**INTRODUCTION TO ENTREPRENEURSHIP**

**Learning Outcome 2: ACTIVITY 3**

**Create a business plan and pitch (preparation exercise): My motivation**

To prepare for writing your business plan, discuss your motivations for starting an enterprise

Use the Stephen, Hart and Drews model to plan this discussion. (This activity also relates to Element 4, LO4.)

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| **Motivations** | **Explanation** |
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