**SOPEJU, OLUWABUSUYI FEYIKEMI**

**COMPUTER ENGINEERING**

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EXPLAIN WITH THE AID OF ANALOGIES TEN FEATURES OF A GOOD CYBERPRENEUR

1. Good decision making skills

A decision is a conclusion or resolution reached after consideration. Decision making is the action or process of making important decisions.  A good decision is one that is made deliberately and thoughtfully, considers and includes all relevant factors, is consistent with the individual's values, and can be explained clearly to significant others.

Mark Zuckerberg, founder of Facebook identified a problem several years ago. The problem was that Facebook subscribers reduced, and the current ones were migrating to WhatsApp. They were not using Facebook as much as they used to. He certainly gathered enough relevant information, identified possible solutions, and picked the best decision – a proposal to buy WhatsApp. Though, it took a while, he bought it, and the decision paid off.

1. Adaptation/Flexibility

Adaptation is any alteration in the structure or function of a business in order to aid its survival. Adaptation helps cyberpreneurs to maintain relevance. The greatest entrepreneurs/cyberpreneurs adapt to survive.

Adaptation usually leads to the rise of industries/organizations while lack of it, kills it. An example is the BlackBerry. Blackberry led the smart phone industry, up until 2013, where it began losing its customers. This was because they failed to adapt to the changing world. While other smartphone companies introduced the touch pad & access to google play, BlackBerry didn’t. This ultimately led to its extinction.

Elon Musk is a cyberpreneur who showed flexibility, in order to stay relevant . He has gone into everything from finance, to the auto industry, to space.

1. Perseverance

This is defined as persistence or continued effort in doing something despite difficulty or delay in achieving success. It is to insist and to be firm on getting something done and not giving up.

The founder of Samsung group, Lee Byung Chul was greatly affected by the Korean war. With the collapse of the colonial regime, Lee moved the company’s headquarters to Seoul. Different government, different regulations. Lee could have given up. He persevered, and eventually had good success

1. Self-motivation

Self-motivation is the force that keeps pushing us to go on – it's our internal drive to achieve, produce, develop, and keep moving forward. It is encouraging oneself to continue making progress toward a goal even when it feels challenging.

Most cyberpreneurs have failed products/businesses. Self-motivation is what keeps them going. Lee Byung Chul, founder of Samsung Group, started with a rice mill business. This business failed entirely. Lee motivated himself, learnt from his mistakes and tried out other business(es).

1. Creativity

Creativity is simply the use of imagination or original ideas to create something. It can also be defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others.

Apple had a product used primarily for listening to the music (ipod). The company later thought it wise to combine telephone, internet and music into one device.

Also, Apple is creative with their phone designs, which make them have more customers.

1. Confidence

This is the feeling or belief that one can have faith in or rely on someone or something. It is the conviction that one can meet life's challenges and succeed.

Years back, the co-founder of Microsoft, Bill Gates, offered to buy Facebook. Mark Zuckerberg, founder of Facebook refused this offer because he was confident that he could make the product grow even more. He had enough faith that he could take the company to higher grounds.

1. Long-term goal

A long-term goal is something you want to accomplish in the future. Long-term goals require time and planning. It can be to increase personal wealth, expand into new opportunities, go public or have a legacy.

Amazon, founded by Jeff Bezos in 1994, has its vision statement is “to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.” This statement encapsulates a long-term goal. Amazon launched its web service, AWS, in 2004, when organizations didn’t see a need to. Today, Amazon continues to reign in the cloud market.

Another example is Zoom, used for audio and video conferencing. Years back, no one saw the need to have a software that allows for up to 500 participants. Zoom now is one of the top video conferencing apps today.

1. Technological Innovation

A technological innovation is a new or improved product or process whose technological characteristics are significantly different from before.

Google developed software that can be incorporated in mobile phones to help in internet access. This innovation has proved to be one of the biggest in internet applications technology. Google also introduced google translate, and the voice search, making it the most used search engine.

1. Resourcefulness

Resourcefulness is the ability to find quick and clever ways to overcome difficulties. Resourcefulness is a mindset and is especially relevant when the goals you have set are difficult to achieve or you cannot envision a clear path to get to where you desire to go.

When Airbnb needed funding, they began selling cereal. The founders also cut on spending cost by doing some work personally, which could have been contracted out (e.g. professional photographing).

1. Passion

This is the fuel that keeps entrepreneurs going. Entrepreneurs can be passionate about many things. They may be passionate about the products they create or the services they provide. They might be passionate about the problems they feel their businesses solve or about the desire to improve the lives of their customers.

Elon Musk does have several failed attempts to his name. Not every idea that he has pursued has been an instant success. The first three launches at SpaceX were failures but he was determined to change the status quo like he had envisioned. His passion for these things keeps him going.

CREATE AN IDEA AS AN ENTREPRENEUR AND HOW DO YOU WANT TO IMPLEMENT IT BASED ON CYBER TO TAKE ADVANTAGE OF THIS CORONA VIRUS HOLIDAY

As a cyberpreneur, I would develop games this period. Most people are home this period, and hence have a lot of time. Boredom may set in. Playing games is one of the ways to ease boredom.

The game developed would be one that can be enjoyed by both children and young adults. This means that a larger population plays the game. The game would also not be too large, for quicker downloads. For publicity, I would ask my close friends to help send the game link to other friends, using social media.

As a developer, I would include ads as a source of income. The ads to be included would not appear too often and would be related to corona virus. For example, I can include an ad that says one can take a test to find out covid-19 risk factor in one minute. This kind of ad is catchy, and the more people click it, the more income I get.

I could also add in-app purchases. An in-app purchase is any fee (beyond the initial cost of downloading the app, if there is one) an app may ask for. Many in-app purchases are optional or give users additional features. I would allocate fees as low as $5 to them. The in-app purchases added will have two functions:

1. Remove ads
2. Unlock special levels

I would also utilize reward videos. A rewarded video ad is a video that a user can choose to watch in exchange for some incentive — an extra life in a game, an extended free trial, or some coins. The rewarded videos will only be a few minutes long, so the player doesn’t get bored or discouraged. The rewarded video ad will pop up after every loss of life in the game, in exchange for an extra life. This means, the player might click on the ad multiple times even in the same game level. This brings more income to me, the developer and allows the player to stay longer on the game.

This idea effectively eases boredom of players, and also provides some income for the developer.