

Entrepreneurism and Management



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Definitions



Entrepreneur - One who takes the initiative to create a product or establish a business for profit; generally, whoever undertakes on his own account an enterprise in which others are employed and risks are taken. --F. A. Walker.

Manager - A person who conducts business or household affairs with economy and frugality; a good economist. - 1913 Webster

Manager, V2.0 - A prince of great aspiring thoughts; in the main, a manager of his treasure. --Sir W. Temple.

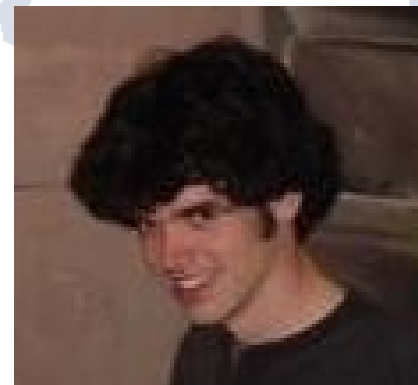
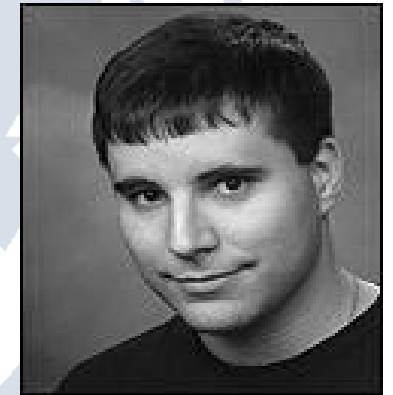
Pull Out Important Words



- product or business for profit
- others are employed
- risks are taken
- economy and frugality, a good economist

You

- Have an idea for a product or service
 - Good business plan
 - Good marketing plan
 - Lower your risk
 - Faster time to market
 - Lower development costs
 - Lower manufacturing costs
- Lower barrier to entry
 - Cut legal costs/time
 - Cut licensing costs/time



Évora Historical Information Kiosk

Product Requirements

- Low cost
- Low power
- Secure
- Networked
- Stable
- Fast time to market



Fast Time To Market



- Create a prototype to “sell” to investors
 - Bank
 - Bondholders, etc.
- Can this be done on existing system?
 - Can you afford the “development system”?
- Will final product have to be different?
 - Different processor?
 - Different OS?
 - What will be “porting costs”?

Look To Middle and Long Term



- You will find that there is a short term investment, a middle term investment and a long term investment
- Keep your overhead underfoot
- Try to recover your short term investment as soon as possible
- Watch your cash flow, VC investment

Software Needed



- Graphic and audio software
 - Imaging
 - Photoshop - \$600.
 - GIMP - \$0.
 - Thumbnail creation – thumb - \$0.
 - Audio
 - Rosegarden - \$0.
 - CD-Burning – k3b - \$0.
 - Screen layout - \$0.

Software Projects

SourceForge.net



- Communications (13245)
- Database (5328)
- Education (3095)
- Formats and Protocols (1032)
- Sociology (347)
- Internet (21552)
- Multimedia (11226)
- Religion/Phil. (261)
- Scientific/Eng. (9511)
- Security (2457)
- More

Low Cost



- How many Kiosks will you need?
 - What will be the royalty for those kiosks?
 - Will the royalty charges/licensing change over time?

Stability

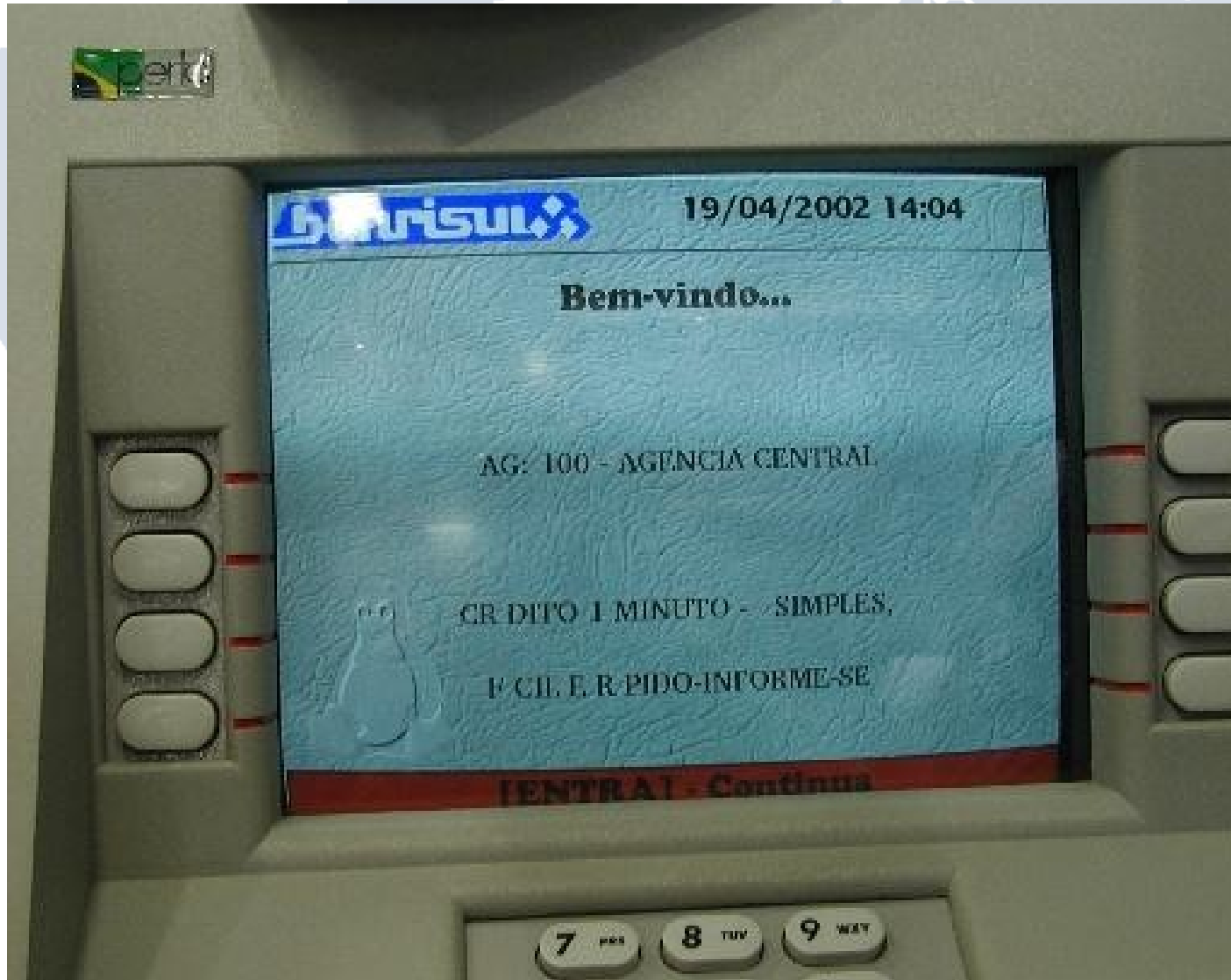


- Stability over time
 - Will you be forced to upgrade Kiosks to get new bug fixes?
 - Will software manufacturers support your hardware over time? Your version of the operating system?
 - Can you tailor software to be more stable?
 - Can you remove parts of software you do not need?

Stability (Cont.)



Stability (Cont.)



Summary



- You need control over the delivery of your business
- You need to lower the barriers to entry for small business
- You need to look at the short term issue of time to market, yet the long term issue of continuing profitability