

# **International Entrepreneurship Educators Programme**

## **Entrepreneurial Learning - Pedagogical Note Series**

### **33. Segmenting the New Venture Programme Market**

#### **Introduction**

As in all education and training programmes there may be different groups of people with very different learning needs. This is also the case with new Venture Programmes. There may be distinctive benefits from segmentation as below. Each offer different opportunities in different localities and often with different sources of programme sponsorship and partnership.

#### **Market segmentation Opportunities**

1. By stage of the start-up process – see separate pedagogical note
2. By scale - the larger the scale of business the greater effort needed to assemble resources and plan the business
3. Age –youth – retirees – second career.
4. Sex – women have particular problems and opportunities
5. Sector – craft, tourism, hotel and catering, IT etc
6. Clusters - groups of interrelated businesses in a sector , for example outdoor clothing
7. Inward investor entrepreneurs – moving in to a particular area
8. Small company spin-off – existing small company entrepreneurs have many ideas for new starts which can be exploited.
9. University technology transfer out – with particular problems relating to IP and longer periods of negative cash flow.
10. Graduates – with problems of limited resource and usually limited know who
11. Vocational education – focused upon ‘will my skill make a business’
12. Self employed – focused upon can I make a living?
13. Location – rural – focused upon footloose business ideas and rural services
14. Social enterprise – with a not for profit orientation
15. Level of education – with different capacities and motivations for engaging with education
16. E-business/commerce – in a global context
17. Market – international – with global networks and different cultural (ways of doing things) in different markets
18. Market – large customer – facing very different problems of getting on to the buying list of large firms
19. Craft – with distinctive culture, outcome orientation and markets
20. Micro business – with easy entry
21. Home Business - a specialist market in itself
22. Professional (white collar ) business – including health, GPs, Opticians, Leisure, consultancy etc
23. Team based businesses – often linked with spin outs and spin offs
24. Licenses – distinctive needs for investigation
25. Franchise – very distinctive challenge as way of life
26. Ethnic Groups – often with very different networks and cultures
27. Disadvantaged groups – prison populations among others with different problems of credibility and market entry
28. Turn rounds\*
29. Schools – with headteachers now becoming more their own entrepreneurs