**Video Title:** Entrepreneurial Opportunities-Babson College's Brush

**Video URL:** <https://www.youtube.com/watch?v=JAnqh4VHINk>

**Run Time/Source:** 6:00, Candida Brush, Arthur Blank Center for Entrepreneurship -Babson College/YouTube

**Close Caption Available:** Yes

The first step in entrepreneurship is to search out and find a business opportunity. An opportunity is a favorable situation where you can provide a product or service to consumers. Opportunity is caused by one of four things: disruptive technology, social trends, industrial change, and socio-demographic trends.

At Babson, they use four methods that include systematic search, passive search (alert to opportunities but scanning a broader environment), idea generation, and design thinking. In this video, Dr. Brush provides an overview how Babson College teaches students how to identify potential entrepreneurial opportunity.

Questions:

Provide an example of disruptive technology*.*

Discuss how social trends could provide a new market opportunity.

What are some potential business opportunities that could develop based upon changing social/demographic trends?

What are the four ways to discover/create business opportunity?