

# Six Keys to Release Ideas for Profitable Growth: Corporate Entrepreneurship



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# CORPORATE ENTREPRENEURSHIP

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**What is Corporate Entrepreneurship (CE)?**

- Development of new ideas and opportunities within large established businesses
- Directly leads to improvement of organisational profitability
- Enhances competition position

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**Overview:**

- What Corporate Entrepreneurship is
- Positives of CE
- Negatives of CE
- How it effects organisations
- Example - Taxi VS Uber
- Fad or business imperative?



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## Overview:

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## Why should businesses engage in Corporate Entrepreneurship (CE) ?



It accelerates business growth



Leads to innovation and increased financial returns



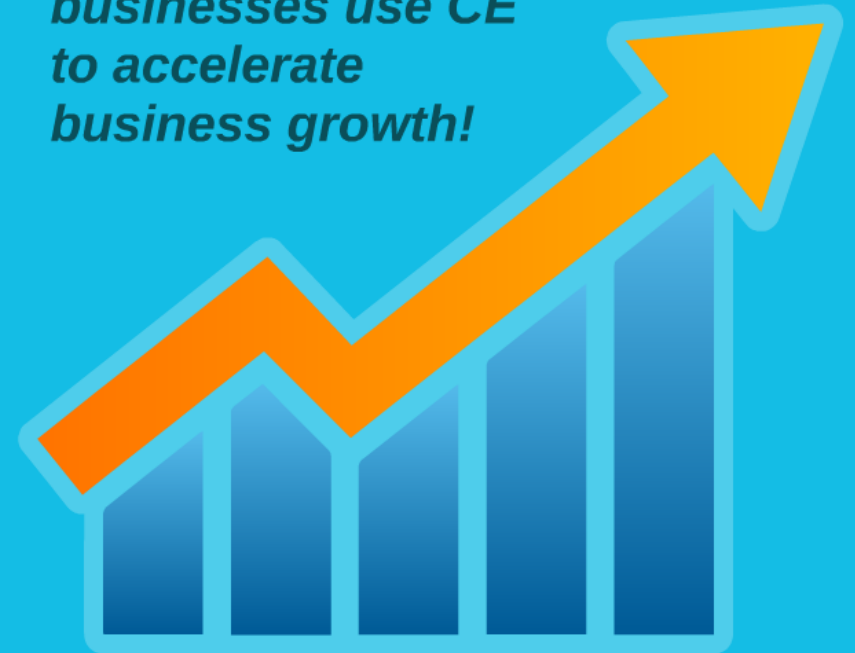
Firms gains competitive advantages

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# Can CE accelerate business growth?



*65% top 100  
businesses use CE  
to accelerate  
business growth!*



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Let's consider Apple Inc.

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**Innovation!?**





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**1** Apple's strategic focus on CE lead to the development of the iPod and iPhone

**2** Reshaped the smartphone industry

**3** Gained public recognition and high financial return

