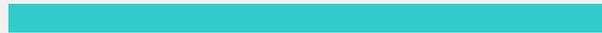
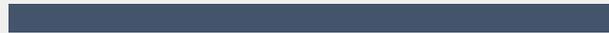


# Discover Your Future 2021

## Enterprise and Entrepreneurship

Virtual Work Inspiration Suffolk | April – July 2021



# Employer Ambassador



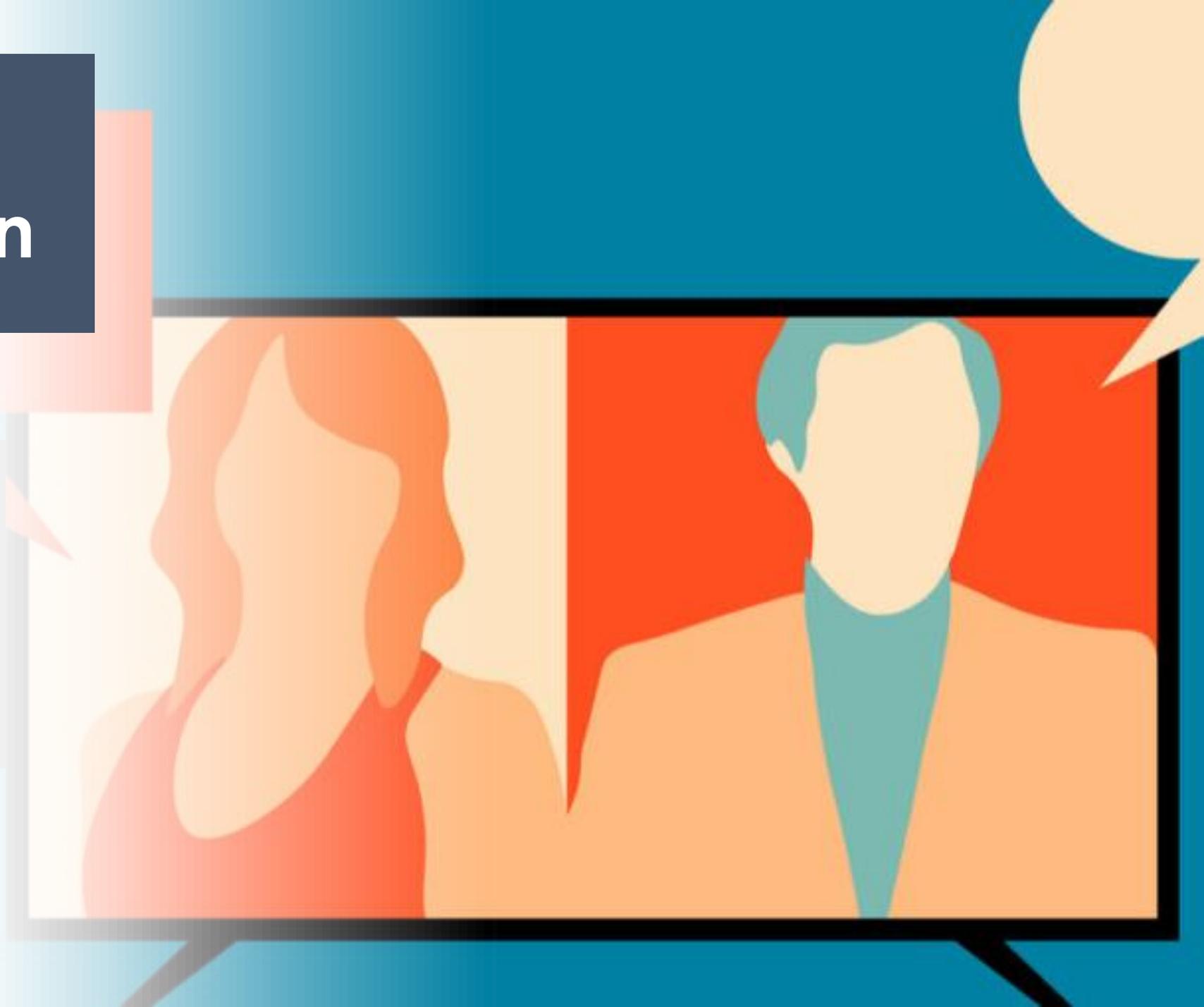
# Enterprise and Entrepreneurship | AIMS

- To help you **identify the skills and attributes needed** to be a successful entrepreneur.
- To help you explore the **different roles and responsibilities** involved in running an enterprise.



# Feedback on Keynote session

- What did you think about the keynote presentation?
- Did you learn anything new?





*Bad idea for business?...*  
*...good idea for business?*

# What is an Entrepreneur?



An entrepreneur is someone who...

...creates new businesses/es

- bearing most of the risks and
- enjoying most of the rewards

The process of setting up a business is known as **Entrepreneurship**.

The entrepreneur is commonly seen as an **innovator** and plays a vital role in the development of new products and services

Entrepreneurs play a key role in the economy - those who are successful may be rewarded with profits, fame, and continued growth opportunities.

Entrepreneurs that **fail** result in losses - though they may go on to **develop new ideas** as a result of the failed attempt!

Did you know? Facebook, Instagram & Amazon all started as small businesses!



# Dragon's Den



## The dog personality test

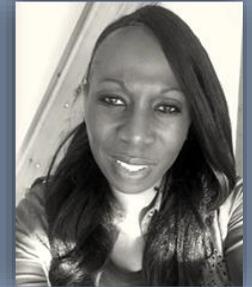
<https://www.youtube.com/watch?v=jpgoFodFVV8&list=PLSW3VrGq8ZrRY2LHilqaoiRFAAd2V3d-Rg&index=4>

## Life changing device for teachers

<https://www.youtube.com/watch?v=Y0ylz9hIC7Q&list=PLSW3VrGq8ZrStQVy2T8wrZuyle6unHJDr&index=8>

# What does an entrepreneur look like?

- What skills and qualities do they have?
- Can you name any entrepreneurs?



# What sort of business is this?

Is this...

- ...a profit making business?
- ...a public sector business?
- ...a charity?
- ...a social enterprise?



# Types of Businesses



## Profit making or commercial Enterprise

These businesses make a profit for their shareholders or owners. Making money is considered a measure of their success. e.g., Tesco, Facebook.



## Public Sector

These businesses offer services for their community – e.g. education, social care, health care – and are mainly funded by taxes. e.g. Suffolk County Council, NHS.



## Charity

These businesses are funded by people who believe in the cause that the charity promotes by fundraising, giving money, or donating goods or volunteering time. Charities also employ many people who are paid for their work. e.g., RSPCA, Children in Need.



## Social Enterprise

A business that has aims to improve their community or their environment whilst also making a profit. Their profits are mainly used to fund more work that meets their aims. e.g., Realise Futures, Noise Solutions

# Time to reflect...

- What have I learnt?
- Add your thoughts to your workbook





Karen Brady, The Apprentice  
 Richard Branson, Virgin  
 Teri Elizabeth Ellington, Ellington Timepiece  
 Mandy Errington, DJV Boutique Ipswich



Timothy Armoo, CEO and Co-Founder of Fanbytes  
 Steve Jobs, Apple  
 Grace Beverley, TALA, SHREDDY and B\_ND  
 Elon Musk, Tesla



Jeff Bezos, Amazon  
 Jamie Oliver  
 Oprah Winfrey,  
 Jack Parsons, The Youth Group

<https://justentrepreneurs.co.uk/blog/10-young-entrepreneurs-to-watch-in-2020>



## Jack Parsons, 26 - The Youth Group



An ambassador for young people who lack formal qualifications and feel let down by the system, Jack Parsons sees improving the odds for young people as his mission

## Grace Beverley, 23 - TALA, SHREDDY and B\_ND



Ethical and affordable. Those are the two principles that ground Grace Beverley's business ventures in the fitness industry

## Timothy Armoo, 25 - CEO and Co-Founder of Fanbytes



Armoo is the co-founder and CEO of social media marketing company [Fanbytes](#). As a prophet of platform changes, brands approach Armoo when they wish to target content at Gen Z.

## Teri Elizabeth Ellington, 23 - Ellington Timepiece



Mental illness can severely impact a person's wellbeing and productivity. Let 23 year old [Teri Elizabeth Ellington](#) be a shining beacon for all those who struggle. She has found strength and purpose in her unique watch line - [Ellington Timepiece Ltd.](#)



## Mandy Errington, DJV Boutique Ipswich

My vision from the outset was to provide trend-savvy women in Suffolk somewhere to shop with a distinct difference. My mission is to source and retail 'individual' on-trend pieces at an affordable price, to style-conscious women