

DTU Course 42435

Knowledge based Entrepreneurship

The Entrepreneur

Video 03

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AGENDA

- **The Entrepreneurial Incentives**
- **The Entrepreneurial Personal Traits**
- **The Ideal Team**
- **The Entrepreneurial Working Life**

Entrepreneurial Incentives

- **A demonstration of your power and skills**
- **An independent and catching lifestyle**
- **You are the manager – and in control**
- **Motivating job with lots of interesting work**
- **A team sport with strong bonds**
- **Great expectations**
- **To make a Gazillion?**

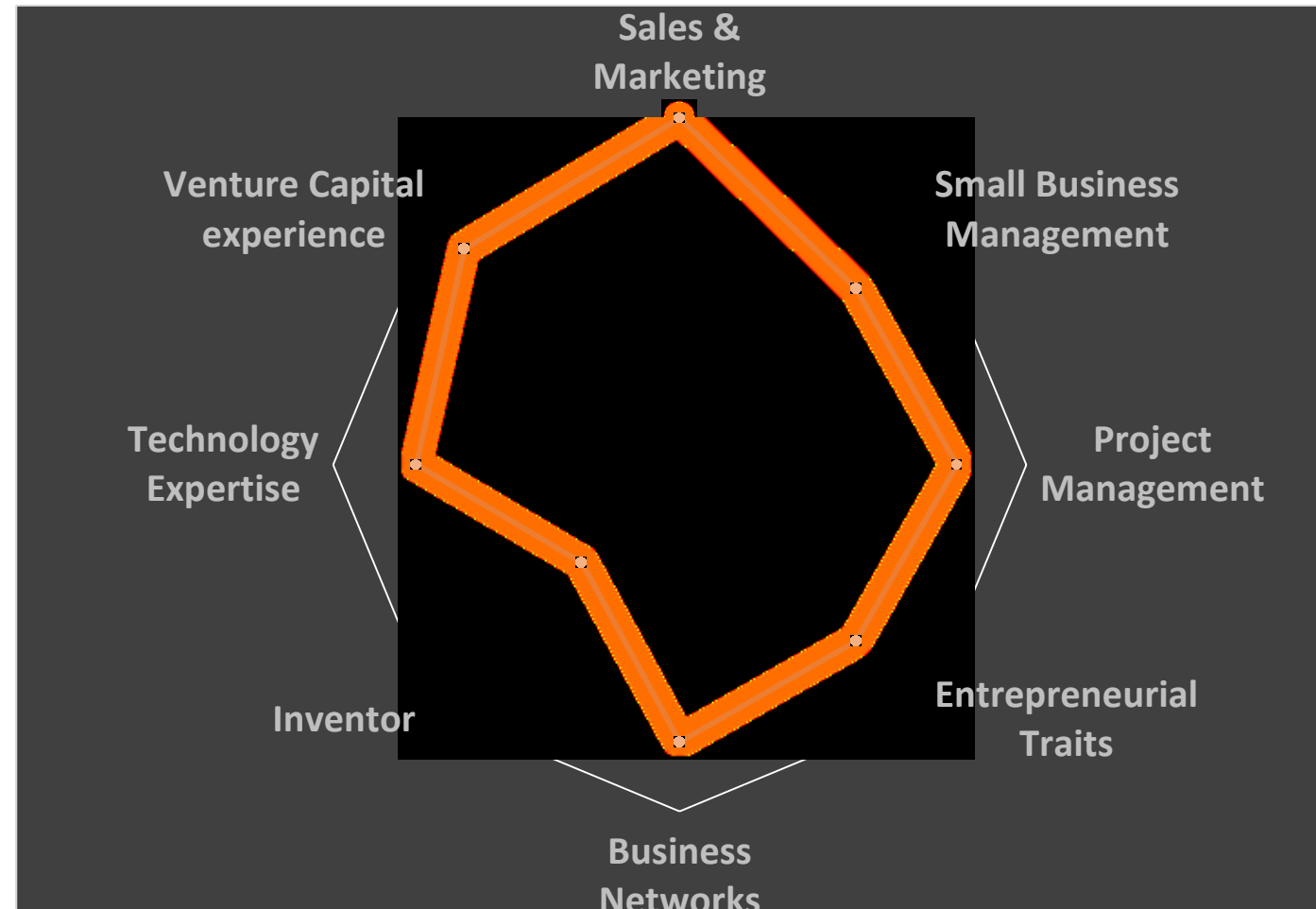
Keyword is “*IMPACT*”

Entrepreneurial Traits

- **Extrovert**
- **Proactive**
- **Energetic**
- **Initiator**
- **Decision maker**
- **Personal integrity**
- **Persistent**
- **Resource-demanding**
- **Impatient**
- **Ruthless - brutal**

The Ideal Entrepreneurial Team

Case dependent. Here is an example



Entrepreneurial Working Life – The Con Side

- **A lot of hard work**
 - *Strain on family and friends*
 - *Tough on psyche and body*
- **Crisis and Chaos prevails**
 - *Basis of decisions often diffuse*
 - *Chronic lack of money*
- **High stress-level**
 - *Responsible for values and employees*
 - *Short deadlines*

Entrepreneurial Working Life – The Pro Side

- **A match between personality and working life**
- **The start-up phase is like a flue: *it ends***
- **Sometimes: a personal fortune ->**

The Serial Entrepreneur

