

# Entrepreneurship & Innovation

*An Exploration of the Lessons I  
Learned from Creating My Own*



Rakhi Voria

ACM Business, Entrepreneurship & Society Program  
Participant

Chicago, Illinois

# Business, Entrepreneurship & Society



- Four key program components
  - Core Course
  - Internship
  - Practicum (Social Enterprise)
  - Seminar

# Agenda

- The Business
- The Process
- Key Takeaways

# LastMinuteChicago.com



- **Mission:** To be the premier ticket connector for buyers and sellers to safely exchange their tickets to events in

# The Process

- Concept Testing Evidence
- Industry Analysis
- Competitive Analysis
- Marketing Plan
- Consultation with Chicago Resources
- Business Plan & Financial Projections



LastMinuteChicago.com

Helping you find or sell tickets in Chicago,  
especially at the last minute!

Region: Dept. Shows/Concerts/Event Perform. Radio/Video







# Key Takeaways

- Building Relationships
- Creating a Vision
- Right People, Right Place, Right Time
- Consistent Performance
- Confidence Grows
- It's Cultural
- Many Winners
- Time Efficiency
- Manage Performance
- Create Value

**Thank You!**