



New Venture Creation, 6th ed.

By Kathleen R. Allen

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New venture creation by Priya Srinivas 14005 views. Entrepreneurship & New Venture Crea by VisualBee.com 27567 views. Entrepreneurship : New Venture Crea by siroros 5063 views. Creating and starting the venture by Kashan Shah 11663 views. Innovation & New Venture Creation by Yayvo.com 2103 views. Topic 6 Starting A New Entrepreneur by guest81462b 18571 views. Share SlideShare. New Venture Creation is a cross-disciplinary entrepreneurship course open to 9th semester students. The elective equips enrolled students with an entrepreneurial skillset, opportunistic networking and fosters innovation and new business start-ups. This course is aimed at all would-be entrepreneurs, established entrepreneurs and students interested in business development processes. The course is designed as a live case New Venture Creation continues to be the product of experience and considerable research in this fieldâ€”rooted in real-world application and refined in the classroom. The design and flow of this book are aimed at creating knowledge, skills, and awareness. In a pragmatic wayâ€”through text, case studies, and hands-on exercisesâ€”students are drawn in to discover critical aspects of entrepreneurship, and what levels of competencies, know-how, experience, attitudes, resources, and networks are required to pursue.

In new venture creation, entrepreneurs need to focus on strategically analysing the external macro-environment to determine gaps and deficiencies where exploitable needs/problems may exist. Such analysis enables the entrepreneur to learn and discover new information, analyse it for trends and possibilities and develop unique, innovative solutions to identify problems or needs in the marketplace (McKelvie et al., 2007). Hansmann describes this concept as "venture creation," a term (as far as he knows) no one else has ever used in this context. FoundersLink differentiates itself in two ways: by being an institutional co-founder and by taking only equity in the new companies. As this is a new market, competition is not fierce, says Hansmann. While companies like Rocket Internet or Team Europe Ventures could be seen as competitors, he feels that there is enough space for several firms. New Venture Creation is devoted to helping students develop compelling business ideas. This is based not only on the authors' well-known research in product and service innovation, but also on their extensive experience as successful entrepreneurs and investors. In the updated Second Edition, part I guides students through six elements that comprise a clearly defined and focused venture: defining your target industry; defining your