

CHAPTER OVERVIEW

4: Finding Opportunity

LEARNING OBJECTIVES

- Define entrepreneurial opportunity
- Identify key drivers of opportunity

[4.1: Introduction](#)

[4.2: Entrepreneurial Opportunity](#)

[4.3: Researching Potential Business Opportunities](#)

[4.4: Competitive Analysis](#)

[4.5: Discussion Questions](#)

[4.6: Case Questions](#)

[4.7: Find Opportunities - 2017 Motivational Video \(Feat. Jack Ma\)](#)

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