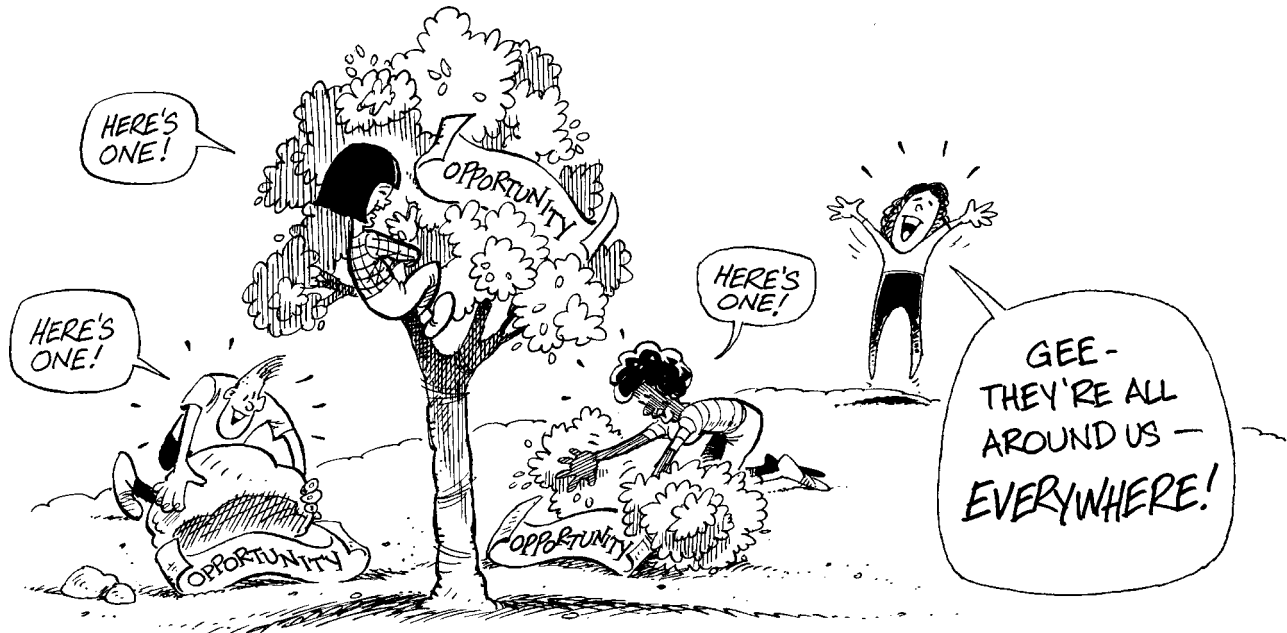




Sources of Opportunity

Now let's consider some of the things that create wants, backed by a willingness to pay and, therefore, provide opportunities for entrepreneurs.



As you read, think of some examples of your own. Use these to complete the "Opportunity Example" sentences. Then list some solutions - products or services - that would match these opportunities.

➔ "If only I had a ..."

There are some wants for which no good or service exists. Such wants tend to develop over time, particularly as changes occur such as changes in people's interests and changes in technology. Examples of such changes include people's growing interest in playing baseball and soccer and the growth of product technologies such as roller blades, pagers, high spring tennis shoes, CD players, video games, high-performance skateboard wheels, personal computers, and cellular phones. Can you think of other examples? Can you think of any new "wants" that have been created by these developments that are, as yet, unfulfilled?