

TYPES OF ENTREPRENEURS...

Type	Description
Small Business	Any business with less than 500 employees Examples: Partnerships, Sole Proprietors, Local
Home-Based Business	A small business that it is run from home
Online Business	Business is run online...can be small, home or even large corporations
Inventors	In order to become an entrepreneur one needs to go beyond the idea stage and get it to market
Serial Entrepreneur	Starting a business, sell it and invest in another...having multiple businesses on the go
Lifestyle Entrepreneur	A business built upon their interests and passion so that the business supports their lifestyle

DO YOU HAVE WHAT IT TAKES?



ANSWER YES OR NO TO THE FOLLOWING:

1) WOULD YOU LIKE TO BE YOUR OWN BOSS?



2) DO YOU HAVE A HIGH LEVEL OF ENERGY?



3) ARE YOU WILLING TO RISK LOSING MONEY OR
PERSONAL ASSETS?



4) ARE YOU ABLE TO INSPIRE AND ENERGIZE OTHERS?



5) ARE YOU STRONG WILLED?



6) DO YOU HAVE AN ABILITY TO LEARN FROM FAILURES?



7) ARE YOU WILLING TO DEVOTE A LOT OF TIME AND EFFORT TO YOUR IDEAS?



8) ARE YOU COMPETITIVE? ARE YOU HIGHLY MOTIVATED?



9) DO YOU HAVE BUSINESS SKILLS?
OR, ARE YOU WILLING TO GAIN THEM?



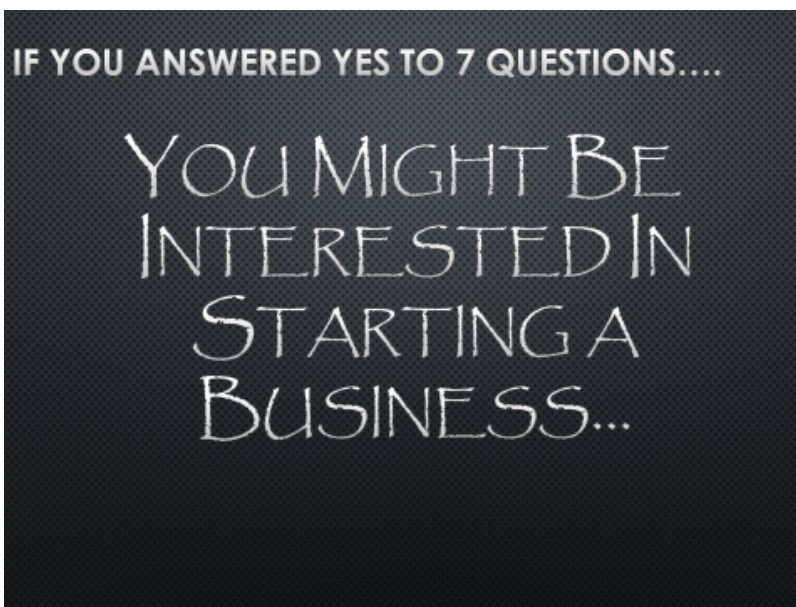
The image displays four logos for business-related organizations: UNB Fredericton Business Administration (a red and white logo with a stylized 'U' and 'B'), START UP MIRAMICHI (a red logo with a white maple leaf and the text 'START UP MIRAMICHI. powered by Startup Canada'), OASIS NBCC (a black logo with a yellow palm tree and the text 'OASIS NBCC'), and mypie (a white logo with a blue splash and the text 'mypie').



A word cloud centered around the word 'mentoring'. The word 'mentoring' is the largest and most prominent. Other words include: Success, Wisdom, Skill, Group, Positive, Coach, Techniques, Mentor, Speed, Coaching, Partnership, Confidence, Satisfaction, development, Informal, Learning, Advancement, One-on-one, Mosaic, Functional, Career, Mentorship, Leadership, Teaching, Relationship, Personal, Role-model, Support, Sharing, Knowledge, Guides, Peer, and Opportunity.

10) A "NEVER, NEVER, NEVER QUIT" ATTITUDE?





THE CHARACTERISTICS OF AN ENTREPRENEUR...

- VISION! AWARENESS OF PROBLEMS, NEEDS AND OPPORTUNITIES
- ADVENTUROUS
- SELF-CONFIDENT
- INNOVATIVE AND CREATIVE
- PERSISTENT
- POSITIVE ATTITUDE
- INTEGRITY / STRONG ETHICS AND MORALS
- PATIENCE
- ABILITY TO DEAL WITH FAILURE
- LEADER

REFLECTION QUESTIONS:

- WHICH OF THESE TRAITS DO YOU FEEL YOU ALREADY HAVE?
- WHICH TRAITS DO YOU KNOW YOU NEED TO WORK ON?
- DO YOU WANT TO BE AN ENTREPRENEUR? OR WOULD YOU RATHER WORK FOR SOMEONE ELSE?

MYTHS ABOUT ENTREPRENEURS

MYTH

SUCCESSFUL ENTREPRENEURS ARE THOSE WHO COME UP WITH THE MOST CREATIVE, ORIGINAL IDEAS FOR THEIR BUSINESSES.

REALITY

70-90% OF IDEAS FOR NEW BUSINESSES COME FROM AN ENTREPRENEUR'S PREVIOUS EMPLOYMENT. THE MORE EXPERIENCE YOU GET WORKING FOR SOMEONE ELSE, THE MORE LIKELY YOU ARE TO COME UP WITH A NEW IDEA.

#2...

MYTH

MOST ENTREPRENEURS ARE MOTIVATED BY MONEY OR GREED.

REALITY

WAY, WAY OFF. MOST ARE MOTIVATED BY A DESIRE TO WORK FOR THEMSELVES, AND A PASSION FOR SOLVING PROBLEMS. MOST SUCCESSFUL ENTREPRENEURS WILL TELL YOU THAT IF YOU'RE "IN IT FOR THE MONEY" GET OUT NOW! IT'S EASIER TO MAKE MONEY WORKING FOR SOMEONE ELSE.

#3...

MYTH

ENTREPRENEURSHIP IS A YOUNG PERSON'S GAME; MOST FIRST-TIME ENTREPRENEURS ARE EITHER IN UNIVERSITY OR RIGHT OUT OF IT.

REALITY

THE AVERAGE AGE OF A FIRST-TIME ENTREPRENEUR STARTING A BUSINESS IS 39.

#4...

MYTH

ENTREPRENEURS ARE "BORN DIFFERENT."

REALITY

A GOOD NUMBER OF ENTREPRENEURS NEVER
PLANNED TO BE. THE CHARACTERISTICS OF
SUCCESSFUL ENTREPRENEURS **CAN** BE TAUGHT

#5...

MYTH

MOST ENTREPRENEURS ARE MILLIONAIRES AND LEAD RELATIVELY EASY LIVES.

REALITY

MOST NEW BUSINESSES FAIL. THE AVERAGE ENTREPRENEUR MAKES LESS THAN THEY WOULD WORKING FOR SOMEONE ELSE. ENTREPRENEURS WORK MORE HOURS THAN THOSE WORKING FOR SOMEONE ELSE.

#6...

MYTH

YOU CAN'T BE AN ENTREPRENEUR WITHOUT SOMEBODY RICH INVESTING IN YOUR IDEA, AND IT USUALLY COSTS MILLIONS OF DOLLARS TO START A BUSINESS.

REALITY

65% OF ENTREPRENEURS FINANCE THEIR COMPANIES THEMSELVES AND USE THEIR OWN SAVINGS TO DO SO. THE AVERAGE AMOUNT OF MONEY USED TO START A BUSINESS IS BETWEEN \$15,000 AND \$20,000.

MARK ZUCKERBERG AND BILL GATES COMPARISON

• WATCH THE VIDEO ON MARK ZUCKERBERG HERE:

MARK ZUCKERBERG STORY

WHILE WATCHING THE VIDEO, ANSWER THE FOLLOWING QUESTIONS...

1. WHO IS MARK ZUCKERBERG?
2. WHAT DID HE CREATE?
3. IDENTIFY AT LEAST 3 CHARACTERISTICS OR PERSONALITY TRAITS THAT MARK ZUCKERBERG POSSESSES THAT HAVE ENABLED HIM TO BECOME SUCCESSFUL.

