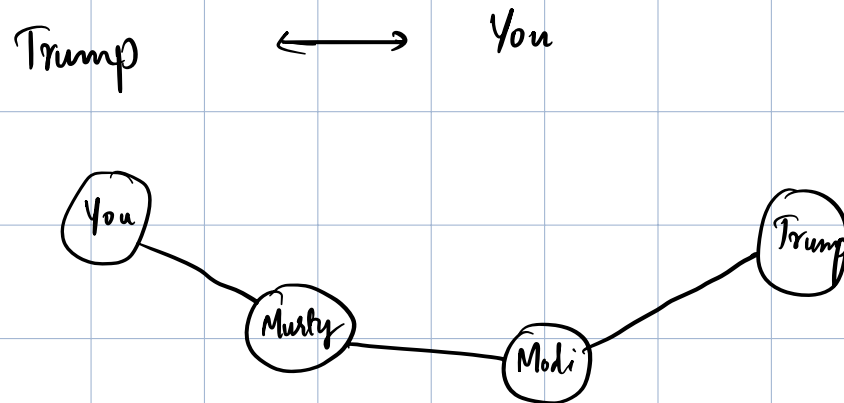


# 24 Feb 2025 - Introduction to Entrepreneurship - Week 03

6 degrees of separation.



Human connections are intricate, close, dense.

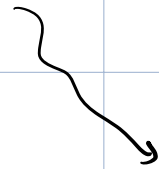
Taking advantage of these connections — social capital

You don't need to worry about not knowing someone or something.

Bridging :

Sociogram

→ ask every person in the class : Who do you think you would ask for advice?



forms clusters (cliques)

↳ close-knit groups

there will be people who will connect these two group.

Social networking project, IITH

→ possibility of friends with same language, city, school, pod ↑

Basic human tendency is to align with people who you think are similar to you (Homophily)

For social capital → you need to be able to connect two different network groups (bridges)

Brokerage → mediator      Europe (Turkey) Asia

① diversity of ideas

② bridge can itself create an entrepreneurial idea



Barriers to being a bridge → ① Homophily

Solution → Travel, read books beyond disciplinary interest

Superficial similarities may mask underlying differences  
differences similarities

What stops us?

Cultural Fault Lines

Stereotypes

Historical reasons

① Take advantages of existing networks

or

② Find new networks

What stops us? Homophily

## Introverts and Social Networks

→ More meaningful networks

→ reciprocity is very high

→ Emotional Intelligence : managing emotions effectively.  
Acknowledging negative emotions

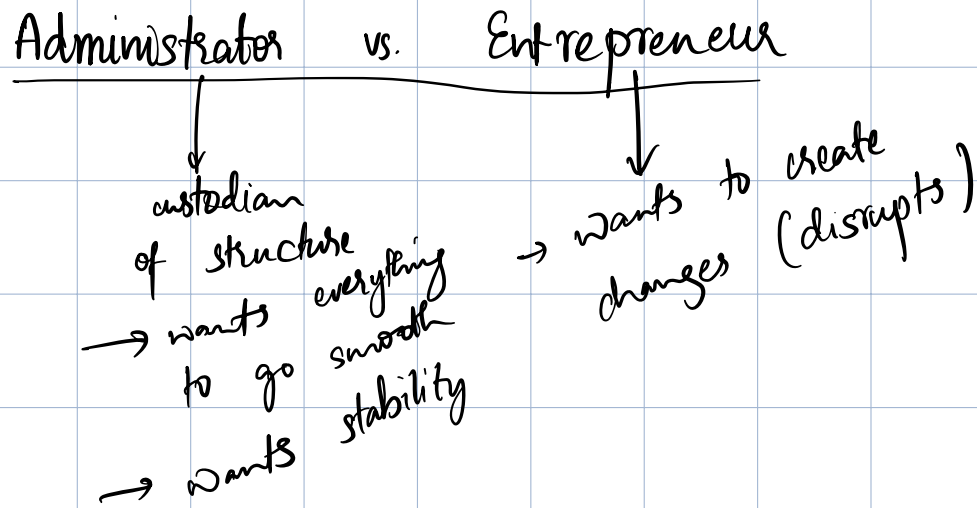
→ Empathy

→ as a weapon/ technique to persuade your consumer.

Minimalism | involves empathy ← Design thinking course

Can empathy be manipulative?

→ Yes, in purchase behaviours



To be a successful entrepreneur, you need to have balance b/w both.

Ambidexterity : Exploration , Exploitation

# Entrepreneurial Intention

## Entrepreneurial Intention

- 1. Intend to set up a company in the future
- 2. Search for business start-up opportunities
- 3. Are saving money to start a business
- 4. Read books on how to set up a firm
- 5. Have plans to launch your own business
- 6. Spend time learning about starting a firm

5

# Entrepreneurial Thinking

## ① Structural Thinking

Applying known idea in a completely different context.

Biomimicry

Reza Vazidehkar

Social Capital is like a Value Deposit Box



27 Feb 2025

- \* Circus for adults (adult themes)  
for corporates (planning, diversity, precision)

Canadian circus troop

- \* Many entrepreneurial ideas are not new, but a repackaging of old ones in a different context.

\* TVS 50

## Bricolage

- Jugaad
- Frugal innovation  $\neq$  Jugaad
  - coming up with solutions, with minimal resources at hand
  - temporary solution
  - could be dangerous (TVS 50)
  - stops you from coming up with long-term solution

## Effectuation

- Causal process vs. Effectuation } → ways of thinking
- ~ loan
- start with what you have } → Entrepreneur way
- take the risk and start

- Having a plan B is not always good

## Cognitive Adaptability

- Strategic Thinking (future)
- Reflective Thinking (past)

## Creativity and Idea Generation

Idea Sources → You don't need to hunt for ideas. There are many problems to solve.

↳ Stake holders

Nature

Society

Existing products

front camera

bullet train } sonic boom/  
kingfisher

Taps

# Cognitive Flexibility

- learn to unlearn

