

ENTREPRENEURSHIP

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ACTIVE ENTREPRENEURSHIP



Active Entrepreneurship is an individual's ability to identify and seize business opportunities and act on them in order to create economic value.

A great idea will open the road for a new business and new jobs and in the end will lead to economic well being both for the business and for the society.

A proactive mindset is needed both from the entrepreneur and from the whole team of employees.



Opportunity Identification: Active entrepreneurs have a keen eye for identifying market gaps, unmet needs, and emerging trends. They actively seek out opportunities to create value and develop innovative solutions.

Risk-Taking: Entrepreneurship inherently involves risk, and active entrepreneurs are willing to take calculated risks. They understand that risks are part of the entrepreneurial journey and are prepared to face challenges and uncertainties.

Innovation and Creativity: Active entrepreneurs are driven by a spirit of innovation. They strive to bring new ideas, products, or services to the market, challenging the status quo and finding unique solutions to problems.

Resource Mobilization: Entrepreneurs actively seek and mobilize resources required to launch and grow their ventures. They identify funding sources, build networks, and leverage their skills and expertise to acquire the necessary resources.

Proactivity: Active entrepreneurs are proactive in their approach. They take initiative, make decisions, and drive their businesses forward. They actively seek feedback, learn from failures, and adapt to changing market conditions.

Networking and Collaboration: Successful entrepreneurs understand the importance of building a strong network of contacts. They actively engage in networking activities, seek partnerships, and collaborate with others to leverage expertise, resources, and market opportunities.

Continuous Learning: Active entrepreneurs are lifelong learners. They constantly seek knowledge, stay updated on industry trends, and actively pursue personal and professional development. They are open to feedback and seek opportunities for growth and improvement.

Execution and Implementation: Active entrepreneurs are action-oriented. They have a bias for action and focus on executing their plans. They set goals, develop strategies, and take concrete steps to implement their ideas and turn them into successful ventures.

Adaptability and Resilience: Active entrepreneurs understand that the entrepreneurial journey is filled with ups and downs. They are adaptable and resilient, capable of adjusting their strategies, learning from failures, and persevering in the face of challenges.

TYPES OF ENTREPRENEURS

Entrepreneurs are the driving force behind innovation, economic growth, and societal progress. These extraordinary individuals possess a unique blend of vision, determination, and resilience that fuels their pursuit of success.

TEHNOLOGICAL ENTREPRENEUR

A TECHNOLOGICAL ENTREPRENEUR IS A VISIONARY INDIVIDUAL WHO HARNESSSES THE POWER OF TECHNOLOGY TO CREATE INNOVATIVE SOLUTIONS AND DISRUPT TRADITIONAL INDUSTRIES. THEY POSSESS THE ABILITY TO IDENTIFY EMERGING TRENDS, LEVERAGE CUTTING-EDGE TOOLS, AND ENVISION TRANSFORMATIVE PRODUCTS OR SERVICES THAT REVOLUTIONIZE THE WAY WE LIVE, WORK, AND INTERACT WITH THE WORLD.

ECONOMICAL ENTREPRENEUR

AN ECONOMICAL ENTREPRENEUR MAXIMIZES RESOURCES, IDENTIFIES MARKET OPPORTUNITIES, AND CREATES SUSTAINABLE BUSINESS VENTURES THAT DRIVE ECONOMIC GROWTH AND PROSPERITY.

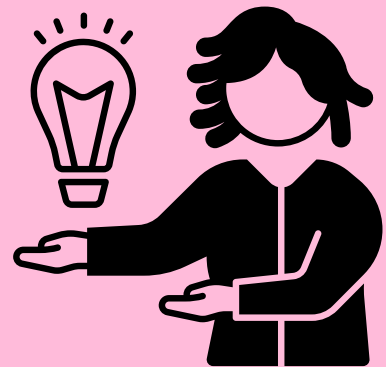
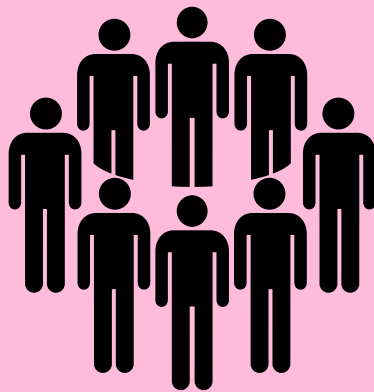


IMITATOR ENTREPRENEUR

AN IMITATOR ENTREPRENEUR REPLICATES EXISTING IDEAS OR BUSINESS MODELS, CAPITALIZING ON PROVEN CONCEPTS RATHER THAN PURSUING GROUNDBREAKING INNOVATIONS.

SOCIAL ENTREPRENEUR

A SOCIAL ENTREPRENEUR COMBINES BUSINESS ACUMEN WITH A PASSION FOR SOCIAL IMPACT, CREATING INNOVATIVE SOLUTIONS TO ADDRESS PRESSING SOCIAL AND ENVIRONMENTAL CHALLENGES FOR THE BETTERMENT OF SOCIETY.



RURAL ENTREPRENEUR

A RURAL ENTREPRENEUR IS A CATALYST FOR CHANGE IN RURAL AREAS, DRIVEN BY A DEEP CONNECTION TO THE LAND AND COMMUNITY. THEY EMBRACE THE UNIQUE CHALLENGES AND OPPORTUNITIES OF RURAL LIFE, LEVERAGING LOCAL RESOURCES, TRADITIONAL KNOWLEDGE, AND INNOVATIVE APPROACHES TO CREATE SUSTAINABLE BUSINESSES. BY REVITALIZING LOCAL ECONOMIES, PROVIDING EMPLOYMENT, AND PRESERVING CULTURAL HERITAGE, RURAL ENTREPRENEURS PLAY A VITAL ROLE IN FOSTERING RESILIENCE, EMPOWERING COMMUNITIES, AND ENSURING A VIBRANT FUTURE FOR RURAL REGIONS.

LAND INITIATIVE

Land initiatives refer to programs or projects aimed at promoting sustainable land use practices, conservation and restoration of natural resources, and equitable and inclusive development. These initiatives can take many forms, ranging from community-based conservation efforts to large-scale public-private partnerships.



THE PETTING FARM

The petting farm competition business in Putna aims to promote rural tourism in the area by organizing petting farm competitions and related activities. Our business will cater to both locals and tourists and will provide them with an opportunity to interact with animals in a fun and competitive setting. We believe that this business can have a positive impact on the rural economy of Putna by attracting visitors and generating revenue for local businesses.

OPERATIONAL PLAN:

- 1. Business Description:** Our business will organize petting farm competitions and related activities in Putna, Romania. We will create a network of local partners to support our initiative, including local authorities, non-governmental organizations, and local businesses
- 2. Products and Services:** We will offer a range of petting farm competitions for both children and adults, as well as related activities such as animal shows, animal care workshops, and local product showcases. We will also provide participants with accommodation and meal facilities, medical assistance, and other related services.
- 3. Marketing Strategy:** We will promote the event through various marketing channels such as posters, local media announcements, online advertising, and social media. We will also collaborate with travel agencies and tour operators to attract international participants.
- 4. Operations and Management:** We will hire a team of experienced professionals to manage the event, including event organizers, animal handlers, medical staff, and support staff. We will also partner with local businesses to provide catering, rental, and other services.



STRENGTHS

1. Unique business idea that caters to a growing demand for rural tourism activities.
2. Strong focus on animal care and education, which can attract customers who value these principles.
3. Opportunity to collaborate with local businesses and organizations to create a network of partners to support the initiative.

WEAKNESSES

1. High startup costs associated with animal care and event management.
2. Seasonal nature of the business may limit revenue potential.
3. Limited audience appeal to those who are not interested in animal care or competition activities.

OPPORTUNITIES

1. Potential to attract both domestic and international tourists who are interested in rural tourism activities.
2. Possibility to expand the business by adding new activities, such as farm tours or workshops.
3. Opportunity to work with local non-governmental organizations to support animal welfare and conservation initiatives.

THREATS

1. Competing businesses in the area that offer similar activities.
 2. Unpredictable weather conditions that could impact attendance and revenue.
 3. Regulatory compliance and animal welfare regulations that could increase operating costs or limit business operations.
- Overall, the petting farm competition business in Putna has several strengths and opportunities that can make it a successful venture. However, it is important to carefully manage the weaknesses and threats to ensure the long-term viability of the business.

ECONOMIC IMPACT:

The petting farm competition business in Putna can have a positive economic impact on the rural economy by generating revenue for local businesses and creating job opportunities.



SOCIAL IMPACT:

The petting farm competition business in Putna can have a positive social impact on the rural community by promoting animal care, education, and awareness. The event will provide an opportunity for locals and tourists to interact with animals and learn more about their care and well-being. Additionally, the business will support local non-governmental organizations by donating a portion of the profits to their causes.

THE CYCLING COMPETITION

The cycling competition business in Sucevita aims to promote rural tourism in the area by organizing bike races and other related activities. Our business will cater to both amateur and professional cyclists and will provide them with excellent facilities and services during the event. We believe that this business can have a positive impact on the rural economy of Sucevita by attracting visitors and generating revenue for local businesses.

OPERATIONAL PLAN:

- 1. Business Description:** Our business will organize bike races and related activities in Sucevita, Romania. We will create a network of local partners to support our initiative, including local authorities, non-governmental organizations, and local businesses.
- 2. Products and Services:** We will offer a range of bike races for both amateur and professional cyclists, as well as related activities such as bike expos, local product showcases, and cultural activities. We will also provide participants with accommodation and meal facilities, medical assistance, bike repair services, and bike rental services.
- 3. Marketing Strategy:** We will promote the event through various marketing channels such as posters, local media announcements, online advertising, and social media. We will also collaborate with travel agencies and tour operators to attract international participants.
- 4. Operations and Management:** We will hire a team of experienced professionals to manage the event, including event organizers, race directors, medical staff, and bike repair technicians. We will also partner with local businesses to provide catering, rental, and other services.

ECONOMIC IMPACT:

The cycling competition business in Sucevita can have a positive economic impact on the rural economy by generating revenue for local businesses and creating job opportunities. The event will attract participants from both Romania and other countries, providing a boost to the local tourism industry. The business will also stimulate demand for local products and services, such as accommodation, transportation, and food.

SOCIAL IMPACT:

The cycling competition business in Sucevita can have a positive social impact on the rural community by promoting sports, health, and fitness.

The event will provide an opportunity for locals to interact with participants from different cultures and backgrounds, fostering social and cultural exchange. Additionally, the business will support local non-governmental organizations by donating a portion of the profits to their causes.



STRENGTHS

1. Unique business idea in the region
2. Growing interest in cycling and sports tourism
3. Strong partnerships with local authorities, NGOs, and businesses

WEAKNESSES:

1. Lack of brand recognition and awareness in the market
2. Limited budget for marketing and promotion
3. Dependence on weather conditions, which can impact the success of the event

OPPORTUNITIES:

1. Increasing demand for sports tourism in Romania
2. Growing interest in outdoor activities and health and wellness
3. Potential to attract international participants and increase revenue

THREATS:

1. Competition from similar events and businesses in the region
2. Economic instability and fluctuations in the tourism industry
3. Potential safety concerns for participants during the event



AIR INITIATIVES

What are the air initiatives?

The air initiatives are some initiatives that have to do with the treatment of the wind, the rain or more generally the weather phenomena and air's ingredients.

What is their purpose?

As every initiative mentioned before, the air initiatives have a goal to help the society on which they are applied in as well as the economical situation of the local area.



Parachuting

Parachuting is an air initiative because it involves jumping from an aircraft at high altitude and deploying a parachute to slow down and land safely on the ground. It requires specialized training, equipment, and safety protocols to ensure a successful and safe jump.

1. STRENGTHS

- Parachuting can be a valuable tool for military and rescue operations, as it allows for rapid deployment of personnel and equipment.

2. WEAKNESSES

- Parachuting requires significant training and certification, which can be a barrier to entry for some people.

3. OPPORTUNITIES

- Parachuting can be incorporated into team building exercises, promoting team collaboration, and problem-solving skills.



4. THREATS

- Parachuting can be used to raise awareness and funds for charitable causes, such as skydiving for cancer research or for mental health.

WHERE SHOULD IT BE IMPLEMENTED ?

**IN: ADVENTURE TOURISM DESTINATIONS,
DROP ZONES, MILITARY BASES**

ITMPACT ON SOCIETY:

**TOURISM AND LOCAL BUSINESSES, ADVENTURE AND RECREATION,
COMMUNITY ENGAGEMENT**

IMPACT ON ECONOMY:

**JOB CREATIONS, INFRASTRUCTURE DEVELOPMENT,
TOURISMRE VENUE**



Air balloon

Air balloon is an air activity that gives people the opportunity to rise up in the sky by blowing up a big balloon.



1. Strengths

The strong points of air balloon is that everyone has the opportunity to enjoy a ride on that. Additionally it can take place to a lot of locations because of the fact that the only necessary thing to have is like some air.

2. Weaknesses

One main disadvantage of this activity is that it demands fuels and a lot of energy for each ride something that makes it not ecological.

3. Opportunities

The air balloon has the opportunity to be used as a way of a tourist attraction that for sure is going to help the economy of the specific area.



4.Threats

The possibility of being becalmed over unfavorable landing sites. The risk of injury from a high wind landing. The risk of loss of control due to sudden gusts or wind shear.

WHERE SHOULD IT BE IMPLEMENTED ?

In rural areas and more specifically to mountains or landings that have a beautiful view from above.

WHAT IS ITS IMPACT ON THE SOCIETY?

It gives local the opportunity to watch their city from above, enjoy one ride with their friends and family and it can be an attraction for tourist activities



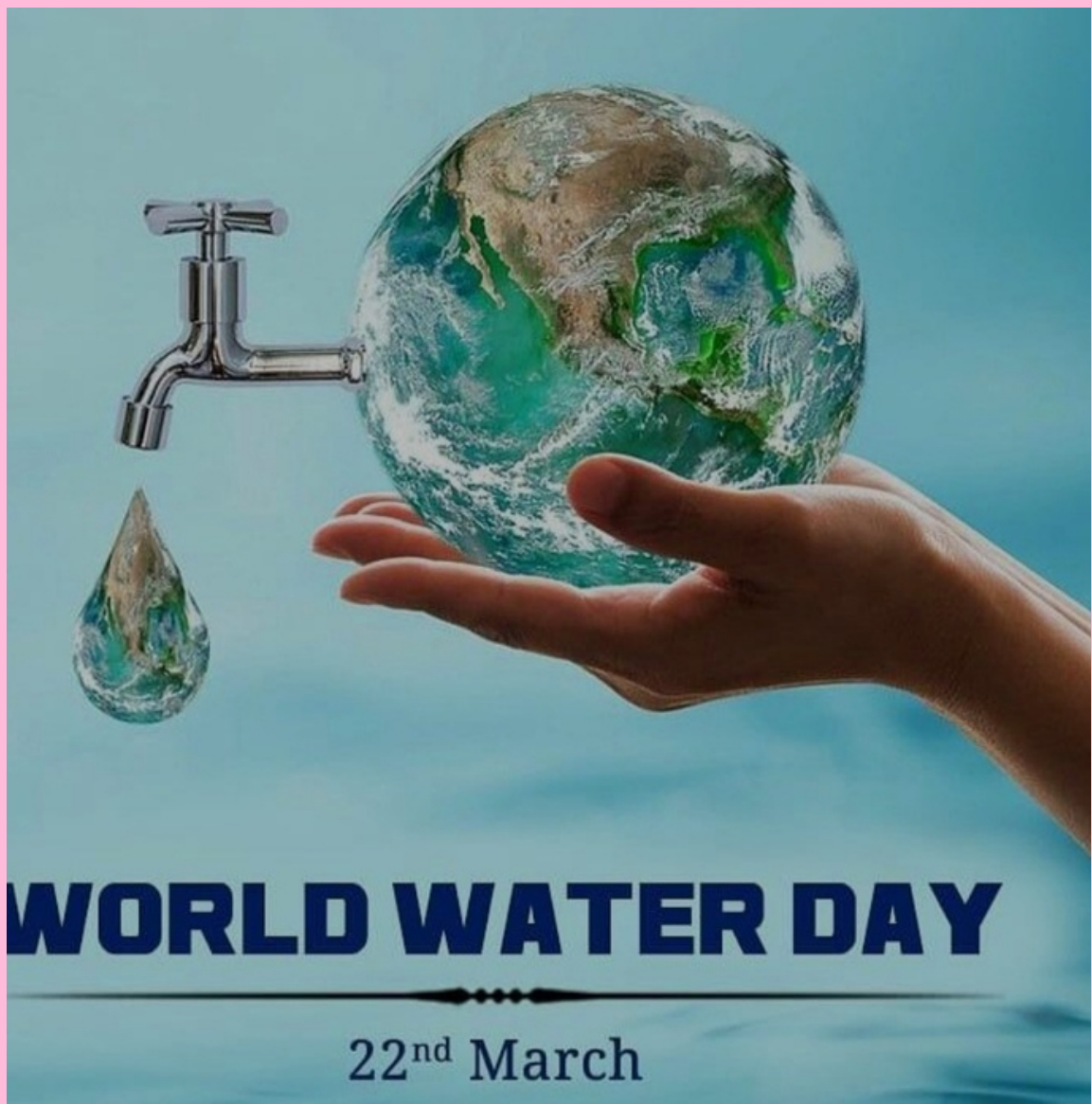
WHAT IS ITS IMPACT ON THE ECONOMY?

Job creation for all the kind of population , tourist attraction, small business support, event promotion,

WATER INITIATIVES

WHAT ARE THE WATER INITIATIVES ?

The Water Quality Initiative is a multi-agency effort, initiated by USDA in 1990, to determine relationships between agricultural activities and water quality, and develop and implement strategies that protect surface and groundwater quality.



HYDRO ENERGY

Operational Plan:

Our hydro-energy competition business will be based in Canakkale, Turkiye, and will be open year-round. We will organize competitions that showcase the latest technologies and innovations in hydro-energy. Our events will include speed races, obstacle courses, and endurance challenges that will test the skills and knowledge of the participants. We will work with local organizations and suppliers to ensure that our events are well-organized, safe, and have a positive impact on the community.

Economic Impact:

Our hydro-energy competition business will have a significant economic impact on the rural state of Canakkale. We will create jobs in various fields, including event management, customer service, and technical support. Our business will also generate revenue for local businesses, such as hotels, restaurants, and shops. We will work with local suppliers to source our products and services, thereby supporting the local economy. Additionally, our business will attract tourists to the area, further contributing to the local economy



Social Impact:

Our hydro-energy competition business will have a positive social impact on the rural state of Canakkale. We will promote sustainable and renewable energy sources, which will have long-term benefits for individuals and the community as a whole. Our events will bring together people from different backgrounds and cultures, promoting social cohesion and understanding. We will also provide opportunities for locals to develop new skills and pursue a career in the hydro-energy industry.

Conclusion:

Our hydro-energy competition business in Canakkale, Turkiye, will offer a unique experience for participants and spectators. We will create jobs, generate revenue for local businesses, and promote sustainable and renewable energy sources. We will work with local organizations to ensure that our events have a positive impact on the community and support the local economy. We believe that our business has the potential to become a leading hydro-energy destination in the region, attracting participants and visitors from all over the world.



Strengths

Limited seasonality due to weather conditions.
Requires significant investment in equipment and infrastructure.
Highly competitive market.

Weaknesses

Collaboration with local businesses and organizations.
Expansion of product and service offerings.
Investment in marketing and advertising.
Development of training and development programs.

Opportunities

Growing market for cycling industry.
Offers a unique and high-quality experience for customers.
Can attract both local and international cyclists.
Promotes healthy living and active lifestyles.
Provides job opportunities and generates revenue for local businesses.

Threats

Economic downturns and changes in consumer behavior.
Disruptions in supply chain.
Environmental and weather-related risks.
Competition from other hydro-energy businesses in the region.

FISHING

OPERATIONAL PLAN:

OUR FISHING COMPETITION BUSINESS WILL BE BASED IN CANAKKALE, TURKIYE, AND WILL OPERATE YEAR-ROUND. WE WILL ORGANIZE A VARIETY OF FISHING COMPETITIONS, SUCH AS CATCH AND RELEASE, FLY FISHING, AND LURE FISHING, FOR PARTICIPANTS TO COMPETE IN. ADDITIONALLY, WE WILL OFFER FISHING CLINICS AND WORKSHOPS TO EDUCATE PARTICIPANTS ON SUSTAINABLE FISHING PRACTICES AND TECHNIQUES. WE WILL WORK WITH LOCAL ORGANIZATIONS AND SUPPLIERS TO SOURCE OUR EQUIPMENT AND ENSURE THAT OUR EVENTS ARE WELL-ORGANIZED AND SAFE.



OUR BUSINESS WILL OFFER A VARIETY OF FISHING COMPETITIONS AND EVENTS FOR PARTICIPANTS AND SPECTATORS TO ENJOY, AND WE WILL WORK WITH LOCAL ORGANIZATIONS AND SUPPLIERS TO ENSURE THAT OUR EVENTS HAVE A POSITIVE IMPACT ON THE COMMUNITY.

STRENGTHS:

GROWING MARKET FOR FISHING AND OUTDOOR ACTIVITIES.

OFFERS A UNIQUE AND HIGH-QUALITY EXPERIENCE FOR CUSTOMERS.

CAN ATTRACT BOTH LOCAL AND INTERNATIONAL PARTICIPANTS.

PROMOTES SUSTAINABLE FISHING PRACTICES.

PROVIDES JOB OPPORTUNITIES AND GENERATES REVENUE FOR LOCAL BUSINESSES.

WEAKNESSES:

LIMITED SEASONALITY DUE TO WEATHER CONDITIONS.

REQUIRES SIGNIFICANT INVESTMENT IN EQUIPMENT AND INFRASTRUCTURE.

HIGHLY COMPETITIVE MARKET.

OPPORTUNITIES:

COLLABORATION WITH LOCAL BUSINESSES AND ORGANIZATIONS.

EXPANSION OF PRODUCT AND SERVICE OFFERINGS.

INVESTMENT IN MARKETING AND ADVERTISING.

DEVELOPMENT OF TRAINING AND DEVELOPMENT PROGRAMS.

THREATS:

ECONOMIC DOWNTURNS AND CHANGES IN CONSUMER BEHAVIOR.

DISRUPTIONS IN SUPPLY CHAIN.

ENVIRONMENTAL AND WEATHER-RELATED RISKS.

COMPETITION FROM OTHER FISHING BUSINESSES IN THE REGION.



Economic Impact:

Our fishing competition business will have a positive economic impact on the rural state of Canakkale. We will create jobs in various fields, such as event management, customer service, and technical support. Our business will also generate revenue for local businesses, such as hotels, restaurants, and shops, as participants and spectators will need accommodations and services during their stay. Additionally, our business will attract tourists to the area, further contributing to the local economy.

Social Impact:

Our fishing competition business will have a positive social impact on the rural state of Canakkale. We will promote sustainable fishing practices, which will have long-term benefits for individuals and the community as a whole. Our events will bring together people from different backgrounds and cultures, promoting social cohesion and understanding. We will also provide opportunities for locals to develop new skills and pursue a career in the fishing industry.

