Continual Creation and Opportunism

Opportunity Recognition

Opportunity Recognition

• Opportunity vs. Idea

• What is opportunity recognition?
  – Depends on your perspective
  – Discovery Theory
    • Opportunities wait to be discovered
    • Recognition and exploitation of business opportunities in the market
    • New information leads to discovery

Finger Pick’n Chicken

http://www.pbs.org/wnet/need-to-know/health/frank-talk-2/1942/
Opportunity Recognition

• Why does it happen?
  – Entrepreneurial personal attributes
    • Optimism
    • Confidence in oneself
    • Perceived self-efficacy
      – Belief in one’s ability to make decisions
  – Focused on opportunities
    • Special sensitivity
    • Alertness
    • Perceive connections


Opportunity Recognition

• When does it happen?
  – Before
  – During
    • Life of a business
    • Life of an entrepreneur
  – Continuous

Opportunity Recognition

• How does it happen?
  – Solo Activity
    • Creativity
    • Know the market
  – Network Activity
    • Use of contacts
    • Open discussion of viability
    • Residence
    • Education


Opportunity Recognition Model

• 5-Dimensional Model
  – Preparation
    • Skills and knowledge one acquires or accesses to bring to the creative process
  – Incubation
    • Where knowledge domains collide to create new associations
  – Insight
    • Ideas coming forth from the subconscious mind or brought to the attention of an entrepreneur by others
  – Evaluation
    • Involves investigating the idea to determine whether or not it is viable
  – Elaboration
    • Refers to the work needed to refine the creative insight


Where does creativity fit in?

Opportunity Recognition Model

Where does creativity fit in?
Opportunity Recognition Model

- *Opportunity Recognition and Leveraging One’s Experience*
  - William A. Sahlman, Harvard Business School

- *Toys and Spinning Brushes: How John Osher Found His Way to Profits*
  - Mapping out John Osher’s Opportunity

Key aspects per John Osher

- Look for gaps in the existing market or product lines to exploit.
- Anticipate product knockoffs and plan accordingly.
- Raise money when you don’t need it, so you’ll have it when you do.
- Be quick to market with the initial product and improve as you go along.