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# Entrepreneurship and Innovation Project

Week-3

Tuesday, 30 January 2024



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# Agenda: Tuesday, 30 January 2024

1. Attendance Taking
2. Review of Week-2
3. Student Questions from Week-2
4. Reflective Journal Feedback
5. Group Name
6. Break
7. Week-3 Development as Freedom & Disciplined Entrepreneurship
8. What is a Business Plan
9. Business Model Navigator



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# Development as Freedom

Teaching Quotes

Entrepreneurship & Innovation Project

2024



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# Week 3: Development as Freedom, Pages 87-145, Key Topics

1. Poverty as Capability Deprivation
2. Income Poverty and Capability Poverty
3. Unemployment and Capability Deprivation
4. Health and Capability Deprivation
5. The Historical Role of Women and Capability Deprivation
6. Markets and Social Opportunity
7. Interdependence and Public Goods



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# Disciplined Entrepreneurship

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# Week 3: Disciplined Entrepreneurship, Pages 23-48, Key Topics (Discussion of Week-2 Readings)

1. Market Segmentation
2. Understanding Target Customers
3. Brainstorming Market Segmentation
4. Potential Customers & Conducting Primary Market Research
5. Selecting a Beachhead Market



# Week-2: Disciplined Entrepreneurship 24- **for Week-4**

1. Build an End-User Profile
2. Calculate the Total Addressable Market (TAM) for the Beachhead Market





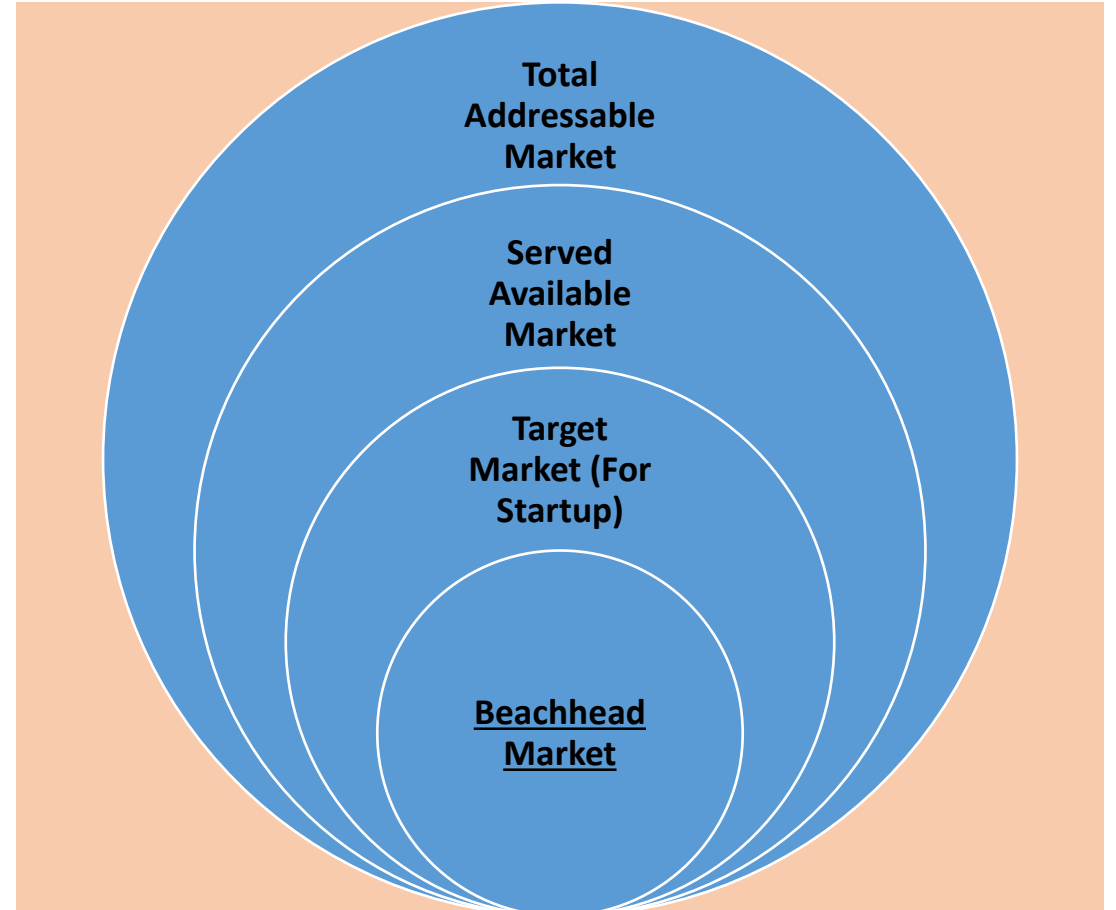
## Market Size Hypothesis

There is a big difference between the total Served Available Market or the Target Market, and the total users in that Market who would/will pay for a product. Companies like Facebook, Twitter, YouTube, etc., have more users than Payers.



# Market Size and Market Segmentations

- The market size hypothesis helps an entrepreneur size the opportunity for their start-up market.
  - Is the payoff in terms of work and time spent on the new venture worth it in the end?
  - Will anyone buy?
  - How many people will buy?
  - How much will they buy?
- Market opportunities are fuelled by three ingredients:
  1. A large number of potential active users or customer
  2. A clear future-user growth in a market with rapid and predictable growth
  3. The opportunity to attract customers or users





# Market Size Hypothesis (Market Segmentation)

- Marketers and Investors usually think of market size in 3 numbers/sub-categories:
  1. Total Addressable Market (TAM): How big is the Universe? For example, the TAM for a new smartphone app might be approximately 1.5 billion smartphone owners/users worldwide.
  2. Served Available Market (SAM): How many users/customers can I reach with my chosen channel? If a smart app application is only available in 1 language (English) and is engineered to only work on Apple IOS products, then the served available market is much smaller than the total universe of Smartphone users.
  3. Target Market (for a Start-up): Who will be the most likely first buyers? Are the initial target users the initial target customers? KOREE products had initial target customers who are not the initial target users? Young women served by international development agencies.



# Value Proposition: Reflect on Fortnite vs. Apple

1. Value Proposition Hypothesis

2. Business Model Canvas:

<https://www.strategyzer.com/canvas>

3. Market Segmentation

4. Business Model Navigator:

<https://businessmodelnavigator.com/explore>



# For Your Business Plan Proposal: Explore Business Model Navigator

<https://businessmodelnavigator.com/explore>