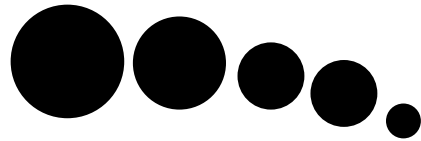


ENTREPRENEURSHIP WITH INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)



- JONATHAN JOLLY

OUTLINE:

- Concept of Entrepreneurship
- Who is an Entrepreneur
- Good Entrepreneurship journey
- Why ICT?
- Benefits of ICT
- Risks involved in ICT
- Questions and Answers
- Conclusion

Concept of Entrepreneurship

Entrepreneurship is a style of business leadership based on the process of identifying **high-potential, technology/services/products** - intensive business opportunities, **gathering resources** such as talent and cash, and **managing rapid growth** using principled, **real-time decision-making** skills.

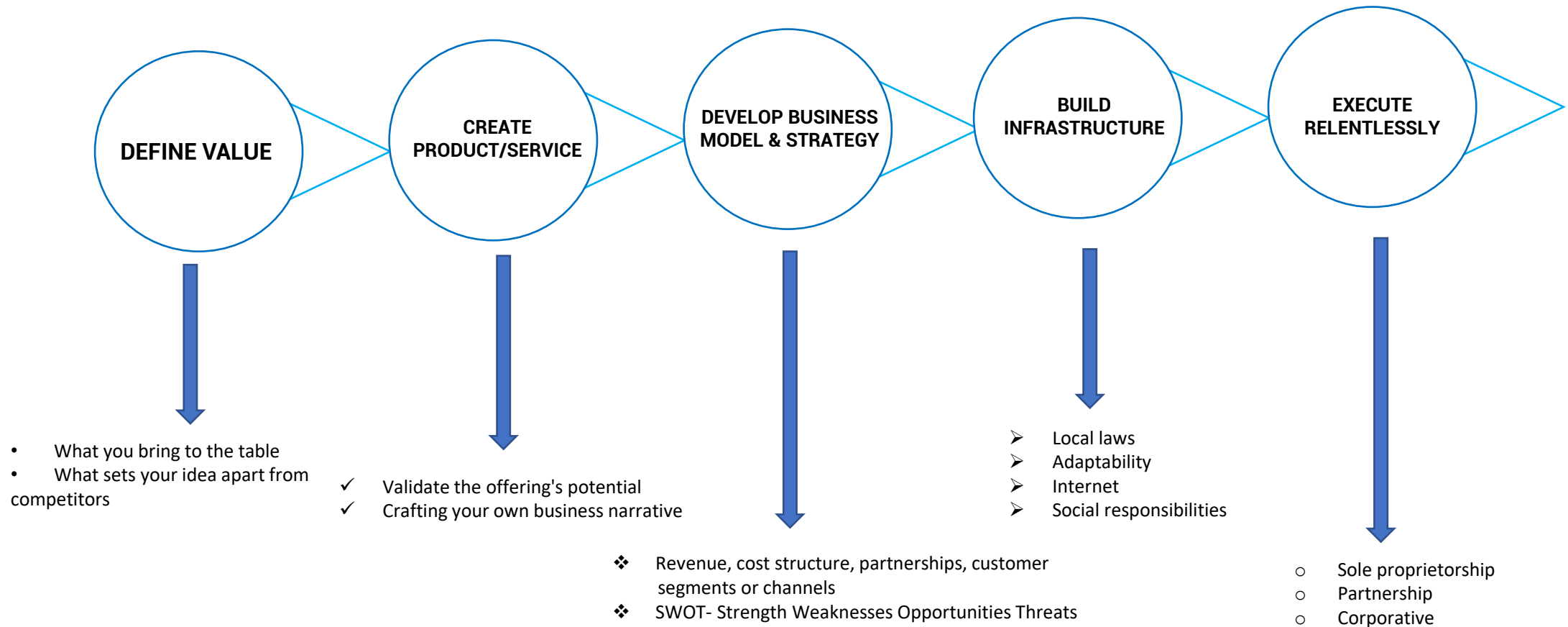
Who is an Entrepreneur

A person who attempts to make a profit by **starting a company** or by operating alone in the business world. An entrepreneur takes on most of the **risk** and **initiative** for their business and is often seen as a **visionary** or **innovator**.

See Change as an opportunity

Change is a big part of the reality in business. Willingness to change is a strength, even if it means plunging part of the company into total confusion for a while... keeping an eye out for change is both exhilarating and fun.

Good Entrepreneurship journey



Why ICT?

More and more opportunities are being created.

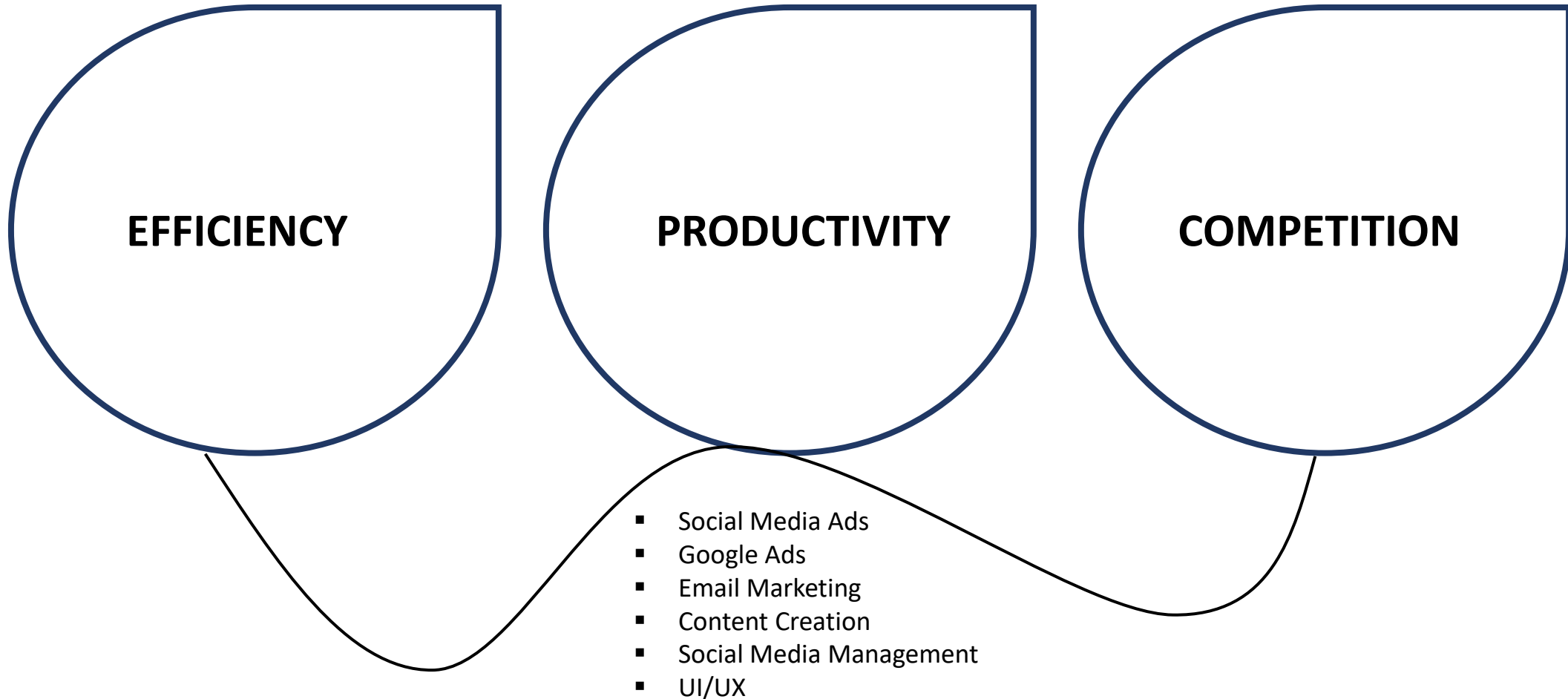
With ICT, entrepreneurs no longer need an actual **physical store** or even an office to provide people with **products** or **services**.

Everything can be done **online**. From **telecommunications** to **purchases** and **shipping** of products.

ICT tools:

- ☐ Smartphones
- ☐ Computers
- ☐ Internet
- ☐ Website
- ☐ Apps/Software
- ☐ Social media
- ☐ Email

Benefits of ICT



Risks involved in ICT

- ☐ Hardware/Software failure
- ☐ Human Error
- ☐ Spam
- ☐ Hacking/Cracking
- ☐ Scamming
- ☐ Viruses and Malware



Conclusion

In the world of businesses, competition is key and must not be avoided by any means. Gear up in order to stand.

- **Plan:-** (Idea)
- **Prepare:-** (Business Plan)
- **Participate:-** (Do Business)
- **Produce:-** (Goods and or Services)
- **Promote:-** (Advert: Print & Non-print)
- **Purchase:-** (Buying/Selling)
- **Profit:-** (Returns/Revenue)

Questions and Answers

THANK YOU