

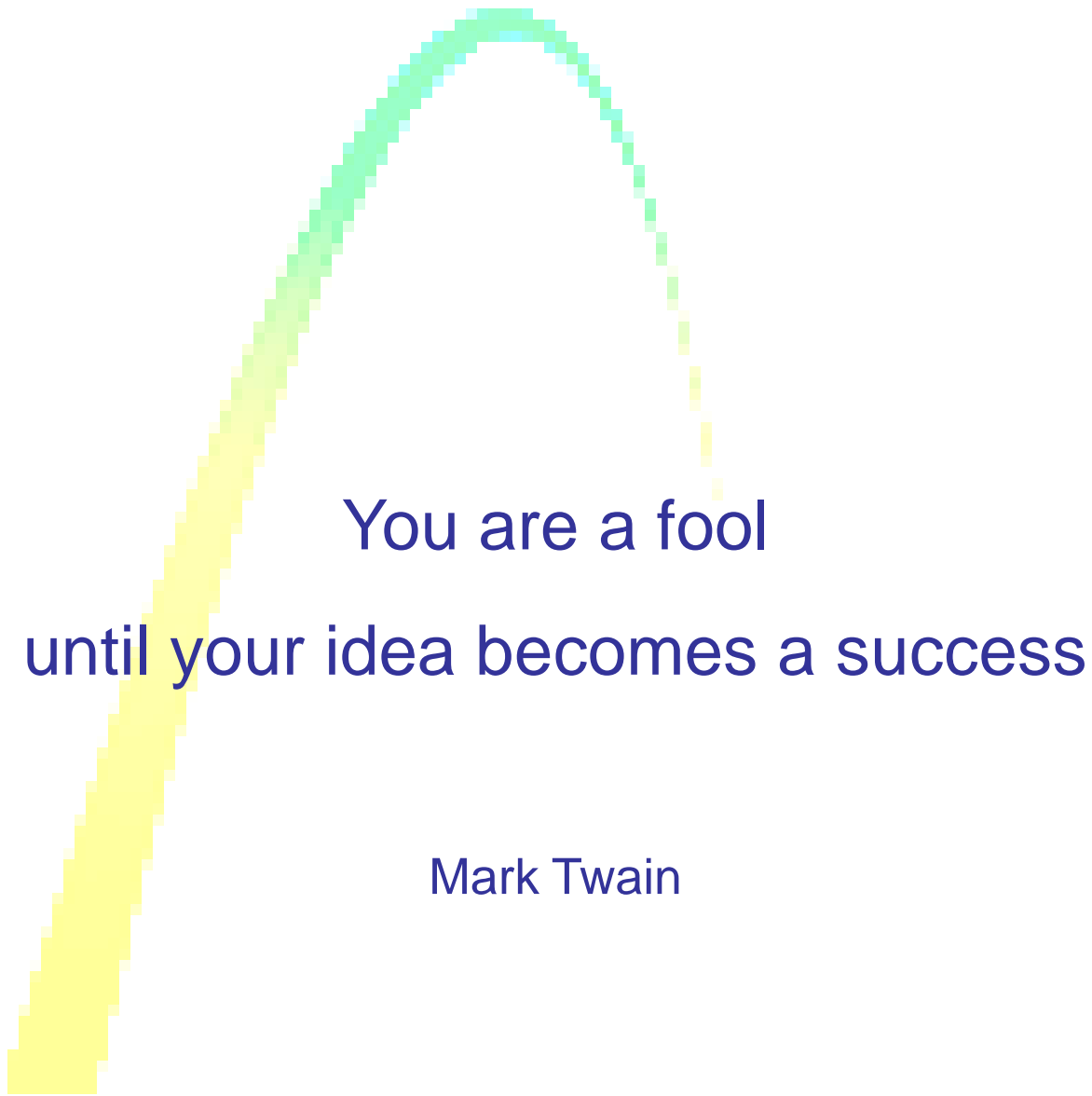


Die neuen Paradigmen des Entrepreneurship
Von der Lust, ein Entrepreneur zu sein

26. November 2010
Univ.-Prof. Dr. Günter Faltn
Freie Universität Berlin



Functions, not conventions



You are a fool
until your idea becomes a success

Mark Twain



TEEKAMPAGNE

Over 200.000 customers
93% by word-of-mouth

20 employees
Turnover in 2009: 8.5 m. Euro

Biggest mail order tea house in Germany since 1995
Biggest importer of Darjeeling tea in the world since 1998

www.teekampagne.de

The American system of ours,
call it Capitalism, call it what you like,
gives each and every one of us a great opportunity
if we only seize it with both hands
and make the most of it.

George Washington?
Theodore Roosevelt?
Hillary Clinton?



Al Capone
Chicago 1928



Ethik und Verantwortung

Ist unser Anliegen realistisch
oder werden uns in der Realität des Marktes
„die Flausen ausgetrieben“ ?

A pixelated arch shape, resembling a rainbow or a stylized letter 'A'. The arch starts at the bottom left, rises to a peak, and then descends to the right. The color transitions from bright yellow at the base to a light green at the top. The arch is composed of small, square pixels.

Howard Stevenson's approach

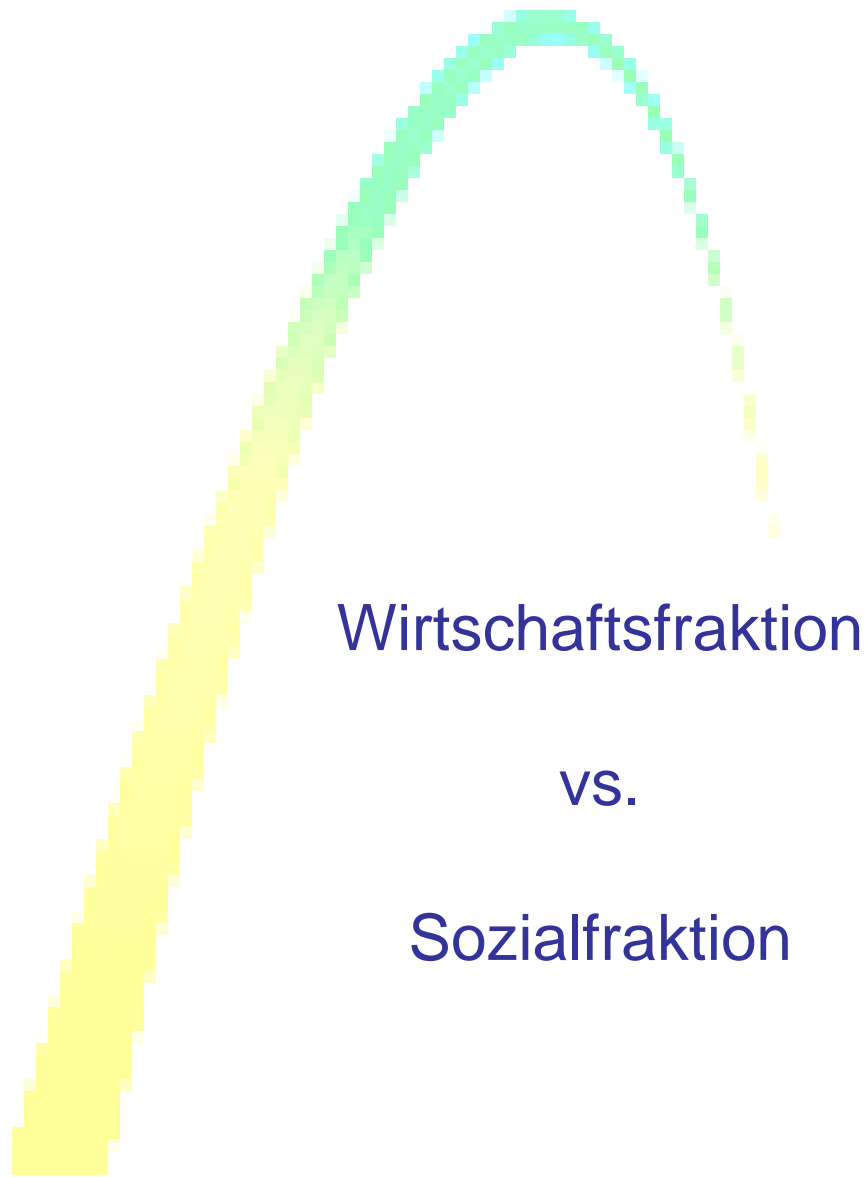


„Unvereinbarkeitsthese“

Unternehmen seien dem harten Wettbewerb untereinander ausgesetzt:

Alle Teilnehmer operierten gewinnmaximierend,
wer es nicht tue, scheide aus.

Soziale Verwendung der Mittel sei PR, sei Kosmetik,
nicht ausschlaggebend für den Unternehmenserfolg.



Wirtschaftsfraktion

vs.

Sozialfraktion



Man darf hoffen, dass kostbare Mittel nicht mehr
in den Dienst dieser Utopie gestellt werden.

Franz Oppenheimer



Entwicklungstendenzen heute

- Steigendes Bildungsniveau
- Höhere Einkommen, mehr Zeit für Information
- Bessere technische Vergleichsmöglichkeiten (Warentests, Internetportale)



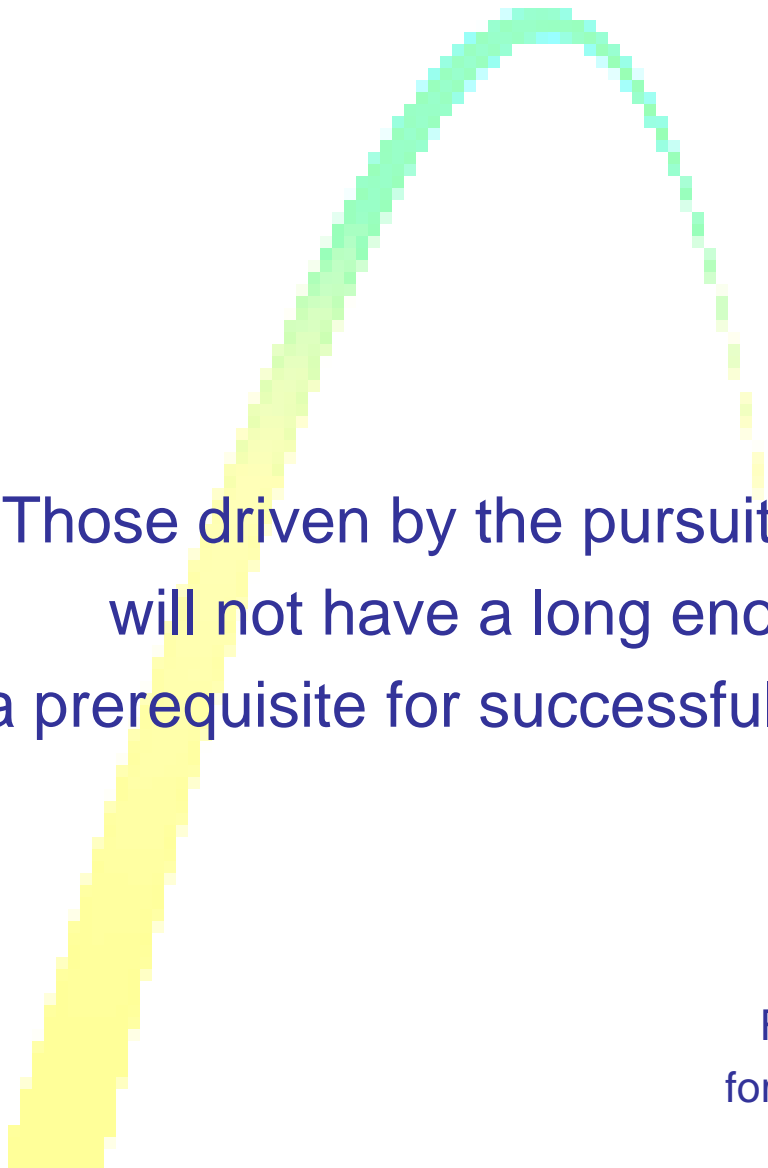
**„Ethic pays“ wird realistischer;
skrupellose Geschäfte zu machen, schwieriger**



„Vereinbarkeitsthese“

Im Einklang zu sein mit den gesellschaftlichen Werten,
Glaubwürdigkeit, soziales Engagement

- dies sind heute positive Wettbewerbsfaktoren.



Those driven by the pursuit of money only
will not have a long enough breath
(a prerequisite for successful entrepreneurs).

Richard Olsen
Founder of the Research Institute
for Applied Economics, Switzerland



Wenn Business nur Business ist,
ist es auch im Sinne von Business
kein gutes Business



The essence of entrepreneurship
is being different.

Entrepreneurship is not restricted to start ups



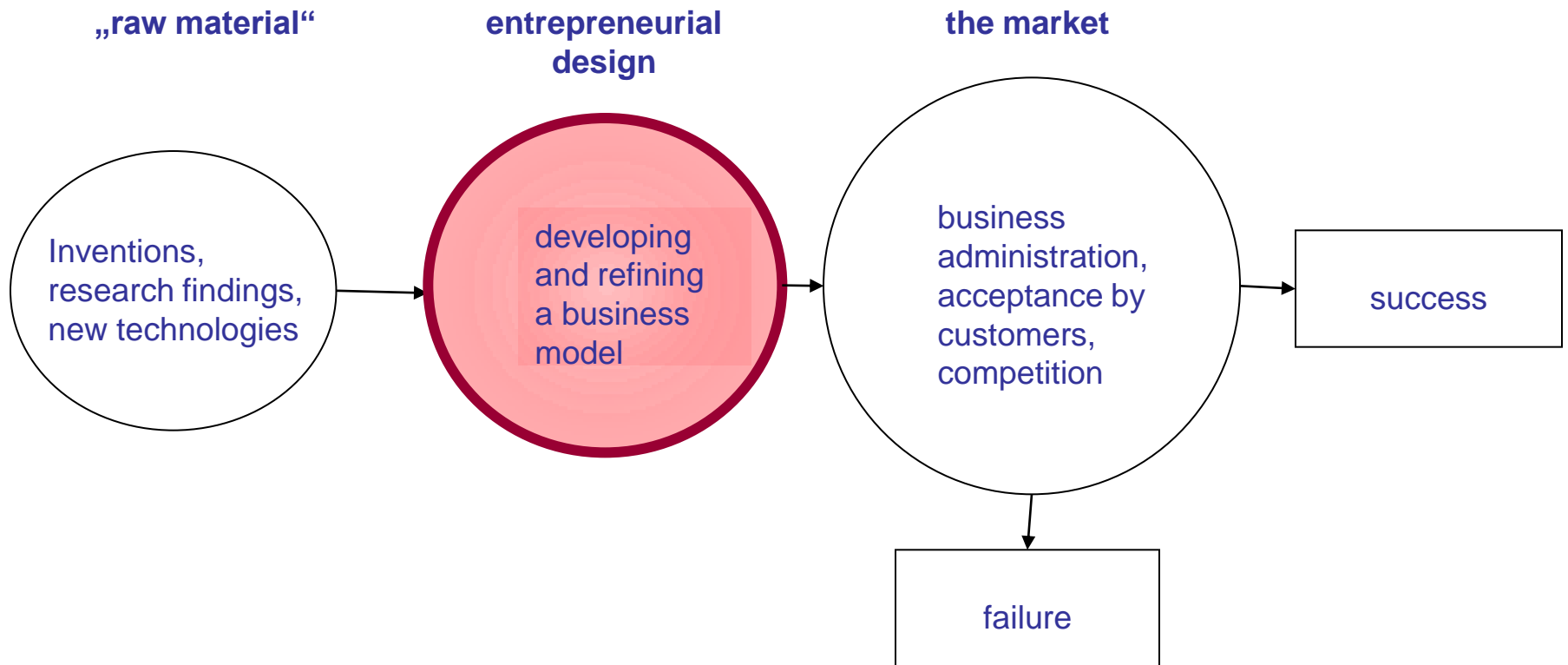
The European Paradox

A huge amount of research findings and patents
- but a trickle of successful innovations only

Ejermo and Kander, 2006,

Audretsch, 2007

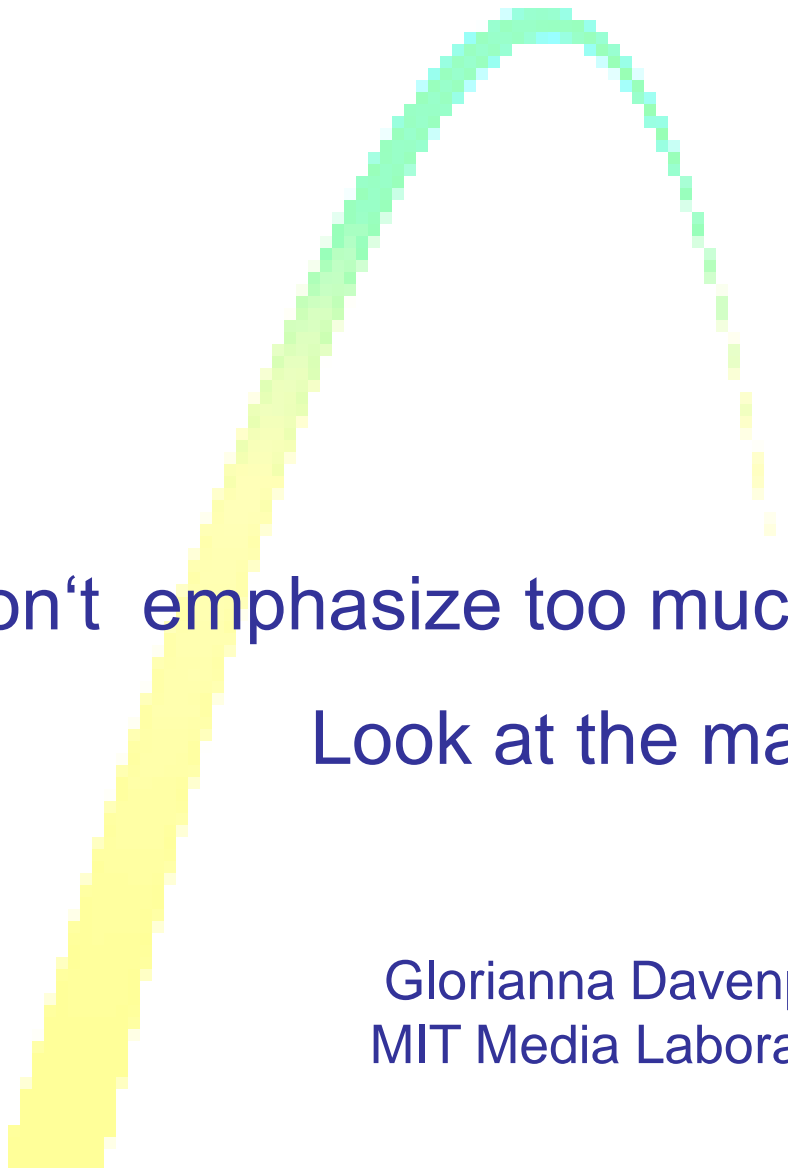
Success Factors for Entrepreneurship





The Golden Opportunity

Emphasize entrepreneurship!



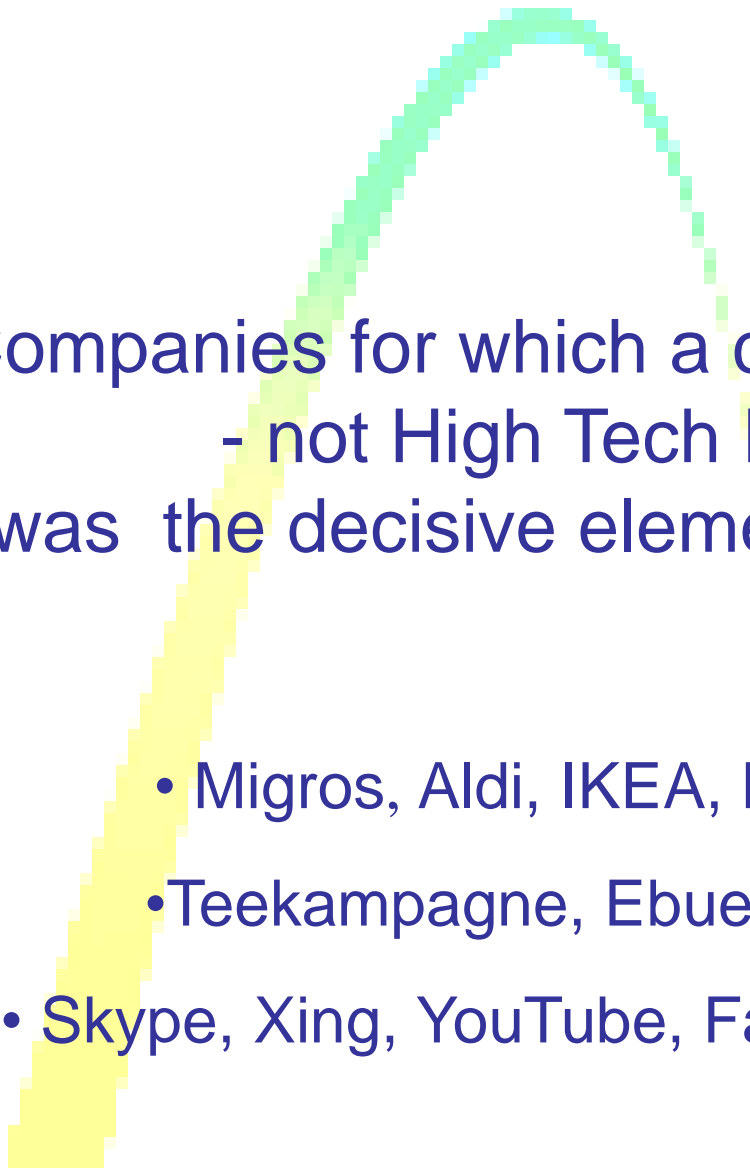
Don't emphasize too much on technology,
Look at the market!

Glorianna Davenport
MIT Media Laboratory



The new paradigms of entrepreneurship

1. **idea-based business models**
2. focusing on entrepreneurship,
not business administration
3. applying modular entrepreneurship



Companies for which a creative concept
- not High Tech R & D -
was the decisive element of success

- Migros, Aldi, IKEA, Body Shop
- Teekampagne, Ebuero, PaperC
- Skype, Xing, YouTube, Facebook, Twitter



New paradigms of entrepreneurship

1. idea-based business models
2. focus on entrepreneurship,
not business administration
3. modular entrepreneurship

Workload Reduction Management
Business-Traditional Business
Risk management Strategic Management
Theorie und Praxis der Unternehmensführung
Marketing für Unternehmen
Überblick über das deutsche Unternehmensrecht
Einführung in das Arbeitsrecht
Wie organisiere ich meine Geschäftsprozesse richtig?
Steuerliche Probleme für Unternehmen
Finanzplanung Research & Development
SWOT-Analyse Wie kann ich mein Unternehmen finanzieren?
Boring People Recruitment & Management
Five-Forces-Analyse Motivations- und Anreizsysteme
Internationaler Zahlungsverkehr
Datensicherungs- und Backup-Systeme
Förderrichtlinien der deutschen Ausgleichsmaßnahmen
Datenbankmanagement
Business Plan
Controlling in der Qualitätssicherung
Increase complexity and risk of supervision structures







Der Einwand:

Wie kann ich Qualifikation beurteilen,
wenn ich selber nicht
über die einschlägigen Fachkenntnisse verfüge?



Man muss nicht Ochse sein,
um Rindfleisch beurteilen zu können.

Karl Kraus



Entrepreneurship

Als Entrepreneur müssen Sie
an Ihrem Unternehmen arbeiten,
nicht notwendigerweise ***in*** Ihrem Unternehmen



New perspectives of entrepreneurship

1. idea-based business models
2. focus on entrepreneurship,
not business administration
3. modular entrepreneurship

The entrepreneur as a composer



outsource
secretarial services

delegate
accounting

use service providers
(for transport, storage,
packaging, shipment)

Example: RatioDrink



ebuero AG
service für Ihr business



Modular Entrepreneurship

“The powerful entrepreneur”

Almost no initial investment



Almost no fixed costs



There are costs only when sales occur



High cost savings compared to the established competitors



From the beginning professional, highly efficient,
virtual and global



Kann jeder von uns
eine Industrieanlage bauen?



Kopf schlägt Kapital

Guten Konzepten laufen die Kapitalgeber hinterher



Die neuen Champions sind die Ideengeber
ohne Kapital

Die Verlierer werden die Kapitalisten
ohne Ideen sein

Ridderstråle & Nordström

„Wie kluge Köpfe das Kapital zum Tanzen bringen“



Ökonomie der Aufmerksamkeit



Create something original that stands out,
something with a lasting value.

Above all, you want to be proud of your product.

Such was my business philosophy .

Richard Branson



Ökonomie der Authentizität



Ökonomie der Sympathie



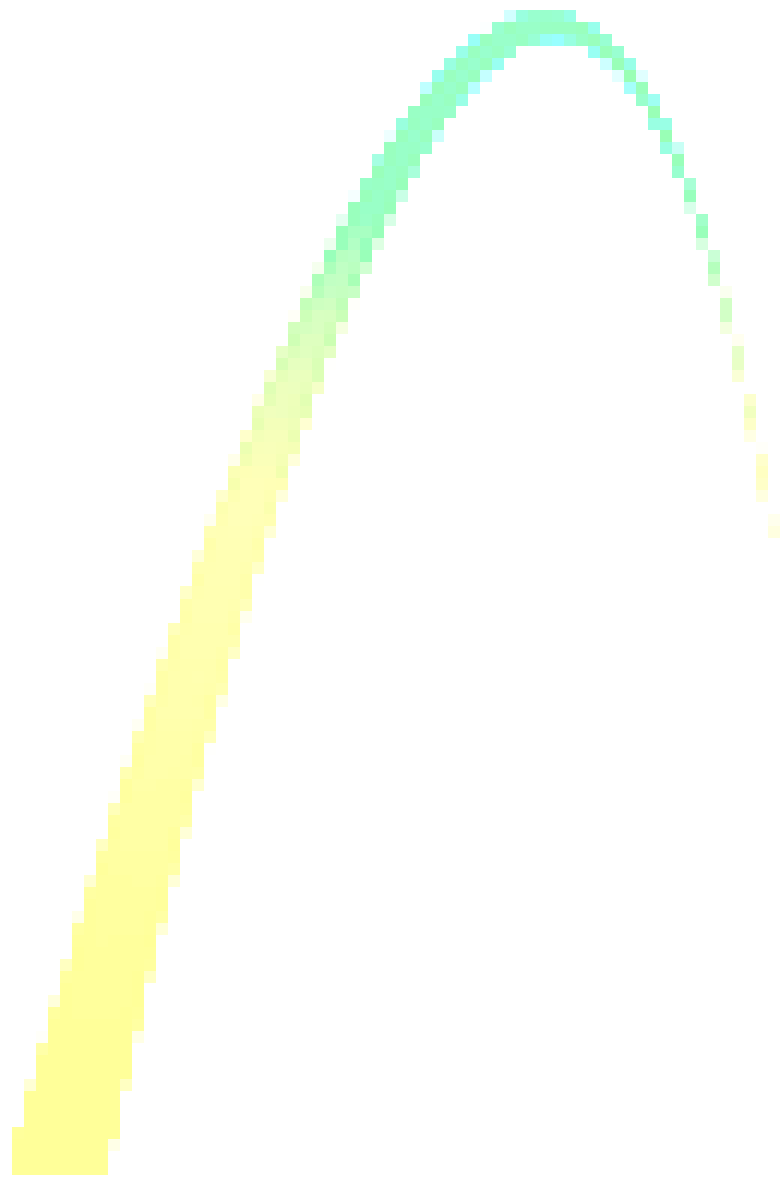
Take a different view of the world.

Be curious, learn and free yourself
of conventional rules.



Univ.-Prof. Dr. Günter Faltn
Entrepreneurship
Freie Universität Berlin

www.entrepreneurship.de

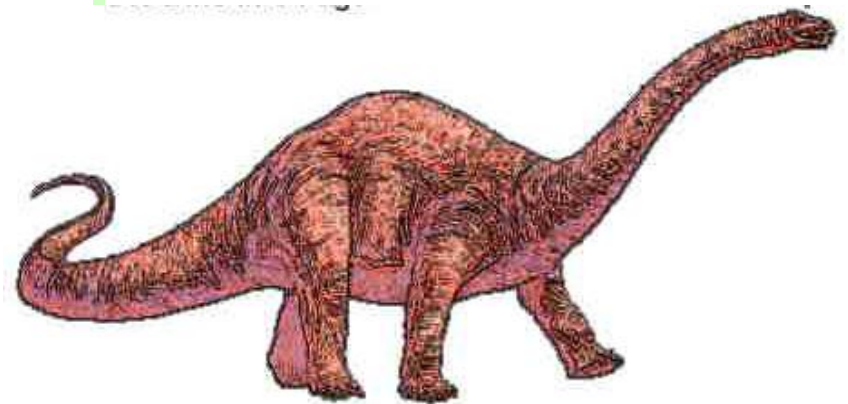


Dinosaur Marketing

1. Put most of your money in advertising

(falling victim to the “law of diminishing attention”)

It's a potential strategy only for big companies



2. Hammer your brand name into people's brains

Dinosaur Marketing

3. Set up a shop or even as much shops as possible

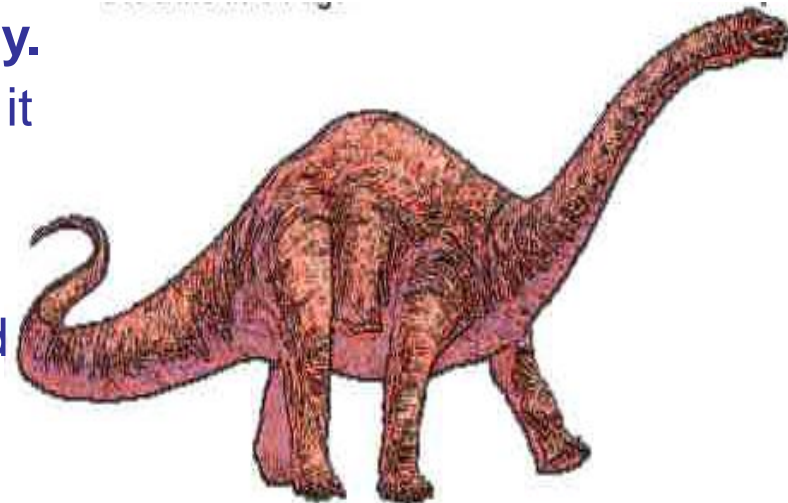
Shops are a very expensive Concept.

Shops easily carry a smell of commercialisation

4. Think of your customer as a stupid animal that you can outsmart easily.

(This is a tempting strategy because it often seems to succeed)

In fact, customers are not stupid.
They are increasingly well educated
and well informed.





davidandgoliath

agency

thestory

In 1999 a group of seasoned and proven professionals, who had all done the large global agency circuit and had windowsills full of awards to show for it, realized there was something missing. Sure they had racked up decades of successes, but they also had a uncomfortable suspicion that in their current agency environment, the traditional approach to "creativity" had run its course. That's because "creativity" had become associated only with advertising executions, not building business solutions. So, they merrily set out to redefine creativity.

Source: david and goliath agency
www.dngla.com

© Faltin 2003

Innovative Entrepreneurial Marketing



1. Create goodwill for your company

Go for a cause:

Improve or protect something,
provide a product for a better price.

(This has to be a substantial part of your business model).

Avoid, if possible, the context of commercialisation.

2. Find your own ways of attracting attention to your products.

Use the specific circumstances of your approach (your personal background, innovative aspects of your product)

Play as unconventional, as unorthodox as possible

In modern society the media are the key for attracting attention;
paid advertisements are a poor and expensive substitute.

Innovative Entrepreneurial Marketing

3. Understand people's desire for connectivity

Modern societies cause loneliness

4. Think of your customer as your partner and your ambassador

Make use of consumers education and the public efforts of consumers protection

Share your problems with your customers

Make them (unpaid) co-workers in your company

Build lasting relationships with your clients

(This is the most promising strategy to make you rich.
Because maximising profits works best in the long run)

A pixelated arch graphic that starts as a thick yellow line at the bottom left, curves upwards and to the right, and then curves downwards and to the right, ending as a thin yellow line. The top of the arch is filled with a gradient of light green and cyan pixels.

**Go for a cause.
Make meaning.**