

Enterprise Passport

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1.Introduction

Entrepreneurship is widely recognised as a process of identifying opportunities, developing innovative solutions, and creating value through effective decision-making and resource management (Unescap.org, 2024). However, being an entrepreneur involves more than simply creating a business idea, it requires the development of skills such as creativity, communication, resilience, opportunity recognition, adaptability, confidence, and being a risk taker (Zambezi and Bomani, 2026), (Islam, 2025). These skills can be developed through experiential learning, where individuals learn by applying knowledge in practical situations and reflecting on their experiences (McLeod, 2025).

Throughout this module, I developed my entrepreneurial skills through creating and presenting an enterprise pitch for my own pop-up kiosk business concept. The activity required me to transform an initial idea into a structured business proposal by considering customer needs, resources, market opportunities, and operational challenges. This report will evaluate the challenges experienced, my strengths and areas for improvement, and identify future development actions. My entrepreneurial development will be analysed using the EntreComp framework (González, Sotiropoulou and Berodas, 2025), and reflective learning theories including Gibbs' Reflective Cycle (1988), (The University of Edinburgh, 2024), and the ERA model (Robinson, 2022).

2.The Experience

The enterprise pitch involved developing and presenting a business proposal for a pop-up kiosk selling travel necessities to families, leisure travellers, and business travellers. My role was to develop the concept, research the market, identify the resources required, and communicate the value of the business through a professional pitch.

At the beginning of the process, I focused mainly on the creative aspect of entrepreneurship, developing an idea that I believed would appeal to customers. However, as the project progressed, I realised that entrepreneurship involves much more than creativity. I needed to consider practical issues such as costs, resources, customer demand, competition, and how the business could operate successfully.

Using Gibbs' Reflective Cycle (1988), the experience challenged me to develop an initial business idea into a realistic proposal by considering customer needs, competition, resources, and market demand.

I also reflected on both the emotional and practical aspects of delivering my enterprise pitch. During the presentation, I initially felt stressed and nervous, which affected my confidence when communicating my business idea. However, as the pitch progressed, I became more confident in both me and my business concept. One of the strongest aspects of my presentation was the creativity of the pop-up kiosk idea. However, I recognised that the operational and financial details could have been explained in greater depth, largely because my nerves affected my ability to communicate every aspect clearly. Despite this, completing the pitch was a significant personal achievement that increased my self-confidence. Following Gibbs' action plan stage, I recognise the need to improve my confidence and presentation skills through practical experiences, as exposure to public speaking and business presentations will enable me to communicate future entrepreneurial ideas with greater clarity and confidence. This is important as entrepreneurs must persuade customers, investors, and other stakeholders, developing these communication skills is essential for future entrepreneurial success.

3.Reflection and Analysis

Developing my enterprise pitch required me to consider whether my business idea addressed a genuine customer need and whether it could operate successfully in a competitive market. This process helped me understand that entrepreneurship involves far more than creativity; it also requires effective planning, research, decision-making, and the ability to evaluate opportunities critically. The EntreComp framework helped me reflect on my experience, my greatest development was within the Ideas and Opportunities category. Through researching competitors, analysing customer preferences, and refining my business concept, I improved my ability to identify opportunities, generate solutions, and create value for potential customers. At the beginning of the module, I struggled to decide on a suitable business idea, but through research, tutor feedback, and reflection, I was able to develop a clearer vision for my pop-up kiosk. This demonstrates the EntreComp competency of spotting opportunities, where entrepreneurs recognise possibilities and develop ideas that have the potential to create value.

Reflecting on my performance also increased my self-awareness by helping me identify both my strengths and areas for improvement. While creativity and idea generation were clear strengths, I found the Resources element of the EntreComp framework more challenging. I lacked confidence when considering financial planning, budgeting, and the resources required to operate the business successfully, as I initially focused more on the creative aspects than the practical requirements. This experience also highlighted that I need to improve my planning, motivation, determination, and ability to make decisions more confidently. At times, I spent too long deciding on ideas, which slowed my progress and affected my confidence.

Using the ERA model (Robinson, 2022), my entrepreneurial development can be understood through the stages of Experience, Reflection, and Action. Creating and presenting the pitch enabled me to apply entrepreneurial knowledge in practice while recognising both my strengths and areas for improvement. As a result, I have identified clear actions for my future development, including improving my planning and organisational skills, becoming more motivated and decisive when making business decisions.

4.Learning and Personal Development

The enterprise pitch significantly contributed to my personal and professional development. Through applying entrepreneurial theories, I gained a better understanding of the skills required to become an entrepreneur and how these skills relate to future career opportunities that require leadership, motivation, problem solving, decisiveness and being a risk taker.

The experience also developed my ability to reflect critically on my performance. By using Gibbs' Reflective Cycle, I moved beyond simply describing what happened and considered why certain areas were successful and how I could improve future entrepreneurial activities.

5.Action Plan

Following this reflection, I have identified several actions to continue developing my entrepreneurial skills. Firstly, I will improve my financial and resource management abilities by developing stronger knowledge of budgeting, pricing strategies, and business forecasting. This will help me create more realistic business proposals in the future. Secondly, I will continue developing my confidence in presenting ideas by taking opportunities to participate in presentations, and networking events. Finally, I will improve my market research skills by learning how to collect and analyse customer data more effectively. Developing these areas will strengthen my ability to transform creative ideas into effective business opportunities.

6.Conclusion

Through applying EntreComp and reflective learning theories, I identified growth in creativity, communication, opportunity recognition, and self-awareness. However, I also recognised the importance of improving resource management and financial planning skills. The experience demonstrated that entrepreneurial skills are developed through practical application, reflection, and continuous improvement. Moving forward, I will apply the knowledge and skills gained from this module to support my future professional development and approach new opportunities with greater confidence.

7. References

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