



# Types of Entrepreneurs

1



## Entrepreneur

- One who organizes, manages, and assumes the risks of a business or enterprise.

2



## Traits of a Successful Entrepreneur

- Ability to spot patterns
- Make distinctions between data (relevant/irrelevant)
- Know your own faults
- Learn from mistakes
- Survival skills
- Collaboration skills

3



## Inventor

- Comes up with ideas for entirely new products and services

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## Traits of a successful inventor

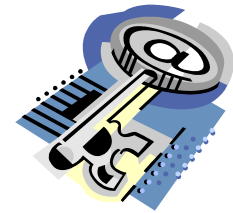
- Unbridled curiosity
- Commitment to a goal
- Creative
- Remain practical
- Protect your ideas
- Open to suggestions and criticism
- Accept failures and learn from them

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## Innovator

- Takes existing products or services and changes some aspect of them, such as features, size, or pricing
  - Internet
  - Weapons
  - Money

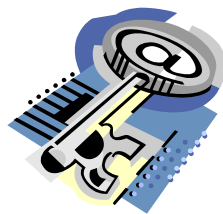


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## Marketing Entrepreneurs

- They do not change the product itself, but rather the way the product is perceived by consumers.
  - Burger King creates the left handed Whopper



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