

Ch. 2. The Entrepreneurial Process

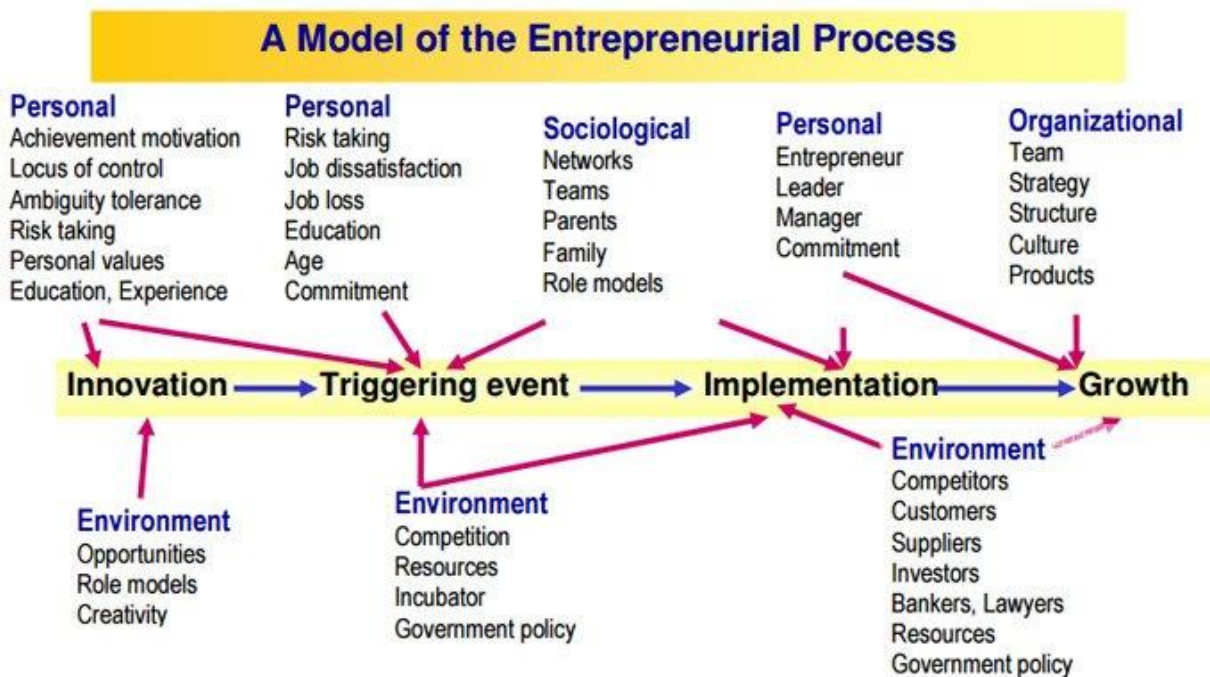
The entrepreneurial process stages that needs to happen to start a business is not easy for anyone. Many people have reasons to be an entrepreneur, many say the things that should be done, and a few are the ones who really do what is needed to start. It is very common to see people who think, but a few who act. The entrepreneurial process stages can be developed one step at a time, but some entrepreneurs are the ones who continue on this lifestyle.

The entrepreneurial culture and spirit is on those who decide to take one step ahead to achieve success. It is a long-term process, that visionaries will have to keep on working to transform their environment. There are several models created by academics, that shows what is the entrepreneurial process about.

The entrepreneurial process model by Hisrich and Peters

One of the models on the entrepreneurial process is of Robert Hisrich, a professor at the Thunderbird School of Global Management and Michael P. Peters author of several books on entrepreneurship. This model establishes the various factors and events surrounding the entrepreneurial process.

Figure 3.1: Entrepreneurial process model by Hisrich & Peters



Source: Hisrich & Peters (2002:48)

1. Innovation

It is the time when the entrepreneur generates the innovative idea, identifies the market opportunity, and look for information. Also, it begins to see the feasibility of ideas, the ability to get value from it and how to generate the development of the product or service. (which includes generating the idea, innovation, identifying a market opportunity, information search, conception, screening ideas for feasibility, identifying where to extract value and the development of the product or service)

2. Triggering event

This event is the gestation time of the project. The entrepreneur begins to motivate himself to start a business and to decide to proceed with. The business plan is created, as well as the identification of the resources required, the project risk, the source of the funds and how they would use them.(which includes gestation, the motivation to start a business, the decision to proceed, the business planning, identifying the different resources required, risk assessment, resource acquisition and assembling.)

3. Implementation

This event includes the incorporation of resources and arm the project to launch their new business to the market. The strategy and business plan begin to develop day by day, and the use of resources are invested in favor of building a successful company.(which includes infancy, incorporation, setting up and launching the new venture, business strategy, implementing the business plan, running the business, deploying of resources, building success and managing the venture.)

4. Growth

The ideal event for any entrepreneur is to see how their company is constantly growing. The activities of the previous event, ideally lead the

business to a stage of maturity to maximize profitability for better benefits. Growth is the stage of the entrepreneurial process in which is reflected time and effort spent by the entrepreneur. At this time, to keep up the pace of the business growth, the entrepreneur must keep up his personal development to continue also his internal growth. This growth is eventually collaborative if there is an entrepreneurial ecosystem improvement that also aids the mutual work.(which includes adolescence, maximizing profits, harvesting the rewards and continually growing the venture to include other opportunities.)

Figure 3.3: The adapted entrepreneurial process model

