Cases in Entrepreneurship: The Venture Creation Process is the first book to be based upon a cognitive framework of entrepreneurship. These cases are compatible with courses in Entrepreneurship, and New Venture Management at the undergraduate and MBA level in schools of business. The instructor's resources on CD-ROM includes detailed 6-10 page casenotes for each case, preparation questions for students to review before class, discussion questions, and suggested further readings.
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Figure 1.2 Searching (Idea Formulation)

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Figure 2.1 Idea Screening
Chapter 3 – Planning/ Financing

- The Planning/ Financing Process

**Figure 3.2 Planning/ Financing – Product/ Service Level**

**LEVEL 1: Plan/Produce Product/Service**

- Determine Target Market
  - Collect demographics
  - Segment
  - Sizes
  - Needs/wants

- Determine Product Concept
  - Concept description
  - Description of target market
  - Technical assessment
  - Design
  - Value statement
  - Value creation strategy
  - Product positioning (different/superior)
  - NBB assessment
  - Sustainable advantages

- Determine Competitive Positioning
  - Differentiation/low cost
  - Pricing strategy

- Given this new information, is the market attractive to enter?
- Can the venture attain sufficient market share?
- Does this venture have the capability to satisfy these wants and needs?

**Memory Vault**

- If answered no to one or more questions
- If answered yes to all questions

**Figure 3.5 Planning/ Financing – Venture Level**

**LEVEL 2: Venture Level Planning & Financing**

- Determine venture output requirements
- Determine venture input requirements
- Prepare plan, practice, present it, and persist

- Develop business model
  - Develop business plan
  - Attract financing

- Receive financing requested
  - Receive offer for less than requested
  - Do not receive funding
  - Debt financing
  - Equity financing
  - Start-up capital
  - Growth capital
  - Tailor business plan to potential investors

- Cut Losses
  - Business model: Evaluate changes
  - Projections change, affecting amount needed

- Tailor business plan to potential investors

- Setup
Chapter 4 – Setup

• The Setup Process

Figure 4.1 Setup

Chapter 5 – Startup

• The Startup Process

Figure 5.1 Startup