Entrepreneur & Innovation Exchange
Published online at EIX.org on November 03 2016
DOI: 10.17919/X9MG65

How Entrepreneurs Create Value by Finding Overlooked Opportunities

Daniel Forbes (University of Minnesota)
Eden Blair (Bradley University)

KEYWORDS: Innovation, Entrepreneurship.

Large companies may overlook promising products and markets. Entrepreneurs can turn those neglected opportunities into useful products and successful businesses.

Entrepreneurs play a huge role in society by bringing underappreciated products to market -- products that can help people but that big companies are too busy or disinterested to develop. In the process of developing these hidden gems, entrepreneurs build great companies, create jobs and carve out careers that are professionally and personally rewarding. Daniel Forbes of the University of Minnesota and Eden Blair of Bradley University discuss how entrepreneurs can benefit society and do things their own way.

Link to video

Copyright © 2016 The Authors. Entrepreneur & Innovation Exchange is published at EIX.org. This is an open access article under the terms of the Creative Commons Attribution-NoDerivs License, which permits use and distribution in any medium, provided the original work is properly cited and no modifications or adaptations are made. View EIX.org Authorship Terms at https://eix.org/terms