

## ENTREPRENEURSHIP and BUSINESS PLAN

### Entrepreneur ?

- Orang yang memulai/mendirikan usaha sendiri ( bisnis ) dengan ciri tertentu yaitu:
  - menciptakan sesuatu yang baru
  - menciptakan sesuatu yang berbeda
  - mengubah nilai nilai
- Mencari perubahan, merespons perubahan dan memanfaatkannya sebagai peluang

### Technopreneur ?

Orang Yang Memulai/mendirikan Usaha Sendiri  
( Bisnis ) Yang Berbasiskan Pada Inovasi  
Teknologi



Technology Driven

### Background

- Lapangan kerja baru pada periode stagnasi/krisis diciptakan bukan oleh perusahaan besar, tapi oleh usaha kecil dan menengah
- Di Amerika ( 1960-1980) menurut The Economist 600.000 perusahaan baru didirikan tiap tahun
- Laju pertumbuhan 3x lebih tinggi dari pertumbuhan perusahaan besar dari kelompok "Fortune 500"

### Kenapa ?

Inovasi



- Entrepreneurship  
Dan
- Entrepreneurial Management

### Sumber Peluang Inovasi

- The Unexpected
- The Incongruity
- Process Need
- Change
  - Struktur Industri dan struktur pasar
  - Demografi
  - Persepsi, "mood" dan makna
- New Knowledge

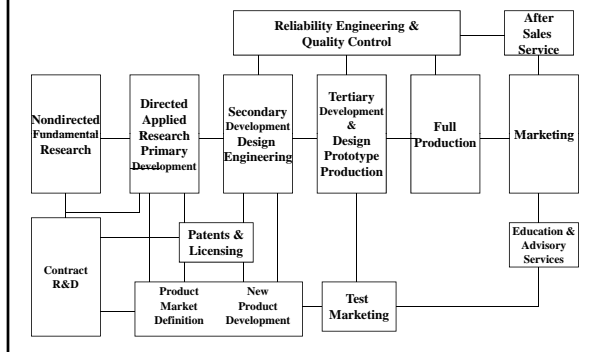
### Prinsip Inovasi

- Dimulai Dengan Analisis Peluang
- Bersifat Konseptual Dan Perseptual
- Sederhana Dan Terpusat
- Mulai Dengan Yang Kecil
- Ditujukan Untuk Menjadi Leader

### Karakteristik Inovasi Teknologi

- Memerlukan Lead Time Cukup Lama
- Tidak Pernah Didasari Oleh Satu Pengetahuan Tetapi Oleh Beberapa Pengetahuan Yang Konvergen.
- Tidak Bisa Dilakukan Dengan Coba-Coba
- Memerlukan Manajemen Wirausaha

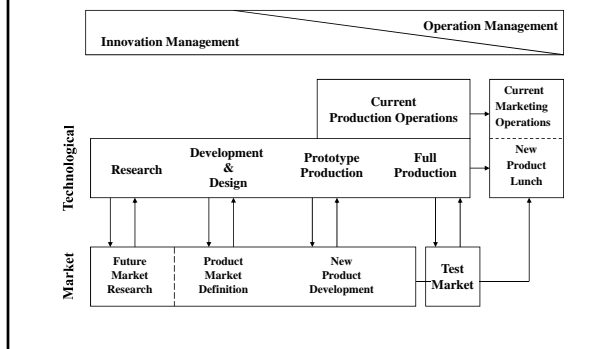
### Technological Innovation



### Activity of Technological Innovation

Process	R&D -Production	Market
•Scientific Suggestion	•Non Directional Fundamental Research	•Market Monitoring
•Design Concept	•Directed Applied Research	•Initial Market definition •Patenting •Development of market plan
•Verification	•Primary Development	•Design of user education and advisory services
•Laboratory Demonstration	•Secondary Development •Design Engineering •Laboratory Demonstration •Design Engineering	•Test Marketing •Refining Product market concept
•Prototype to full scale	•Design of production system •Quality and Reliability Eng. •Design of Technical After Sales Service	•Market Launch •Provision of user education and Advisory Services •Licensing
•Commercial Introduction	•Provision of After Sales Service	
•Widespread adoption	•Incremental product Improv	

### Innovation and Operation Management



### Quality of Entrepreneur

- Opportunity seeker
- Future Oriented
- Committed to be the best
- Market Driven and customer oriented
- Value its employee
- Realistic
- Tolerant of tedium
- Resilient

### Quality of Technopreneur

- N-Ach Yang Tinggi
- Memiliki kemampuan konseptual dan problem solving yang tinggi
- Memiliki wawasan dan cara pikir yang luas
- Percaya diri yang tinggi dan tolerans
- Moderate risks taker
- Realistic
- Moderate interpersonal skill
- Sufficient emotional stability

### Business Failure?

- Market saturated and high competition
- Offer the product/ services that is not needed by customer
- Cannot adaptive with the business environmental changes
- Lack of expertise and knowledge

### How to Start The Business?

1. Listing Problems in Market Place
  - Objective is list and quantify the problem in market place
  - Do not restrict on particular type of product, service or geographical area
  - Market Gap approach
2. Identifying Corresponding Business Opportunities

### How to Start The Business?

2. Identifying Corresponding Business Opportunities
  - Objective
    - Which business could be done
    - Which one be profitable
    - Should be avoided at this time
  - Approach
    - Market area saturation
    - Segmentation

### How to Start The Business?

3. Determining the needed capability and resources
  - Objective
    - Determine the way to do the business
  - Approach
    - Self manage
    - Hire specialist
    - Partnership

### How to Start The Business?

4. Projecting the financial dimension
  - Objective
    - Addresses the ability to create and maintain customer for sufficient level of profit
    - Answer 3 questions
      - How much money will it take to start the business
      - How much return on investment will business yield?
      - How soon will the business be able to generate a positive cash flow?
  - Approach
    - Financial projection and analysis

### How to Start The Business?

5. Ranking the opportunity in term of:
  - Personal preferences
  - Financial worthiness
  - Perceived risk
6. Selecting the best business opportunity to pursue

### Business Plan

- Blue print for building a successful business
- A reflection of ability to manage
- Identify
  - Who ?                      Where ?
  - What ?                     How much ?
  - When ?                    Why ?
  - How of the propose business ?
- Help to get financing for business

### Basic Component

1. General overview of the business
2. How the business will create and maintain customer
3. Financial projection that indicate the level of profit

### Out-Line of Business Plan

- Executive Summary
- Table of Content
- Overview of the Business
- Marketing Plan
- Operation Plan
- Financial Performance
- Supplemental Factor

### Overview of the Business

- Identification of market opportunity
- Growth and financial objectives for business
- Legal form of organization and ownership
- Profile of management team and organization
- Market and location of business
- Basis for financing the business
- Time table for establishing the business

### Marketing Plan

- Description of the industry
- Analysis of potential customer and competitor
- Profile of target market and geographic area to be served
- Marketing mix ( product, price, promotion and place)
- Projected sales and market share

### **Operation Plan**

- Operation capacity
- Operation Technology and Equipment
- Material and utilities
- Operation planning and control

### **Financial Performance**

- Capital Requirements
- Sources of financing
- Projected balance sheet
- Projected income statement
- Projected cash flow
- Key operating ratio
- Projected return for owner and investor