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

• 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

• 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.