



Session 2: Opportunity Recognition

Overview This session highlights the idea that opportunities are everywhere and discusses how we can learn to recognize them and begin to think like an entrepreneur.

- Key Points**
- ❖ Opportunities exist when people or organizations have problems or points of pain for which they need to find solutions.
 - ❖ Paying attention to people's complaints, what you are good at and enjoy doing, and changes in the environment will help you to recognize opportunity.
 - ❖ Every big problem is a big opportunity. People will not pay for a solution to a non-problem.

- Discussion Questions**
1. What does the saying "ideas are a dime a dozen" mean?
 2. What's the difference between an idea and an opportunity?
 3. What's the biggest problem that you have? What are the biggest problems the members of your family have? Your friends? Your school? Your neighborhood? If you don't know, how can you find out?

Additional Resources [Entrepreneur.com's 100 Brilliant Ideas](#)
[Best New Business Ideas You Can Start Now](#)

- Possible Assignments**
1. Research real-life stories of how entrepreneurs recognized the business opportunity that made them successful. Find an example of a business founded on: people's problems, the entrepreneur's passion, environmental changes, and/or new discoveries.
 2. Pick a concept from Ben Hammersly's *64 Things You Need to Know Now for Then* and predict which companies/industries will benefit and which will be hurt by that issue in the future.