

Course : Entrepreneurship

Lecture 3: Opportunity Recognition, Shaping, and Reshaping

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Mga Layunin ng Pag-aaral

- Maunawaan ang proseso ng opportunity recognition, shaping, at reshaping.
- Matukoy kung paano nagiging oportunidad ang isang ideya.
- Makilala ang kahalagahan ng passion, creativity, at market testing sa pagbuo ng negosyo.
- Mailapat ang pagsusuri sa customers, competitors, suppliers, government, at global environment.
- Matutunan ang paggamit ng opportunity checklist para suriin ang lakas o kahinaan ng mga ideya.
- Mapahalagahan ang mga best practices at hamon sa pagpili ng tamang oportunidad.

Mula Kislap tungo sa Aksyon: Ideya vs Oportunidad

- Nagsisimula ang entrepreneurship sa isang kislap ng ideya
—ngunit hindi lahat ng ideya ay nagiging oportunidad.
- Tanong: “Sapat ba ang ideyang ito para maging isang tunay na oportunidad sa negosyo?”
- Opportunity recognition = proseso ng pagsusuri at market testing bago mag-launch.
- Bawat hakbang ng iteration ay tumutulong mag-shape at mag-reshape ng ideya.
- Layunin: bawasan ang panganib at pataasin ang tsansa ng tagumpay.

Bakit Mahalaga ang Passion

- Passion = pinagmumulan ng enerhiya at dedikasyon ng entrepreneur.
- Mahirap magtagal sa negosyo kung wala kang tunay na interes dito.
- Passion ang nagtutulak sa resilience → kakayanin ang sakripisyo at hirap ng pagsisimula.
- Tanong: Ano ang kaya mong paglaanan ng maraming taon ng buhay mo?
- Passion ay nakakahawa → investors, empleyado, at customers ay naapektuhan din.

Paghahanap ng Iyong Passion

- Simulan sa self-discovery: hobbies, interes, mga bagay na kinagigiliwan mong basahin o panoorin.
- Family at friends ay makakatulong magbigay ng perspektiba → madalas nakikita nila ang lakas mo na hindi mo napapansin.
- Huwag matakot sa “apprenticeship” – hands-on learning sa industriya bago magtayo ng sariling venture.
- Halimbawa: gustong magtayo ng restaurant → mas mabuting magtrabaho muna sa restaurant kaysa tumalon agad.
- Key idea: Passion + Skills = mas mataas ang tsansa na maging viable ang business idea.

Halimbawa: Michael Dell

- Nagsimula bilang pre-med student.
- Passion sa computers, nagtago ng PCs sa dorm.
- Naging Dell Computers, global brand.
- Aral: sundin ang passion, hindi lang expectation.
- Passion + skill + timing = oportunidad.

Case Example: AllTrails

- Russell Cook, hiking enthusiast.
- Solusyon: AllTrails app.
- \$400K seed funding, partnership with National Geographic.
- Lumago mula 200K users → milyon-milyon.
- Personal pain point = global opportunity.

Ang Proseso ng IDEO

- 4 Steps: Gather, Multiply, Create, Optimize.
- Iterative process = paulit-ulit na refinement.
- Learning at shaping ng ideya.
- Goal: lumabas ang pinakamalakas na oportunidad.

Gather Stimuli

- Obserbahan ang customers sa natural na kilos.
- Customer anthropology (IDEO style).
- Halimbawa: shopping basket redesign.
- Rule: Observe, don't lead.
- Layunin: tukuyin ang unmet need.

Multiply Stimuli

- Brainstorming rule: 'Yes, and...'
- Wild ideas welcome.
- Brainwriting: pantay-pantay na kontribusyon.
- Market test voting.
- Collaboration + openness = viable options.

Create Customer Concepts

- Gumawa ng mock-ups, prototypes.
- Hindi kailangang functional agad.
- Layunin: tukuyin ang appealing features.
- Rapid prototyping = mabilis na learning.
- Fail early, learn fast.

Optimize Practicality

- Piliin lang ang kailangan, iwasan overdevelopment.
- Maglaro ng devil's advocate.
- Maximize value, minimize cost.
- Iteration adds learning.
- Refined idea → viable opportunity.

Case Study: Paint Nite

- Hermann & McGrail, 2012.
- Paint + wine events in bars.
- Business model: licensing, revenue split.
- Social media boom, viral.
- \$55M revenue, global expansion.
- Social + creative + scalable = global trend.

Ideya vs Oportunidad

- Ideya = simula lamang.
- Oportunidad = validated, attractive, may potential.
- Kailangan ng testing.
- Hindi sapat na 'good idea' lang.
- Must transform into 'good opportunity'.

Limang Aspeto ng Opportunity Analysis

1. Customers
2. Competitors
3. Suppliers & Vendors
4. Government
5. Global Environment

Pag-unawa sa Customer

- Sino ang core customer?
- Huwag masyadong malawak.
- PTA, STA, TTA segmentation.
- Clear focus = effective marketing.

Halimbawa: Thai Fast-Casual Restaurant

- PTA: Soccer moms.
- STA: Kalalakihan, retirees, professionals.
- TTA: University students.
- Insights: menu, pricing, ambiance.
- Segmentation guides refinement.

Demographics at Psychographics

- Demographics: edad, kita, trabaho.
- Psychographics: lifestyle, values, attitudes.
- Combination = clearer profile.
- Foundation ng marketing and branding.

Customer Trends

- Macro: baby boomers, smartphones, social media.
- Micro: Hispanics = tech adopters, Millennials = health.
- Spotting converging trends = opportunity.

Market Size at Growth

- Market size = demand ngayon.
- Market growth = demand sa future.
- Growing = easier entry.
- Mature = price competition.
- Big enough + growing fast = strong opportunity.

S-Curve ng Adoption

- Phase 1: Early adoption.
- Phase 2: Rapid growth.
- Phase 3: Maturity.
- Phase 4: Decline.
- Timing is critical.

Competition: Direct, Indirect, Substitutes

- Direct: same product.
- Indirect: different format.
- Substitutes: DIY/homemade.
- Broad definition of competition.

Stealth Competitors

- Startups under the radar.
- Example: smart home tech.
- Sources: suppliers, VC, trade shows.
- Anticipate hidden rivals.

Competitive Profile Matrix

- Tool to compare rivals.
- Example: Gourmet Stew vs Hormel vs Homemade vs DiGiorno.
- Evaluate taste, price, convenience, availability.
- Choose differentiation strategy.

Suppliers at Vendors

- Part of value chain.
- Supplier power can shift margins.
- Intel & Microsoft = high margin.
- Commodities = weak power.
- Diversify to reduce risk.

Gobyerno at Regulasyon

- Supportive in some industries.
- Heavy regulation: pharma, finance.
- Regulation = barrier + cost.
- Attractive only if high margins.

Global Environment

- International expansion.
- Outsourcing lowers cost, adds dependency.
- Watch international competitors.
- Think global, act local.

Opportunity Checklist: Strong

- Clear customer profile.
- Multiple trends.
- Emerging market.
- Demand > supply.
- Gross margins > 40%.
- High frequency purchases.
- Weak competitors.

Opportunity Checklist: Weak

- Fuzzy customer.
- Mature/declining market.
- Demand < supply.
- Margins < 40%.
- One-time purchase.
- Strong competitors.
- High regulation/vendor power.

Case Study: ISlide (Intro)

- Founder: Justin Kittredge.
- Customizable sandals.
- Comfort + personalization.
- NBA endorsements.
- Mission: 'Stand in What You Stand For'.

ISlide: Pag-hubog ng Oportunidad

- Started lean, interns + personal funds.
- Instagram + celebrity endorsements.
- Flexible order sizes.
- Online sales + retailers.
- Differentiation + niche focus.

Mga Hamon sa Opportunity Recognition

- Misjudging demand
- Wrong targeting
- Competitor retaliation
- Supplier cost hikes
- Regulation delays
- Global competition

Best Practices at Pagbubuod

Best Practices

- Makinig sa customers, gamitin feedback.
- Mabilis na testing at iteration.
- Pumili ng growing market na may good margins.
- Bumuo ng passionate, flexible team.
- Laging handa sa kompetisyon at regulasyon.

Pagbubuod

- Hindi lahat ng ideya ay nagiging oportunidad.
- Shaping at reshaping ang susi.
- Limang aspeto ng pagsusuri = viability.
- Entrepreneur: handang mag-adjust at matuto.
- Tagumpay ay nasa kakayahang magpatuloy.

Textbook

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