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# E-ENTREPRENEURSHIP

WHITE BOOK - CHAPTER 7

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Topic  
Profiles of entrepreneur and related skills

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After presenting the profiles of entrepreneurs, this chapter offers the top common hard and soft skills.

## TOP HARD SKILLS

### **Strategy**

Generally speaking, entrepreneurship is part of strategy. Strategy is a functional area of management that deals with the assessment of business potential, threats and opportunities. In addition, it also deals with the execution of business projects and their alignment with the long-term vision of the organization. First, founders are expected to prepare a well-written business plan. This can help them present their ideas to investors. In addition, it can also help them reiterate their course of action. Second, entrepreneurs need to know how to assess the market. It is their responsibility to grow the business in the face of all external forces.

### **Finance**

Managing finances is an essential skill that every entrepreneur must know. At least reading a balance sheet. Developing a business plan also requires financial projections for costs and revenues. The more detailed the financial projections, the better the chances of obtaining early financing the greater the chances of securing early financing. Another essential skill is cash flow management. Most businesses fail because of cash flow problems. Start-ups need to have clear projections for the next six months. need to have clear projections for the next six months. First, founders need to own the revenue streams. Second, they must also take care of the fund disbursement. Proper allocation of funds can drive growth. growth.

### **Marketing**

Marketing connects the company with the customer. This connection creates a value stream for the of value to the customer. It also provides the flow of money to the company. Therefore, the founder's job is to maximize that flow. This is done through marketing efforts. The entrepreneur must know how to optimize the 4 P's of marketing to his advantage. People don't see your product. They see your brand. It is therefore essential to plan. A founder must know how he sees his brand. He must be aware of the story their brand is telling. They are the ones telling the story. Therefore, founders must develop this hard skill for the company to succeed.

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## **Digital**

Managing the digital front is also a critical skill for entrepreneurs. There is a lot to manage on the customer front. In addition, there is even more to manage within the organization. A good understanding of how websites, e-commerce, social media, etc. work can be very helpful for an entrepreneur. A good business plan can also benefit from this knowledge. This is why founders are supposed to be thorough with software like Excel, PowerPoint, etc. In addition, it is very helpful for founders to know the basics of advanced data analysis, such as regression, decision tree. Another area where strong skills can help is web development and search engine optimization (SEO). Knowledge of these skills will help founders ask for specific results from developers. It will also help to solve certain problems.

## **Human Resources**

Employees can make or break a business. It is essential to hire people who can give their best. It is also important to have people who understand the company's ideologies. People who aligned with the same vision will be able to work towards a common goal. In addition, training and development is a big responsibility of the founders. This aspect of HR is definitely a positive. Some of the lessons that founders might have would be new and specific. It is important to know how to transfer these skills to employees. - Data analysis and interpretation Hard skills very useful to the modern entrepreneur, because, it allows him to be versatile in his field and to anticipate at best the threats and risks that he could encounter during the creation of his project. By applying statistical methods, an analyst is able to extract valuable information from a set of data. These analyses follow surveys, clinical studies or what is called data mining. (data mining). There is hardly any job nowadays that does not require some knowledge of some knowledge of data analysis.

## **Programming skills**

Coding is one of the most required skills. Depending on the industry and the company/project, some programming languages are more in demand than others. An experienced analyst programmer masters a number of programming languages to be able to be involved in a large number of projects in a flexible way. Some companies are specifically looking for specific coding skills. A good command of HTML, for example, is necessary to use a large number of content management systems. HTML is actually more of a markup language, but it is becoming more and more of a programming language.

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**TOP HARD SKILLS**

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### **Project management**

In project management, the focus is on the notion of "Management". This hard skill refers to your ability to mobilize the right resources to complete a project. to completion. This requires a certain aptitude for project management, especially if you are required to manage a team as a leader. To be in a leadership role, most companies expect the entrepreneur to have some experience in the following areas experience in this field.

### **Foreign languages**

Foreign language skills are of course dependent on the job profile. International companies with a wide range of activities will appreciate the use of foreign languages, even if these languages are not always not always perfectly mastered.

### **In-depth knowledge of the market / sector / product / service**

An entrepreneur must know the market / the sector of the product / service he is selling like the back of his hand, in order to in order not to lose opportunities. For example, an entrepreneur who would like to create a pantyhose company will not only need to have the example, an entrepreneur who would like to create a pantyhose company will not only need to have the managerial skills mentioned above, but also to know all the know-how / production, the different types of pantyhose, the different sizes of deniers, etc.

**TOP HARD SKILLS**

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## **Self-confidence**

Can be broken down into several key aspects: the ability to develop self-confidence and take risks on the one hand, the ability to on the one hand, and the ability to give colleagues a chance and trust them on the other. An entrepreneurial quality that seems obvious; Yes, and yet too often buried under doubts and anxieties. Raise your head, be confident and congratulate yourself: if you can't believe in yourself, no investor will!

# **TOP SOFT SKILLS**

## **Need for independence and freedom**

This skill is that of the entrepreneur who is confident in his ability or to do something. This self-confidence is reflected in the challenges the entrepreneur chooses to take on. the entrepreneur chooses to take on. Self-confidence means taking full responsibility for making things happen. This involves the following behaviors: - Seeking freedom from the rules and/or control of others; - attributing to oneself and one's own conduct the causes of success or failure; and expressing confidence in one's ability to complete a difficult task or challenge. a difficult task or challenge.

### Ability to take decisions and initiatives

It is the ability to make the necessary decision, to show determination, imagination and creativity, spontaneity, while remaining faithful, respectful and concerned about of collective efficiency. It is therefore not disobedience or overzealousness. Being part of the action, it is a balance between situational intelligence, the will to act and the taste for risk. In connection with autonomy, taking initiatives reflects a kind of independence that it is good to cultivate in to cultivate in a company. Taking initiative means undertaking actions by oneself without being asked beforehand. However, we must be sure that our initiatives are well thought out are well thought out and do not harm our colleagues or the company in general. It is a driving force for action and decision making. It allows us not to be subjected to events, but to live them to the full and to make the most of them while maintaining our freedom of action.

## **Ambition**

The most successful entrepreneurs persist thanks to their ambitious nature! It is very easy to give up when things get tough, but successful entrepreneurs have the want to succeed have the will to work hard and commit without taking shortcuts.

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## **Critical thinking and analysis**

Generally speaking, questioning things allows you to have a better view of the a better view of the context. When you are confronted with information exchanges, during meetings for example, take the information received with hindsight by asking yourself if it is it relevant and true, what is it based on, are the arguments to support it true and to support it are true and so on. If audacity allows you to create or produce new things, having a critical mind your products and your company must be constantly improved until you have achieved the best possible results. Your offerings, your products and your company must be constantly improved until you have something that suits your target.

## **Perseverance**

This is one of the most important soft skills for a modern entrepreneur. It is often said that that perseverance is "the shortest way to success". It is also very useful for personal development, as it allows you to surpass yourself and achieve your and to reach one's goals. The student entrepreneur must know how to be persistent in order to seize the opportunities that will opportunities that come their way.

## **Adaptability**

No, not having emotions is not an entrepreneurial quality. On the contrary, he must know how to listen to them, interpret them and use them to manage his stress, make decisions to manage stress, make decisions or manage their teams without letting their own feelings get the better of them! The builder entrepreneur, for example, will have to know how to listen and manage his emotions in order to build his future in a sustainable way.

## **Emotional intelligence**

Flexibility, adapting, being open to new things, learning from failures and embracing opportunities. opportunities... Especially in the digital age, one of the qualities of a good entrepreneur is to be of a good entrepreneur is to be adaptable. - Responsiveness The very principle of the innovative entrepreneur is to venture off the beaten path... It is this ability to be creative that allows you to find new ideas, new solutions or new markets.

# **TOP SOFT SKILLS**

## **Passion**

This is a soft skill found in all successful entrepreneurs: passion. With this, they have less chance of failure, because they already know everything and will never want to give up. It allows them to be happy in what they do and therefore to work with pleasure, sometimes so much that it is difficult to stop working. The "work is no longer work but a real source of personal fulfillment"

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## Hard skills

We can see from this first table that knowledge of the sector/product/service is an essential skill for each of the selected types of entrepreneurs. The second most important skill in this list is "data analysis and interpretation".

Also, the entrepreneur with the fewest "essential" skills is the classic entrepreneur but has almost only "preferable" skills: we decided to qualify his skills in this way because we have the principles that a person who does not have degrees and training - which is often what carries the most hard skills - can succeed like others who do, if he shows perseverance, is passionate about what he does and has deep knowledge about the market / industry / product or service. In addition, the entrepreneur with the most "core" skills is the self-starter because they must be able to handle all the needs of the business on their own.

**X** = dominant / essential skills

X = preferred skill

Hard skills Entrepreneurs /	Stratégie	Finance	Marketing	Digital	Analyse et interprétations des données	Ressources humaines	Programmation	Gestion de projets	Langues étrangères	Connaissances sur le secteur / le produit / le service	TOTAL "compétences essentielles"/ entrepreneurs
Le classique	X	X	X	X	X	X	X	X	X	X	1
E-entrepreneur	X	X	X	X	X	X	X	X	X	X	7
Le social ou à vocation sociale	X	X	X	X	X	X	X	X	X	X	4
L'autonome	X	X	X	X	X	X	X	X	X	X	10
Le développeur / bâtisseur	X	X	X	X	X	X	X	X	X	X	5
L'étudiant	X	X	X	X	X	X	X	X	X	X	5
L'inventeur	X	X	X	X	X	X	X	X	X	X	6
Le gestionnaire	X	X	X	X	X	X	X	X	X	X	5
Le déchiffreur	X	X	X	X	X	X	X	X	X	X	6
L'intrapreneur	X	X	X	X	X	X	X	X	X	X	6
Le manager	X	X	X	X	X	X	X	X	X	X	6
<b>TOTAL</b>	<b>7</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>10</b>	<b>3</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>11</b>	

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## Soft skills

We can see from this second table that critical spirit is the most common soft skills among entrepreneurs essential. The second one being able to take initiatives.

**X** = dominant / essential skills

X = preferred skill

<i>Soft skills / Entrepreneurs</i>	Confiance en soi	Besoin d'indépendance et de liberté	Preneur de décisions et d'initiatives	Ambition	Esprit critique et d'analyse	Persévérance	Intelligence émotionnelle	Capacité d'adaptation	Créativité	Passion	<b>TOTAL</b>
Le classique	X	X	X	X	X	X	X	X	X	X	<b>6</b>
E-entrepreneur	X	X	X	X	X	X	X	X	X	X	<b>3</b>
Le social ou à vocation sociale	X	X	X	X	X	X	X	X	X	X	<b>7</b>
L'autonome	X	X	X	X	X	X	X	X	X	X	<b>8</b>
Le développeur / bâtisseur	X	X	X	X	X	X	X	X	X	X	<b>4</b>
L'étudiant	X	X	X	X	X	X	X	X	X	X	<b>4</b>
L'inventeur	X	X	X	X	X	X	X	X	X	X	<b>3</b>
Le gestionnaire	X	X	X	X	X	X	X	X	X	X	<b>4</b>
Le déchiffreur	X	X	X	X	X	X	X	X	X	X	<b>4</b>
L'intrapreneur	X	X	X	X	X	X	X	X	X	X	<b>5</b>
Le manager	X	X	X	X	X	X	X	X	X	X	<b>4</b>
<b>TOTAL</b>	<b>3</b>	<b>4</b>	<b>7</b>	<b>3</b>	<b>8</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>11</b>	

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