



Skilled entrepreneurs know that it takes more than a great idea to be successful. They have a passion for understanding their environment. They want to know not only what competition already exists, but what allies can they leverage as well?

Further, an entrepreneurship professional is going to ask what is missing from the world. Why is this process so

need?

It's no secret that entrepreneurs are often categorized as innovators. Using those analysis and problem-solving skills, the entrepreneur's next step is to c\(\mathbb{E}\)T.t1 to c\(\m





