ENTREPRENEURSHIP DEVELOPMENT - FAQs

Unit I: Entrepreneur and Entrepreneurship

1. Define entrepreneurship. Discuss its evolution and the role it plays in economic development in India.
2. What are the different types of entrepreneurs? Explain their key characteristics.
3. Discuss the concept, importance, and challenges of rural entrepreneurship in India.

Unit II: Factors Affecting Entrepreneurial Growth

4. What are the economic and non-economic factors influencing entrepreneurial growth?
5. How do psychological factors impact entrepreneurship?
6. Explain the role of government and higher education institutions in promoting entrepreneurship.
7. What is the significance of Entrepreneurship Development Programs (EDPs), and how are they structured?

Unit III: Idea Generation and Evaluation

8. Describe the strategies used for entrepreneurial idea generation and opportunity recognition.
9. What is design thinking and how is it applied in entrepreneurship?
10. Explain how feasibility analysis is conducted for a product or service idea.

Unit IV: Social Entrepreneurship

11. What is social entrepreneurship and how does it differ from traditional business entrepreneurship?
12. Discuss the Timmons Model and the PCDO framework in the context of social entrepreneurship.
13. Identify and explain the sources of social entrepreneurship.

Unit V: Writing a Business Plan

14. What are the key components of a business plan? Why is it important?
15. Describe the Business Model Canvas and its relevance to business planning.

Case Studies

Case Study 1: Idea Generation & Feasibility – "FreshCart" (Online Organic Market)

Context:
A group of MBA graduates from Hyderabad wanted to address the growing demand for organic vegetables and fruits. They launched *FreshCart*, an online platform connecting local organic farmers with urban consumers.

Key Activities:

- Applied **design thinking** to understand urban dietary preferences.
- Conducted **environmental and market analysis**, identifying rising health awareness post-COVID.
- Used **feasibility analysis** – Financial viability, supply chain logistics, and consumer readiness.

Discussion Questions:

1. What methods of **opportunity recognition** were applied by FreshCart?
2. Conduct a basic **SWOT analysis** for FreshCart.
3. How can they scale their model in Tier-2 cities?

☑ Case Study 2: Social Entrepreneurship – "Goonj"

Context:
Founded by **Anshu Gupta**, Goonj is a social enterprise that turns urban waste into usable materials for rural development, primarily using old clothes and household items to drive grassroots development.

Key Features:

- Works in the voluntary and public sector spaces.
- Uses the **Timmons Model** for resource mobilization: People (volunteers), Opportunity (waste reuse), Deal (circular economy), Context (social need).
- Promotes dignity in charity through its "Cloth for Work" initiative.

Discussion Questions:

1. What differentiates Goonj from a traditional NGO or business?
2. Analyze Goonj using the **PCDO framework**.
3. What role does **entrepreneurial motivation** play in its success?

☑ Case Study 3: Business Plan & MVP – "ZappEats" Food Delivery for Hostels

Context:
A student startup aimed to solve poor food service in college hostels. The idea: a mobile app "ZappEats" allowing students to order from select local eateries with fast delivery and digital wallet integration.

Startup Actions:

- Developed a **Minimum Viable Product (MVP)** app.
- Used **Business Model Canvas** to outline value proposition (fast, hygienic, low-cost food), key partners (local dhabas), and revenue model (commission per order).
- Pitched to angel investors, highlighting scalability to other campuses.

Discussion Questions:

1. Evaluate ZappEats' business model using the **Business Model Canvas**.
2. What are the **investor prerequisites** for a campus-based venture like this?
3. Suggest ways to improve their digital presence and marketing strategy.