

ENTREPRENEURSHIP & STARTUP GUIDE

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IS ENTREPRENEURSHIP RIGHT FOR YOU?

Self-Assessment Questions:

- â Are you comfortable with uncertainty?
- â Can you handle rejection and failure?
- â Are you self-motivated and disciplined?
- â Do you have strong problem-solving skills?
- â Are you willing to work long hours?
- â Can you make decisions quickly?
- â Are you passionate about your idea?
- â Do you have financial resources or access to funding?

Entrepreneurial Skills:

- Leadership and vision
- Communication and networking
- Financial management
- Risk assessment
- Adaptability
- Persistence
- Customer focus

BUSINESS IDEA DEVELOPMENT

Sources of Ideas:

- Personal experiences and problems
- Industry experience
- Market gaps
- Trends and innovations
- Franchising opportunities
- Social problems

Evaluating Your Idea:

1. Is there a real market need?
2. Can you solve it better than existing solutions?
3. Is the market large enough?