

Types of Entrepreneurship

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1. Small Business Entrepreneurship

- Businesses started to generate a livelihood for the owner and family, typically with modest growth ambitions (e.g., a local retail shop).

2. Scalable Startup Entrepreneurship

- Ventures designed from the outset to grow rapidly and attract investment, often technology-driven (e.g., a fintech startup).

3. Social Entrepreneurship

- Ventures primarily driven by a social or environmental mission, with profit as a means to sustain the mission rather than the main goal.

4. Corporate Entrepreneurship (Intrapreneurship)

- Innovation and new venture creation that happens within an existing large organization, using its resources and support.

5. Serial Entrepreneurship

- Individuals who repeatedly start, grow, and exit multiple ventures over their career.

6. Why the Distinction Matters

- Different types require different funding strategies, growth expectations, and success metrics - understanding the type shapes the right strategy.