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# E-ENTREPRENEURSHIP

WHITE BOOK - CHAPTER 6

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Topic  
Profiles of entrepreneur and related skills

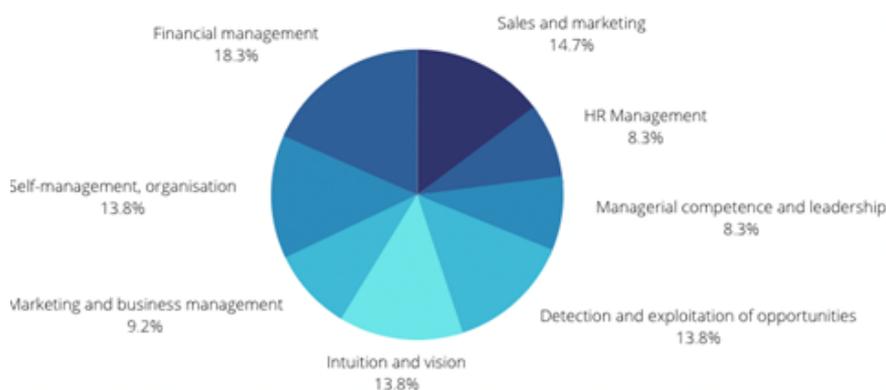
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There are as many types of entrepreneurs as there are entrepreneurial projects. In this section we will present and analyze the most important, or rather, the most common ones, by looking at the soft and hard skills of each one. In a second part we will see which are the most common hard skills and soft skills depending on the type of entrepreneur.

Hard skills are considered here as the minimum required to perform tasks properly.

Soft skills help to improve efficiency, while hard skills are "must-haves" to move forward and achieve goals. The latter also reduce costs: an entrepreneur who has many and varied hard skills will save money because he does not have to pay someone to do a particular task. They are usually acquired through training or education. Soft skills are often character traits but can be integrated with a lot of experience and effort.

## THE ENTREPRENEUR



### Soft skills of the entrepreneur

Like the majority of entrepreneurs, the classic entrepreneur is a self-starter. They feel a strong need for independence and the desire to create a company, to make it grow, successfully, alone or with a team. He is willing to invest time and money in the project(s) he believes in. He likes to be involved in all decision making and sees the value of the work of each person working in his team. He has confidence in himself and in others and is a good communicator. The classic entrepreneur is also generally very optimistic and persistent, has ambition and a good critical mind. His personal motivations can be very diverse, but he often works out of passion and is a great dreamer

### Hard skills of the entrepreneur

Generally, entrepreneurs take more training than non-entrepreneurs. They are often on an endless quest for knowledge. This is due to the high need for technical skills in order to start and run a business. Indeed, a classic entrepreneur should at least have basic knowledge in a wide variety of fields: sales, project management, accounting/finance, legal, strategic, digital marketing, human resources... and above all, in-depth knowledge of the product(s) / service(s) he sells.

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## Soft skills of the e-entrepreneur

The e-entrepreneur is generally a person who loves risk, or at least who is not afraid of it. They are looking for independence, freedom and to surpass themselves. of oneself. At first, he usually works alone. Nevertheless, especially if his project grows, he may work in a team to complement his skills with colleagues with specialized skills and to amortize their operating costs. This type of entrepreneur is often young, and has many dreams of success, happiness, achievement and success, happiness, accomplishment... He has few resources at the beginning of his project but is but is still very creative. He is very touched by innovation and new technologies: he is a "geek", even if he does not necessarily have the style or the appearance of the cliché. He is probably from generation Z. Often, this type of entrepreneur starts a company out of personal motivation and passion.

# E-ENTREPRENEUR

## Hard skills of the e-entrepreneur

As we have already seen in the first chapter of this white paper, the e-entrepreneur is an entrepreneur who develops an activity on the web: he or she markets goods and/or services and/or services via an "e-channel" of distribution. He will have to make sure that the navigation his customers on his website is easy and ergonomic, by offering a quality e-window that materializes the offer but also the relationship of the entrepreneur, not only with his with his customers, but also with his suppliers. He must therefore be particularly competent in digital matters: he will need skills in web marketing / digital marketing and in web development to have an overview of his to have an overview of his project. The digital marketing skills will allow him to adjust his offer and his business model. It is also preferable that he is equipped with managerial skills such as commercial skills, project management, accounting / finance, legal, strategic, digital marketing, human resources... especially if he is alone. He will also have a strong knowledge of the product(s) / service(s) he sells.



# SOCIAL ENTREPRENEUR



## Soft skills of the social entrepreneur

The social entrepreneur is a person with a highly developed emotional intelligence and a strong sensitivity to a social, cultural, economic or environmental need. What drives him/her in entrepreneurship is to create a solution to make the world a better place and he/she wants to take initiatives, himself/herself, at all costs, to do so. This type of entrepreneur generally turns to the creation of cooperatives or non-profit organizations (NPO). His projects are always ethical. He is a great dreamer and does not hesitate to take initiatives, but he still has a good head on his shoulders. head on his shoulders: he has a good critical and analytical mind and has the ability to question to question himself. He has a very clear vision of the world in which he lives and is very open-minded. He has confidence in himself but also in others, and is ready to do everything to help them: he is He is very benevolent. He shows commitment and integrity. He is bold and courageous. He is often very ambitious, but is not necessarily interested in success or money success or money and is often very passionate about his work. He is the "superhero of entrepreneurs".

## Hard skills of the social entrepreneur

If the social entrepreneur sells a product and/or a service, he/she should preferably have the same managerial skills as the classic entrepreneur commercial, project management, accounting/finance, legal, strategic, digital marketing, human resources... He should also have a strong knowledge of the product(s) / service(s) he sells, and also on their social / cultural / economic / environmental impact. If he chooses to create an NPO, he will not need all these managerial skills but he will need to have at least some notions of them: especially marketing / digital knowledge to make his project known, in operations planning, in operations, in opportunity research, and in the optimum, in law / legal. In the case of an NPO, he/she will obviously have to have a very good understanding and representation of the social, cultural, economic or environmental need to which it wants to respond.

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## Soft skills of the independent entrepreneur

The autonomous entrepreneur is the one who most needs independence and is looking for stability. They also want to surpass themselves and are very ambitious: what motivates them is success and professional accomplishment. He is aware that launching an entrepreneurial project on his own is a big challenge, but he has a lot of latitude and freedom. He wants to be free to choose his clients and mandates, to organize his own work schedule, to follow his own instincts... He has self-confidence but little confidence in others, yet he is not necessarily "selfish" and could even be a "social entrepreneur or social advocate". He has strong decision-making skills and a good critical and analytical mind. He is bold and courageous. He is also persevering and dynamic. They are responsible and self-reliant: they organize themselves very well, even better than in a team, and have the ability to manage their own time and work well. They are very creative, have a vivid imagination and think very quickly. Of course, the autonomous entrepreneur is on his own, so he must be able to take initiatives and decisions independently.

## Hard skills of the independent entrepreneur

The independent entrepreneur, as his name indicates, is alone. He must therefore be very general and master many skills to manage his business and ensure its sustainability, in different areas: accounting / finance, commercial, law / legal, strategic, marketing, digital, project management, management and planning... He is able to manage his business network, seek out new opportunities and meet his commitments. Also, he must obviously have a lot of knowledge about the field / product / service he wants to work with. He had usually worked in a company in the same field for several years before starting his own project and therefore already had a long and positive experience, and he was passionate about what he was doing.

# INDEPENDENT ENTREPRENEUR



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## Soft skills of the student entrepreneur

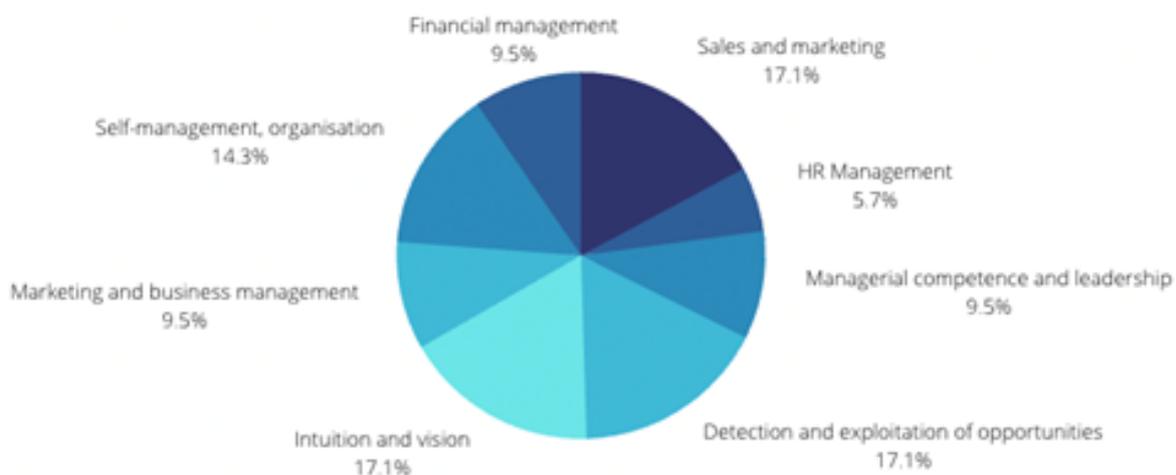
Some students are eager to become entrepreneurs, and some can't wait until after graduation to do so. If he launches himself, it is because he already has a precise project in mind and in a field that interests him. His projects are generally innovative. He will most likely be an e-entrepreneur: as we saw earlier, the digital entrepreneur is often young and has very few financial resources to start his project. Usually, he or she turns to social projects because young people feel particularly concerned by social issues, especially environmental ones. The student entrepreneur will most likely become a "social or socially oriented e-entrepreneur".

He often goes into the field with a fellow student in another major, sometimes in the same school. He has already had professional experiences such as internships or work-study which made him understand that he was not meant to be a salaried employee. He needs freedom to exercise his creativity and use his great imagination. He wants to work for his own dreams. Despite his young age, he is very responsible and wants to achieve financial independence as soon as possible. He is also a great dreamer. What motivates him is success, self-recognition, passion, and/or social sensitivity and the desire to meet a social/cultural/economic/environmental need.

# STUDENT ENTREPRENEUR

## Hard skills of the student entrepreneur

The student entrepreneur with very little professional experience will mainly rely on the theoretical knowledge learned during his training: accounting/finance, commercial, legal, strategic, marketing, digital, project management, management and planning... is also a student entrepreneur. As a member of generation Z, he is generally very comfortable with web development and digital marketing, which offers him many opportunities.



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## Soft skills of the inventor-entrepreneur

This initiative taker is full of ideas, experiments, and enjoys creating and designing. Thanks to his boundless creativity, he pushes the limits and does not consider the impossible. They are open-minded enough to think outside the box, but also critical enough to incrementally improve an innovation. Often, once an idea is built and mapped out in his head, he surrounds himself with a good team to bring the project to fruition so that he can move on to a new idea.

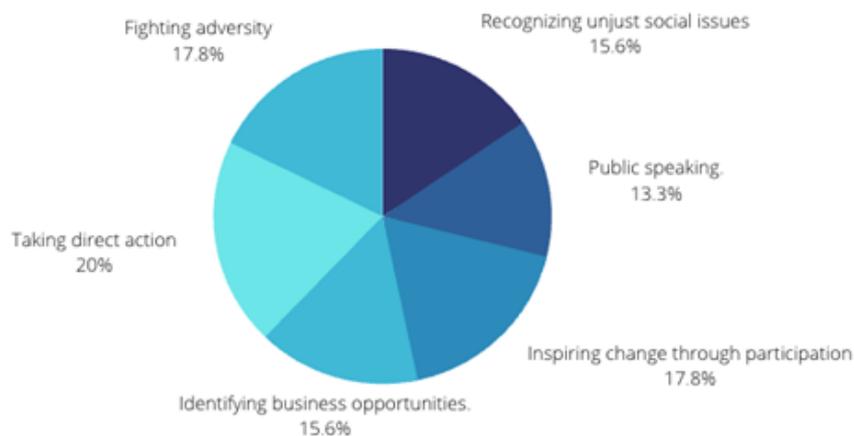
## Hard skills of the inventor-entrepreneur

The entrepreneur inventor, in the field of digital, has solid skills in all technologies related to the web. He has a real strategic mind to improve it.

## Persona

Auguste and Louis Lumière, often referred to as the Lumière brothers, were two French engineers and industrialists who played a major role in the history of cinema and photography. Auguste Lumière was born on October 19th 1862 in Besançon and died on April 10th 1954 in Lyon. Louis Lumière was born on October 5, 1864 in Besançon and died on June 6, 1948 in Bandol in the Var.

# INVENTOR ENTREPRENEUR



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## Soft skills of the managerial entrepreneur

This manager will have developed a strong analytical mind before starting out, is organized and really rigorous. By carrying out repetitive tasks, playing with market figures and associated procedures, he or she demonstrates methodology.

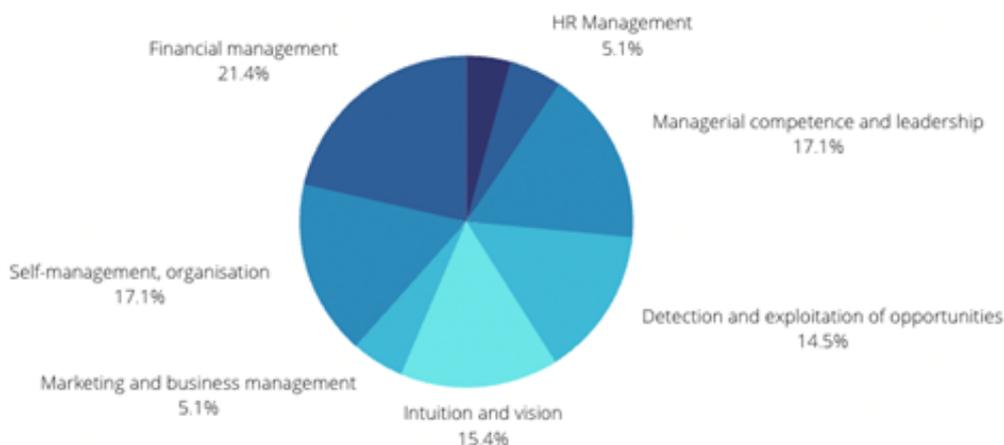
# MANAGERIAL ENTREPRENEUR

## Hard skills of the managerial entrepreneur

For the success of his project, the entrepreneur has acquired skills in management and business planning, and is fully capable of managing operations. His perception of profit is a necessary asset for the sustainability of his business. The managerial entrepreneur also has solid skills in finance and accounting. This management specialist optimizes the figures of his company when its period of strong growth is over. He is the professional to break down costs, find superfluous expenses, structure and set up procedures. This profile is often found among business buyers.

## Persona

Bitcoin was created by Satoshi Nakamoto, which is the pseudonym used by the person or persons who developed the cryptocurrency. Bitcoin is the first database built with a blockchain. Satoshi Nakamoto was active in the development of Bitcoin until late 2010.



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## Soft skills of the deciphering entrepreneur

The decipherer is the one who struggles to find the first 10 clients, or the one who creates an offer based on market feedback. He's not necessarily the most creative, but he likes challenges and getting his ideas validated by his clients. Once the project is underway and the clients respond to the offer, he turns away from the project and looks for a new idea. This challenger therefore has a strong analytical capacity and good communication with others, which allows him to sense opportunities where they exist.

# DECIPHERING ENTREPRENEUR

## Hard skills of the deciphering entrepreneur

As explained, he is a salesman and has the associated skills: he knows the market and knows how to analyse it to create a profitable model. With a real appetite for numbers, he has a good command of finance and accounting.

## Persona

Virginie Morgon, born November 26, 1969 in Lyon, is a French business executive. Chairwoman of Eurazeo's Executive Board since March 2018, she was previously a managing partner of Lazard Frères et Cie bank.

After sixteen years at Lazard Bank, she became a member of the management board of Eurazeo, a private equity company, in January 2008. She is one of the few women executives in this very male-dominated field.



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## Soft skills of the intrapreneur entrepreneur

The intrapreneur is passionate but does not want to take the reins of a project alone, because it allows to keep a certain stability at work while showing initiative. Loving their work environment, they take a lot of initiative and are driven by projects. His natural ability to adapt and his creativity make him stand out. With a strong interest in teamwork and sharing, they have real social skills: listening, communication, integrity, sociability, etc.

# INTRAPRENEUR ENTREPRENEUR



## Hard skills of the intrapreneur

The intrapreneur is a project management professional: he masters the processes. Thanks to his leadership, he knows how to build a team, unite it and manage it. They have a real ability to manage operations, solve problems and make decisions: judgment, analysis, practicality... This entrepreneur is a good, proactive manager.

## Persona

First introduced by Dick Brams (McD's Regional Ad Manager) in 1977 and initially called the "McDonaldland Fun-to-Go" meal. Since first hitting the market they have included everything from the puzzles, crayola toys, motorcycles, personalities riding motorcycles and movie tie ins. The McDonalds Happy Meal first movie tie-in was the Star Trek Meal which featured images and games based on the 1979 movie. In fact, the 'Teenie Beanie Baby' promotion created a huge worldwide interest with over a 100 million toys selling out in the first 2 weeks.

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## Soft skills of the entrepreneur manager

Unlike the independent entrepreneur, he does not go it alone, but builds a team. With his leadership, his positivism and his charisma, he surrounds himself with the best. As a good communicator, he knows how to see the potential in people and is not afraid to take initiatives, on the contrary.

## Hard skills of the entrepreneur manager

The entrepreneur manager has great organizational skills, but also masters the art of interpersonal relations. He is a high-level manager, a visionary. His or her vision enables him or her to lead the team towards the realization of the project undertaken and to manage the risks. He has a solid foundation in human resources.

## Persona

Édouard Leclerc was a French entrepreneur and reformer, born on November 20, 1926 in Landerneau (Finistère) and died on September 17, 2012 in Saint-Divy (Finistère). He was the founder of the supermarket chain E.Leclerc, which bears his name. In 1949, he opened his first store in his native town.

"I believe only in the value of men and their ability to organize. I take men with their defects and their qualities. I leave them their freedom, their projects and their risks."

# ENTREPRENEUR MANAGER

