**Video Title:** Entrepreneurship: Spotting Opportunities

**Video URL:** <https://www.youtube.com/watch?v=0_OcmMKVnyI>

**Run Time/Source:** 26:49, Doug Neal, Executive Director of the Center for Entrepreneurship/YouTube

**Close Caption Available:** Yes

One of the most common questions I get from both entrepreneurs and students is “How do I find a good business opportunity?” An idea is not the same as a business opportunity as not all ideas are good ideas! Also, an idea may be good but just not possible or practical at this time. In this video, Doug Neal, the Executive Director for Entrepreneurship at the University of Michigan discusses six ways that entrepreneurs find business opportunities. Of course, finding an opportunity is only the first step!

Questions:

1. What are the six ways that entrepreneurs discover business opportunities?
2. Give a brief example of a business opportunity for each of the six approaches to spotting business opportunities.