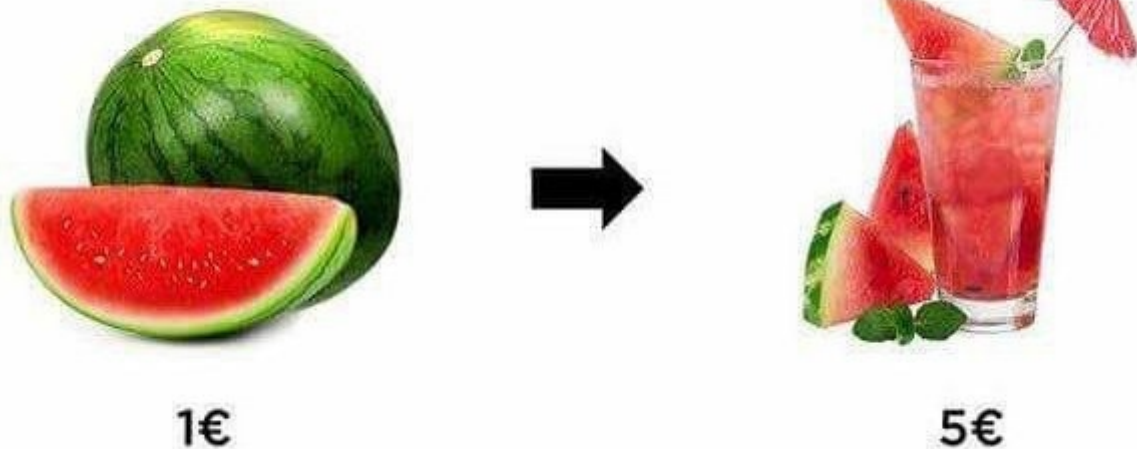


Entrepreneurship and Creativity

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Business vs Entrepreneurship

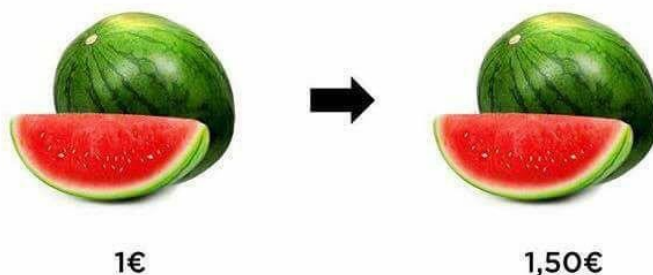
From the picture we may assume these twos:

- an entrepreneur gains over a multiplication of value, s/he creates value;
- a business wo/man gains over added value, s/he moves value.

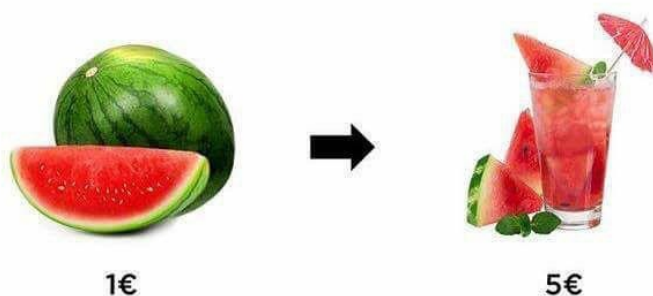
Multiplication is much better than addition.

Thus, why business wo/men are most common than entrepreneurs?

BUSINESSMAN



ENTREPRENEUR



Time matters

Multiplication requires more time than addition. It is possible move tons of melons from the gross market to many local markets, e.g. one day. It requires a lot of work to prepare a tons of drinks.

Creativity matters

Even if a drinks may not be the perfect example of creativity, there are a lot of places to have a drink. Selling drinks requires extra effort in dealing the activity overall. The right street, the right atmosphere, the right people, the right advertising, the right preparation, the right price, etc.

Thus because competition, entrepreneurship needs some sort of creativity contribution in order to emerges from the surface and got a real earning business. Moreover, it has to deal with a lot of complexity which should correctly addressed everyday.

Experience matters

- Experience matters because efficiency matters.
- However on the long term, creativity wins.

Putting all together

The biggest difference between business and entrepreneurship is not *addition* vs *multiplication* but *experience* vs *creativity*. Entrepreneurship develops experience as well but by creativity adds multiple times the value and this requires time and effort. Once the enterprise is consolidated could be expanded into some kind of point-of-sales chain.

Sanders (KFC) starts frying a chicken.

Is entrepreneurship important?

Almost all the business rely on entrepreneurship because without it, there would be no production and all the exchanges would be based on natural resources.

Wait a moment...

Also harvesting wild fruits and hunting wild animals are embryos of enterprises activities!?

So, which is the main difference between work and entrepreneurship?

- Harvesting wild fruits vs agriculture.
- Hunting wild animals vs animal husbandry.

Opportunity vs planning.

So, how the hell creativity gets into entrepreneurship?

Hunting wild fast animals are energy and time consuming activity. Making and displacing traps, less. In a lucky day enough to find more entrapped animals than immediate food necessity, deciding to kept one alive for later. Then breeding the animal and realise that could be mated to have more of them. Making sort of selection to improve their useful characteristics along generations. Using the derivatives to produce utensils and others goods.

Harvesting wild fruits. Eating and spit the seeds. Notice that from the seed something grows. Start to leverage seeding for planting. Making sort of selection to improve their useful characteristics. Developing different ways to conserve excessive production.

Extra production generate exchanges. Variety generates trading which is exchanging in a market crowd of multiple actors. Trading generates advertising, marketing, business and financial. Abundance generates composite good production. Complexity generates more planning, project management. Volumes generate organisation.

A long list of challenges for which each step forward requires a creativity fiat: something that there was not here before.

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