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BUS 609

Professor Reid

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Entrepreneurial Development Paper

A business venture is any entrepreneurial enterprise that's created to make money. Since I was young, I love to do business, to sales products, own companies, and make money. I believe that one must born with entrepreneurial abilities. In my opinion, it is hard to study and learn entrepreneurial skills, some people already have this ability in their mind. Anything from restaurants, houses, startups to even the lemonade stand can be considered a business venture. I would love to learn some abilities and skills to understand better how to make money thanks to my capability and recognize what does mean be an entrepreneur.

I open my own company two months ago. During this difficult period with the coronavirus outbreak, I was unable to work. I returned to Italy and created my own business called TheBubbleNet. TheBubbleNet is a startup focused on business growth using google page ranking, social media platforms, and advertising. TheBubbleNet also incorporates the discount coupons that are available to consumers; this will increase engagement. Also, I have partnered with UNITALSI (Italian non-profit organization), this means that 30% of the investment made will be donated to charity.

Moreover, in my opinion, thanks to my experience, creating a successful business venture is about a little bit of luck, because people must love your product, but to do so, one need to have an important capital to invest in marketing and advertising. Finding important angel investors or

finding the right motivational quote to post on Instagram or Facebook can be crucial for a business.

My dream is to sell my startup in a few years. Right now, I invested some money, but I am selling the product for free to attract more companies. At the same time, I am investing some of my savings. I am using an Italian platform called PLUS500. I like to invest and find every day or every month some different companies.

I search on google the ten skills to become a good entrepreneur. The skills are curiosity, Time management, Strategic thinking, Efficiency, Resilience, Communication, Networking, Finance, Branding, Sales. (Forbes,2017) According to these skills, and compare them with my startup experience, I must improve resilience and sales.

I hope that during this MBA program I can study and improve all these ten aspects. Thanks to my business, I have a better example of what skills I have and which one I need to improve.

A long-term goal, when I have a reasonable revenue, is to find someone like me that has an entrepreneurial mind, ready to start a business. A good business starts with a good idea. One of the most important things is to ignore the noise and focus on yourself. It's fundamental to do no worry about what other people are doing. The passion must be the principal object to start a good valid business. I like the teamwork. When I decide to create my startup, I did a zoom call with marketing and management college professors, and also some friends of mine that have a bachelor and a master's in business. I believe that to be a good entrepreneur, one must be a team worker; everyone has different skills and different backgrounds that can help any companies with different, but valid ideas.

According to the website www.credit-suisse.com, five points are crucial to be a good entrepreneur: First, always aspire to do better. Do not allow yourself to be satisfied with your success. Critique what you have achieved and ask what you can learn from others. Second, build a great team that shares your vision. Surround yourself with people who are brilliant at what they do, who share your vision, and who are brave enough to disagree with you. And put your trust in them. Third, use challenges to reassess your strategic progress. Treat challenges as an opportunity to refocus your strategies and open up new horizons. Fourth, let your setbacks propel you forward. Embracing and reframing failure or setbacks means developing goals to help you exceed expectations next time. Lastly, make decisions that advance your objectives. Be clear on how short-term goals fit with long-term strategy and objectives. If your actions are not advancing your goals, stop, and ask why. (Advantage Federer: 5 insights into his mindset,2020)

In conclusion, achieving this master's degree in the United States is an opportunity to see things from a different perspective and reinforce my vision of the world. It is a chance for me to make lifetime friendships and build an international network. I hope that Nyack College can help me to accomplish all my short- and long-term goals to be successful for my family and my future.

Reference:

Advantage Federer: 5 insights into his mindset. (n.d.). Retrieved September 03, 2020, from https://www.credit-suisse.com/microsites/empowering-entrepreneurs/en/episodes/roger-federer.html?aa_cmp=psrc_gmbc_it_2020_ee-rf_cs_ig_cpc_gsn_search_en_na_RogerFederer_7498

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