



Entrepreneurship 101

Session 11. Key Resources



Learnkey



What are Key Resources?

These include:

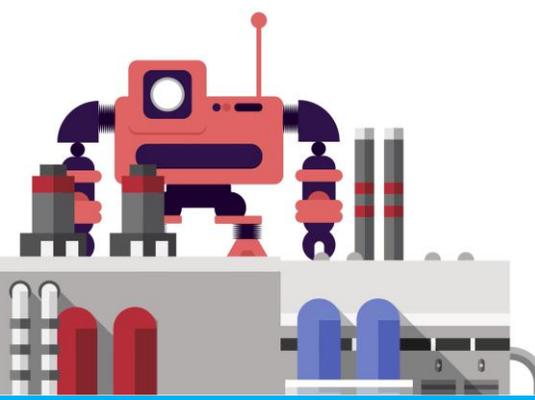
- Physical
- Human
- Financial
- Intellectual

Don't need to own all resources.

- Borrow or lease from partners.



Categories of Key Resources



Physical



Human



Intellectual

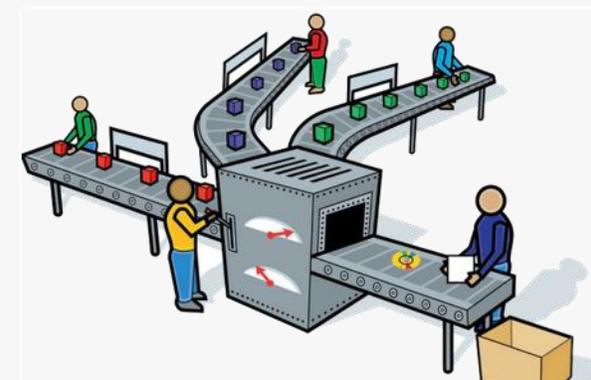
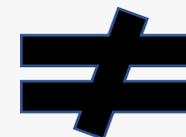


Financial

Key Considerations for Acquiring Resources

Type of Business

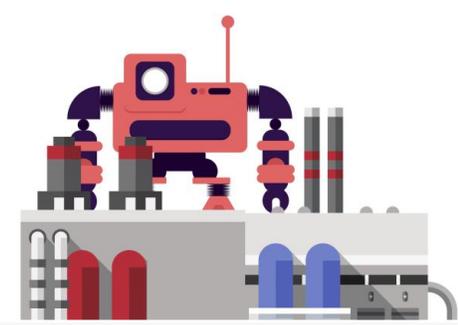
- What type of business are you in?
- Some are more or less resource intensive.
- E.g., a small e-business versus a manufacturer.



Key Considerations for Acquiring Resources

Key Activities

- What resources are required for your key activities?
- Resources should match:
 - the type and
 - the number of activities.



Key Considerations for Acquiring Resources

Identify those Resources Vital for Success

- Those that can deliver your promise of value.
- Those that can give you a competitive advantage.
- Resources that are:
 - Valuable,
 - Rare and
 - Difficult for your competitors to copy.



Key Considerations for Acquiring Resources

Start with your Means

- What resources are currently available to me?
- Which resources are *necessary* to have rather than ideal?
- Which can be accessed for minimal cost?



Business Model Canvas – Key Resources

