

ENTREPRENEURSHIP
NEW VENTURE FORMATION

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Welcome to new venture formation. I am the developer of this course and hopefully your instructor. My name is Tom Zimmerer and I'm fortunate to hold the title of entrepreneurial scholar in residence at the University of South Florida.

This is an interesting and exciting program and I hope you benefit dramatically from this course. I have a passion for entrepreneurship. I became interested, four or five decades ago, when I began to recognize the disturbing failure rate of new businesses in our country. I am interested in looking at entrepreneurship and new venture formation in a global context.

What my hope is is that you will gain the skills, the analytical and reasoning skills, to be able to objectively evaluate the financial and commercial viability of a new business. Entrepreneurship is truly global. What has been the driving force in new countries, have new economies that are based in capitalism?

It has the fact that the entrepreneur is the new superstar. They are the individuals who are contributing directly to the economic growth and development of the countries in which they live. So consequently, one of the things that we want to stress is the global nature of entrepreneurship.

One of our goals is clearly-- in new venture formation is to help guide you through the process of evaluating any new business venture. And most important it will be your new venture. You select the business that you're going to study.

I've been teaching now for 45 years and I am committed to this particular course and what goes on. I want you to feel comfortable with it and I want you to feel as if this is your class. I want to be able to work with you throughout the term and I wish you the very best of luck.