

EXISTENCE AND IDENTIFICATION OF OPPORTUNITIES

2/8/00

Why are we covering this?

- Why opportunities arise
- Why certain people can take advantage of these opportunities
- What are the issues around taking advantage of opportunities

Assignment

IPPD 2/8 Opportunities

- Need to justify the opportunity and why is it feasible
- Will you be able to deliver the product and create a successful venture

Summary & assignment

IPPD 2/8 Opportunities

- New opportunities come from one or more of:
 - inefficiencies in the market
 - changing social forces
 - new inventions
- Entrepreneurship can be successful because of asymmetries in information
- Challenge is overcoming asymmetries
- There is a challenge in getting resources
- What are the modes of organizations and what drives appropriate choices.