**INTRODUCTION TO ENTREPRENEURSHIP**

**Learning Outcome 3: ACTIVITY 7**

**IPR or straight to market?**

To prepare for a discussion in class, list the advantages of an IPR and a straight to market strategy. Use examples to support your discussion.

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|  | **Advantages of IPR** | **Advantages of straight to market** |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |
| **4** |  |  |
| **5** |  |  |
| **6** |  |  |
| **7** |  |  |