



Entrepreneurship

According to the OECD, entrepreneurial activity is "*enterprising human action in pursuit of the generation of value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.*"

Entrepreneurship can come in various forms including starting a new business venture, purchasing a franchise, starting a charity or non-profit organization and inventing a new product. If you are interested in becoming an entrepreneur, consider the following steps:

Do you have what it takes to be an entrepreneur? Before you get started, it is critical to realistically assess your potential i ~~2016/08/08~~



While every opportunity starts with an idea, not every idea represents a viable business opportunity.

- ✓ Does the idea solve or satisfy some consumer want or need?
- ✓ Will your idea actually work?
- ✓ Is there a demand? How much competition is there?
- ✓ Can the idea be turned into a business that will be *profitable*?
- ✓

