

## REALLY ACHIEVING YOUR CHILDHOOD DREAMS

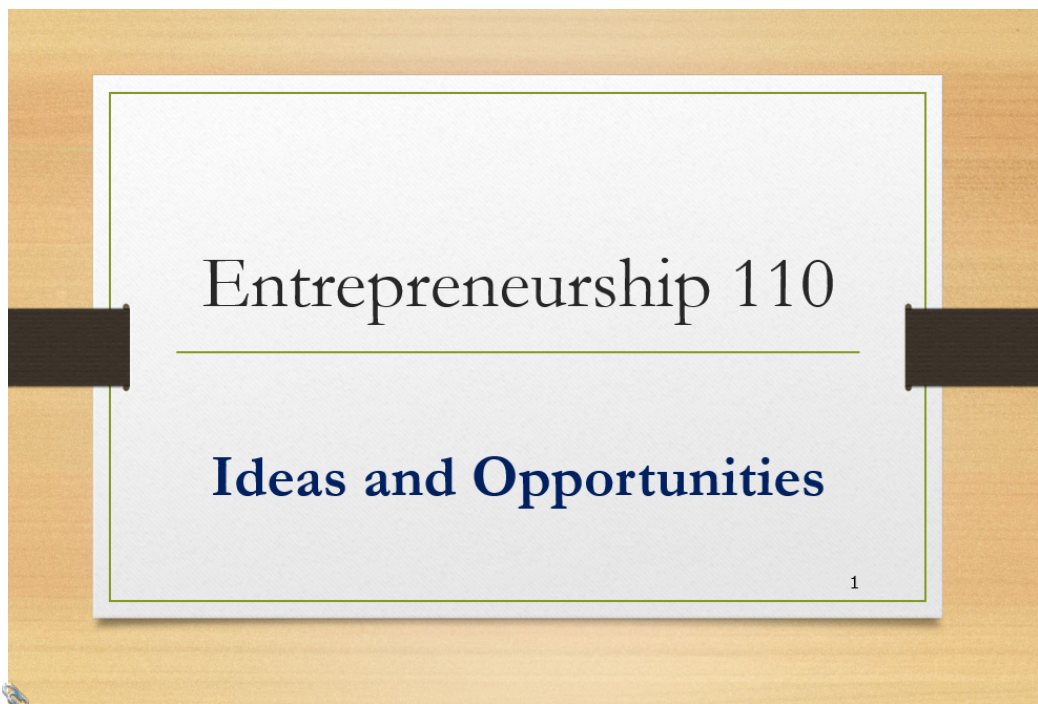
- ON SEPTEMBER 18, 2007, COMPUTER SCIENCE PROFESSOR **RANDY PAUSCH** STEPPED IN FRONT OF AN AUDIENCE OF 400 PEOPLE AT CARNEGIE MELLON UNIVERSITY TO DELIVER A LAST LECTURE CALLED "REALLY ACHIEVING YOUR CHILDHOOD DREAMS."
- HE WAS SICK WITH PANCREATIC CANCER AND KNEW THAT HE ONLY HAD A FEW MONTHS TO LIVE.
- RANDY'S LECTURE HAS BECOME A PHENOMENON, AS HAS THE BOOK HE WROTE BASED ON THE SAME PRINCIPLES, CELEBRATING THE DREAMS WE ALL STRIVE TO MAKE REALITIES.
- HE DIED IN JULY, 2008

## THE LAST LECTURE



## LESSONS LEARNED...

- NEVER GIVE UP
- HAVE FUN!
- THINK OUTSIDE THE BOX
- ALWAYS HAVE A POSITIVE ATTITUDE
- 'IF YOU WAIT LONG ENOUGH PEOPLE WILL SURPRISE AND IMPRESS YOU'
- BRICK WALLS ENCOURAGE DEDICATION
- DON'T COMPLAIN...JUST WORK HARDER
- HEAD FAKE... NOT ABOUT ACHIEVING YOUR DREAM BUT HOW YOU LEAD YOUR LIFE!



## Ideas vs. Opportunities

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- There *is* a difference between ideas and opportunities...

**Idea** – a thought or concept for a product or service.

**Opportunity** – a need, want, problem or challenge that might be satisfied by an Entrepreneurial venture.

## Market-Pulled Entrepreneurship.

Entrepreneur will identify a problem, see an **opportunity**, and then come up with an **idea** to take advantage of the situation.

## Product or Service Driven Entrepreneurship

Entrepreneur comes up with an **idea** first and then attempts to find an opportunity for it.

## What comes first – an idea or opportunity?

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Sometimes an Entrepreneur will identify a problem, see an **opportunity**, and *then* come up with an **idea** to take advantage of the situation. When the opportunity arrives first and you think of an idea to fill it, it is called ...

**MARKET-PULLED ENTREPRENEURSHIP.**

## Market Pulled Entrepreneurship EXAMPLE

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- [Bull Dog Interactive](#)
- [Part 2](#)
- [Part 3](#)

- When an Entrepreneur comes up with an **idea** first and *then* attempts to find an *opportunity* for it, it is referred to as...  
**PRODUCT OR SERVICE DRIVEN ENTREPRENEURSHIP**
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Caines Arcade



## Attachments

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Ent. 110 Unit 2 - Ideas and Opportunities.pptx