with economic returns.

# SUCCESSFUL ENTREPRENEUR STORIES



Canva

In 2007, Melanie Perkins was working a part-time job while studying in Perth, Australia, teaching students how to use desktop design software. The software was expensive, complex, and required a semester's worth of instruction to learn how to use, prompting Perkins to ask, "Is there a way this could be simpler and less expensive?"

Perkins's goal to create an affordable, simple, online design tool was originally turned down by over 100 investors—it wasn't until three years into her pitching process that Canva received its first investment.

Perkins credits this investment to a shift in her pitching strategy: She began leading with the relatable problem Canva aims to solve.

"A lot of people can relate to going into something like Photoshop and being completely overwhelmed," Perkins said in an interview for Inc. "It's important to tell the story, because if your audience doesn't understand the problem, they won't understand the solution."

Today, 60 million customers use Canva to create designs across 190 countries.

Perkins's story reflects the importance of effectively communicating the value of a business idea, as well as the tenacity and resilience required for entrepreneurial success.

# SUCCESSFUL ENTREPRENEUR STORIES



Some of today's biggest brands started with humble beginnings, and no one embodies this better than Adidas founder Adolf "Adi" Dassler.

Dassler's shoemaking career began in his mother's washroom in a small town in Bavaria, Germany. It was there that Dassler began designing and cobbling shoes and decided he wanted to make the best possible sports shoe for athletes.

While there were plenty of shoemakers at the time, Dassler was committed to standing out in the market by gathering feedback from athletes about what they looked for in a shoe, what pain points could be improved on, and how they felt about his early models.

This feedback allowed Dassler to craft an athletic shoe that was highly valued by his customers and gave him legitimacy when he registered "Adi Dassler Adidas Sportschuhfabrik" in 1949 at 49 years old. It was that same year the first shoe with the soon-to-become-signature Adidas three stripes was registered.

Dassler's vision to create the best shoe for athletes proved itself in 1954 when the German national football team won the World Cup final against the Hungarians—while wearing the new model of Adidas cleats.

"Their unbelievable victory would be heard around the world for decades to come," Adidas states on its website, "and it made Adidas and its founder a household name on football pitches everywhere."

Since then, Adidas has grown into an international brand known for high-quality athleticwear. Dassler's story sheds light on the importance of listening to target customers about their dreams, needs, and pain points.