



ASISA



FOUNDATION



L+EARN

FINANCIAL LITERACY FOR YOUNG ADULTS

ENCOURAGING AN ENTREPRENEURIAL MINDSET

What is an Entrepreneur?

- Someone who discovers, evaluates and exploits opportunities to create future goods and services.
- Entrepreneurs usually possess skills and traits that distinguish them from non-entrepreneurs. They have what is called an entrepreneurs mindset.



Entrepreneurial Skills and Traits

- Independence
- Preference for limited structure
- Non-conformity
- Risk acceptance
- Action orientation
- Passion
- Need to achieve
- Future focus
- Idea generation
- Execution
- Self-confidence
- Optimism
- Persistence
- Interpersonal sensitivity



It is important to know that **anyone can be an entrepreneur** and just like muscles are developed by exercising, these entrepreneurial traits and skills can be developed in anyone who is interested to develop them!



Identifying opportunities

- Most entrepreneurs start a business by noticing that a need is not being met and filling it, preferably in a way that no-one else is currently doing. This is also called solving an unmet need or problem
- Every business is a solution to a problem e.g. taxis, nails bars and more.
- As an entrepreneur, it is up to you to identify the problem, find possible solutions to the problems and eventually identify the actual workable solution.



OPPORTUNITIES

ENTREPRENEURS

