

1. attracting the right investors to their

Business, Decision Making



**ASSIGN
BUSTER**

1.

What are the factors that contributed to the success and failure of any technopreneur? The most successful technopreneurs know how to learn from others. They ask for advice and are flexible.

They take in the exceptional practices around them like a sponge, worry of failure can make it smooth to grip onto their vision with an iron fist but pressure may not serve them.

Following are the factors contributed towards success:

Passion The most successful technopreneurs share the same trait. They are passionate about what they do. Passion is what turns a technopreneur into a successful business leader. If you are driven by passion you won't give up, no matter how long the journey and you keep learning constantly.

Purpose Technopreneurs have a sense of purpose at the root of all that they do from hiring employees to attracting the right investors to their marketing and their customer service. That sense of purpose breeds the sense of belonging. It sparks intense employee and customer loyalty.

Network & Collaboration Technopreneurs should use their assets to create a social network that would be beneficial for their business.

By being a member of networks or associations, technopreneurs can gain benefits like getting advice from various bodies, accessibility to resources and a source of creativity.

Technical Understanding As a technopreneur, it is important to be tech-oriented. No one is saying that you have to be a coding expert but rather to invest in your technical skills and understand the dynamics of your market.

Following are the factors contributed towards

failure: Failure is an asset Because of technopreneurs curiosity, one of the biggest regrets they will have is not trying and hence wondering what if. This longing for knowledge and answers provides us with the tools to not only understand how to run businesses better but also what to avoid. As long as we are learning, technopreneurs become more valuable with each and every failure.

Failure should not be confused with quitting For many technopreneurs, the fear of failure is rooted in a fear of being perceived as a quitter. The truth is that if you have poured your energy selflessly into an endeavor only to walk away after extinguishing all options available to you, you will have earned infinitely more respect than those who have never tried. Nobody wants you to fail The reality is that nobody wants you to fail in your effort.

All stakeholders from lenders to vendor to customers. All have a vested interest in your business and your success. If you have developed strong relationships through honesty and transparency, most of your partners will work with you through difficult times. Mutual success benefits everyone involved. Decision Making As the business starts to grow it becomes more and more critical for technopreneur to make decisions on every level. The genuine value of business planning and basic leadership is to distinguish the difficulties and plan around them before they happen instead of getting caught unaware by them when the business is already set in motion. 2.

How do you see yourself as a technopreneur? The world we are living right now is full of technology as a matter of fact it is now part of our life. Technopreneur is an entrepreneur that engages in a High-

Technologyrelated business. Every one of us needs to earn money to supply our needs inorder to survive in this world. There are so many ways to earn money and one ofthem is to build a business.

My father's also a technopreneur. In 1990, he opened his own IT Company. He took a risk, wentthrough the motions of uncertainty and stress, worked a second job to supportboth his family and business, grew his customer base, hired people, gave IT services as well as products and was ultimately accountable for his ownsuccess. Like my father, many small business owners don't embrace theiridentity as technopreneurs. On the other hand, youprobably know someone who wears the title with pride.

I've heard some peopleexclude those who own side businesses as real technopreneurs and let'snot forget the technopreneurialtendencies people can have without owning a business that manycompanies today look for in the people they hire. As for me in terms oftechnopreneurship, I want to follow the path of my father. He's my mentor. Ishould have the quality of risk taker because in an IT field, you must riskeverything to gain profit, you can make your business grow faster and if itworks, you gain employees and produce a high quality of products and services. It can also make you a famous person in the near future like Steve Jobs andBill Gates experienced in their times until today. If there will be an incoming vendors orprojects who want to invest, I will not focus on things that can harm mybusiness instead I will look for the good possibilities that will cause ininvesting that kind of project.

I should be creative enough to start a new business. Products alone will not be sold even if it is in a high quality, IT services will be given too. I must have the charisma like Steve Jobs had. Even Steve Jobs failed. He had to face his customers while communicating. As a good technopreneur, I should have the capability to communicate with other technopreneurs.

They can help me in times when I face problems in business. They can also be my mentor in order to make business grow. Also partnership will contribute to the growth and success of the business.

3. Would you take the same career path that Steve Jobs took? Why or why not? Over the past 40 years, the computer enterprise has taken great leaps and limits to where it is today. One of the most influential people throughout this time was Steve Jobs.

He was an integral part of the rise in personal computing. Also he was an excellent motivator for those working under him and those inspiring to be like him. Steve Jobs is the chairman and chief executive officer of the well known Apple Company. His great mind, ideas and innovation helped him to be successful. He changed lives of people. His philosophy to change the world made him the person who he is now and put himself in a journey towards success.

The factors that contributed in his success and failure in his life made him more motivated in all aspects concerning with his work. I will not take the same path as Steve Jobs because it is not easy to take a career path especially in the field of technology. I'm not sure if I'll put myself into a

computer business like him it would be a hit or could get any popular because computer businesses nowadays are so at the top that if you'll try to make a business that involves computers, you are not sure of your success into that business. As we all know that numerous of operating systems right now are out in the market and there are also open-source operating systems that can be downloaded through internet.

So the question came to my mind and I ask myself, why would I take the same career path as Steve Jobs if there are a lot of these kinds of computer software out there? Then I could put in the picture that if I will make a business like him, I have a small chance of excelling in that kind of business. There are many factors of his personality that I don't like in Steve Jobs that gives me another reason why I can't take the same career path as his. Like him being a short tempered boss to his subordinates. I can't be like that when I'm a boss I would be much patient to my subordinates and understand them as well because as a leader to them I must lead them in the right direction that they will be more motivated under my leadership and also to gain their trust for the good of my company.

Finally, the last thing I don't really like in him as stubborn person; he never listens to others' opinions. Wanting much to decide what you really want to be in the future, there is no acquiring that you can be in a career in the future the way you planned it to be because the things happen in this life of ours are just choices we need. 4.

Why it is important for industry people to focus on technology to enhance their industry improvement?

Innovations in technology have improved operations at agencies of all sizes and

helped turn small neighborhood corporations into worldwide corporations.

Following are the factors to enhance industry improvement: Communication

Cell phones have emerged as small business necessities for owners and employees. Those devices are lifelines for staying in touch when on the street and responding to customer inquiries in a timely manner.

Smartphone's raise the bar with access to the Internet, email, textual content and social networking is other advances in communication that preserve small businesses connected to their customer bases and enhance internal communication within the enterprise. Marketing Technology has freed small corporations from the restrictions of print ads in terms of achieving new and existing customers. Internet marketing ranges from easy informational website to advertising on search engines to online product sales.

Email advertising and marketing is an effective and occasional fee technique to reach a large group of people with a newsletter, coupons or commercial enterprise. Mobile advertising is a rather new frontier that reaches people through text messaging, marketing on cellular packages and supplying branded applications that tie clients into what's occurring with the enterprise in a fun and entertaining way. Productivity Small enterprises need to wring each ounce of productivity out in their operations and generation tools help employees get responsibilities done more quickly. This may range from printing out marketing substances to offering customer support through

email or online chat. The key is to keep employees focused while the use of technology and to apply it appropriately with the aim of saving time. Provide employees with the right hardware and up to date software to maintain them working at peak proficiency. Customer Service Technology brings enterprises towards customers.

Businesses use e-mail to answer questions, offer online chat to help clients that are visiting the business website, and equip call centers with the today's phone device that makes customer support agents more efficient. Give customers a preference of approach to contact the company. Technology is powerful but keeps the people element in mind and don't hold back on training employees in effective customer strategies and the proper use of the technology. Telecommuting Many small enterprises now provide telecommuting and flex time as advantages. Colleagues can stay in touch from different locations and when working extraordinary hours by using email, online collaboration equipment and mobile computing devices. Within the office, employees can share virtual files, convey records via presentations and create training videos to bring new employees up to speed.

Teleconferencing Teleconferencing over the cell phone is one of the easiest conferencing strategies but development in recent years has brought web conferencing to the fore. Web conferencing can bring together web cams, audio and collaborative online meeting areas to create an exceptionally interactive environment. Members can see each other, work together on documents and recreate the in person meeting experience no matter where

they're globally. This is one manner that small businesses can extend their reach to include global customers and employees. 5. Why technology is giving tough time for industries to go along with technological changes to improve their operations? Technology is probably the greatest agent of change in the modern world.

While never without risk, technological breakthroughs promise innovative solutions to the maximum pressing global challenges of our time. Introducing technological trade into a company offers a different set of challenges to management than does the work of competent venture administration. The managers responsible for shepherding a technical innovation into routine use are a great deal equipped by education and experience to guide that innovation's improvement than to manage its implementation. Following are the factors which lead to technological changes improvement: A dual role Those who manage technological change have to often deal with each technical developer and implementer. As a rule, one agency develops the technology and then hands it off to users who are much less technically skilled but informed and knowledgeable about their own areas of utility.

Marketing perspective A marketing perspective also helps prepare an organization to get hold of new technology. Many implementation efforts fail because someone underestimated the scope or significance of such preparation. The organizational hills are complete of managers who believe that an innovation's technical superiority and strategic importance will guarantee reputation.

Framework for Information Just the way marketing managers carefully plan the studies through which they'll acquire crucial product information so implementation managers need to expand an iterative almost accordion like framework to guide decisions about when and how to collect needed information from all businesses affected by an innovation. Multiple Internal Markets The higher the organizational level at which managers define a hassle or need, the greater the possibility of successful implementation. At the same time, the nearer the definition and solution of problems or needs are to end-users, the greater the opportunity of success. Implementation managers must draw up their internal marketing plans in light of this obvious paradox. Safe Innovation There are two motives for undertaking a pilot operation before introducing an innovation across the board in a massive company.

First is to serve as a test and prove technical feasibility to top management and second to function as a credible demonstration version for other units in the organization. These two purposes are not always friendly. Fear of Loss As we discuss about the deskilling capacity of latest computerized technologies has grown, unions are in search of retraining for their members whom automation might displace.

Many organizations are upgrading the status of their workers who're compelled to trade hard earned manual abilities for the often dreary routine of button pushing.