

Entrepreneurial Thinking

BIRMINGHAM SOUTHERN COLLEGE

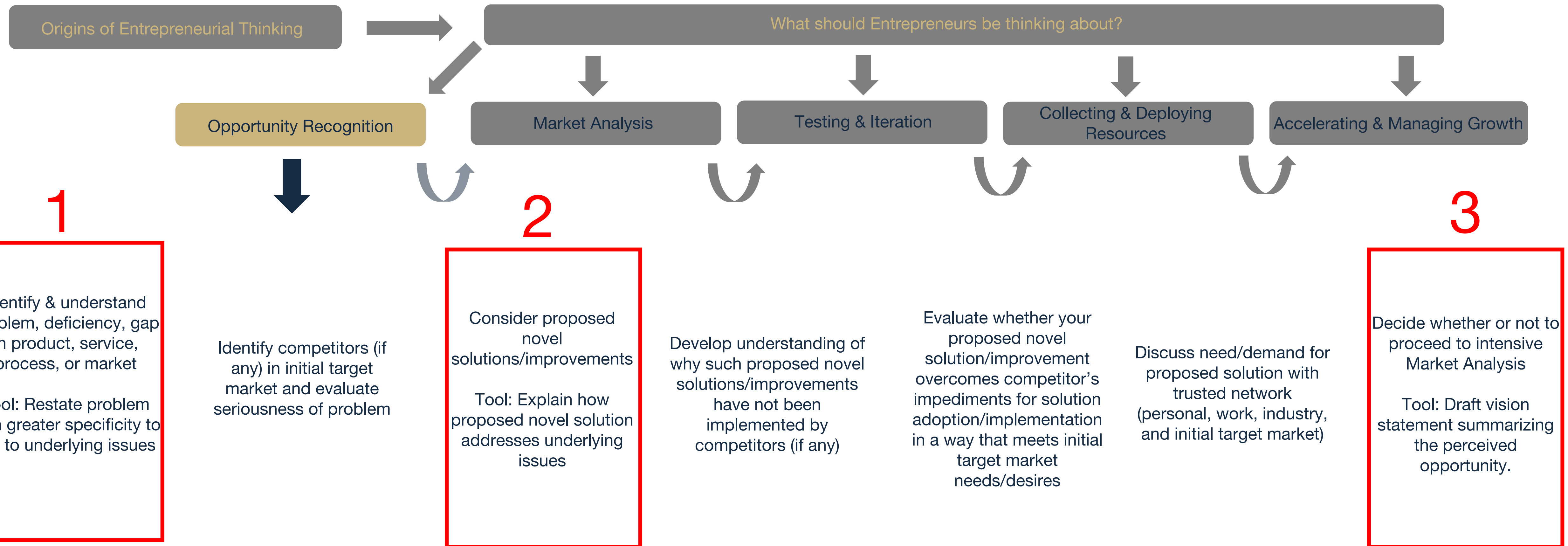


Today

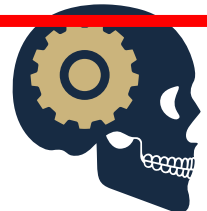
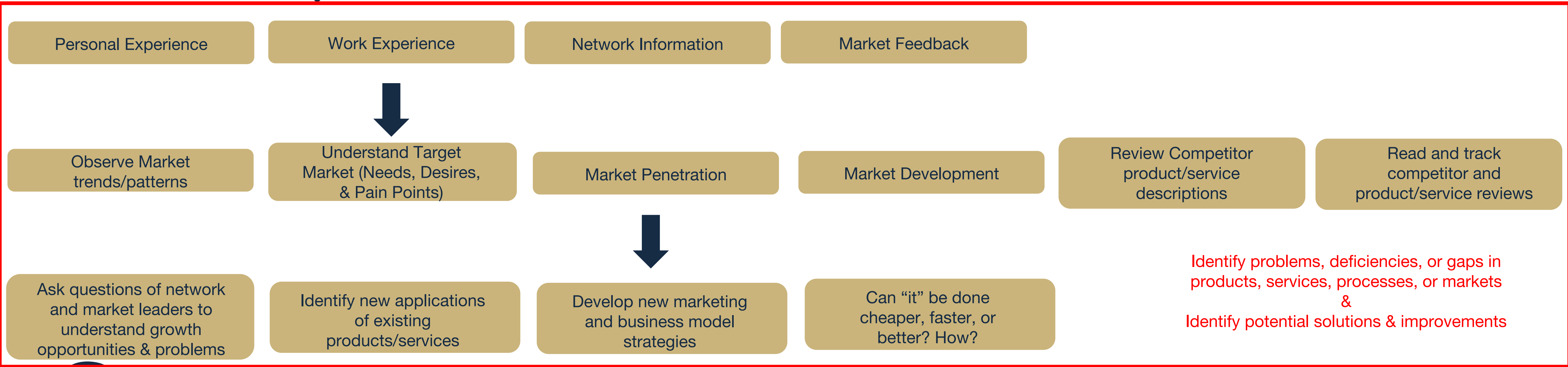
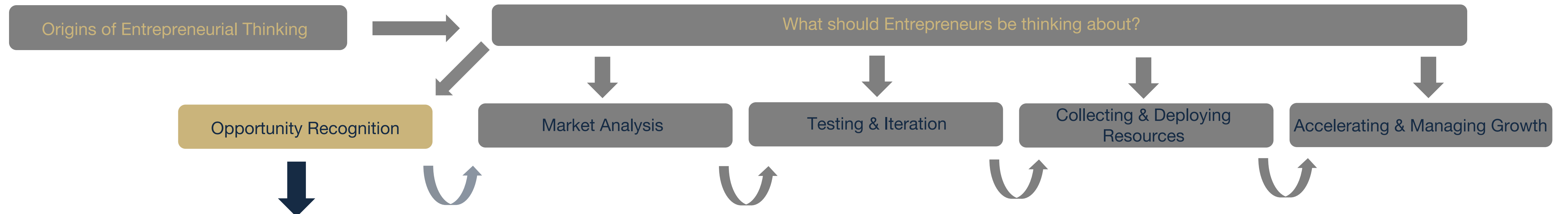
- I. Opportunity Recognition: A Process
- II. Opportunity Recognition: Problems & Solutions
- III. In-Class Group Work



Opportunity Recognition: A Process



Opportunity Recognition: Problems and Solutions



Group Project

- Today's Task:
 - In-class Group Work (40 minutes):
 - Move through the Opportunity Recognition process described today and document your findings with specificity.

1

Identify & understand
problem, deficiency, gap
in product, service,
process, or market

Restate problem with
greater specificity to get
to underlying issues

2

Consider proposed
novel
solutions/improvements

Explain how proposed
novel solution addresses
underlying issues

3

Decide whether or not to
proceed to intensive
Market Analysis

Draft vision statement
summarizing the
perceived opportunity.





JONATHAN MURPHY J.D.

Partner, Fortif Law Partners, LLC

Adjunct Professor, Birmingham Southern College

jonathan@fortif.com

(205) 730-7130

