

Technopreneurship

The background of the cover is a deep blue underwater scene. A diver is visible in the upper right, swimming and shining a light that illuminates the water and the coral below. The coral is vibrant yellow and green, contrasting with the dark blue of the water.

A Dive into the Business Landscape

Editors

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Technopreneurship

A Dive into the Business Landscape

The principal aim of this book is to examine a distinct category of entrepreneurs, commonly known yet requiring clear differentiation from traditional entrepreneurs known as technopreneurs. This book aims to define technopreneurs and elucidate the unique requirements they must address to successfully penetrate, endure, expand, and sustain in the marketplace. Moreover, a broader definition of technopreneurship and technopreneurs are offered in exploring whether these skills are innate or learned. This book further explores the role of innovation in entrepreneurship, delineating how innovation ultimately transforms entrepreneurs into technopreneurs. Given that innovation encompasses intellectual assets requiring legal protection, it is imperative for technopreneurs to comprehend the significance of legal considerations when managing technology and innovation to safeguard their interests. Financial savviness is essential for technopreneurs, so the book includes two chapters on financial matters: one focusing on understanding financial statements and the other on funding aids and alternative strategies to minimise operational costs for financial sustainability. To understand market needs and the risks involved in technological business, the final two chapters cover the fundamentals of the marketing mix and the art of identifying, assessing, and mitigating risks inherent in business ventures. This book is timely because of rapid advancement of technology is transforming ventures, creating a pressing need for entrepreneurs to adapt and innovate. It provides critical insights for navigating this evolving landscape, making it an essential resource for aspiring and existing technopreneurs. This book is designed for business practitioners who have practical experience but lack formal knowledge, providing a valuable resource to enhance their understanding. It also offers insights and guidance for academic researchers and individuals embarking on business ventures. Additionally, it benefits students, graduates, and organisational management teams by emphasising the importance of business acumen and entrepreneurial traits for success.



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