

ENTREPRENEURS

SME

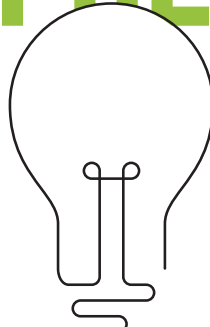
SMALL TO MEDIUM ENTERPRISES

serve local markets with traditional, well-understood business ideas and limited competitive advantage.*

IDE

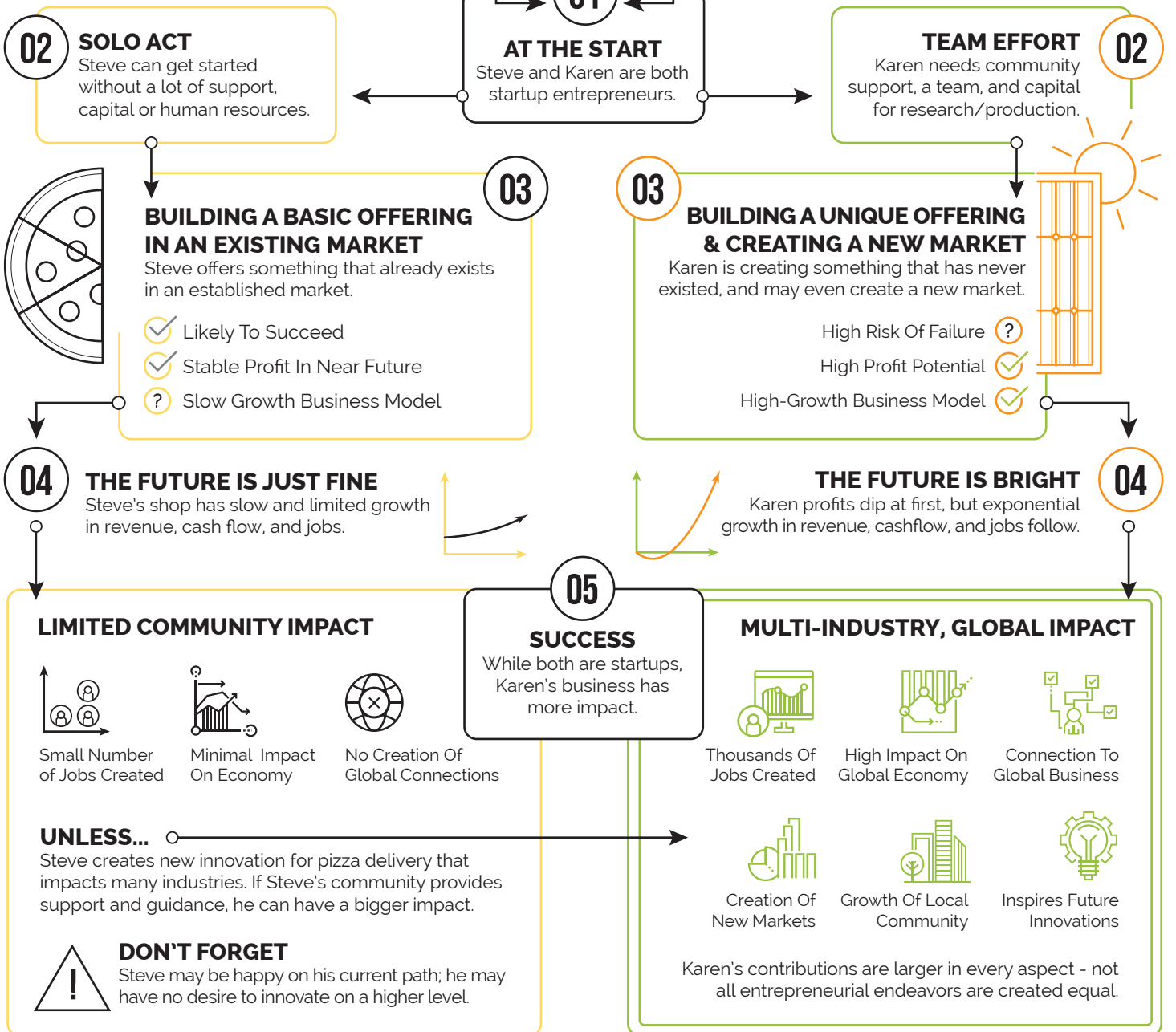
INNOVATION-DRIVEN ENTERPRISES

pursue global opportunities based on bringing to customers new innovations that have a clear competitive advantage and high growth potential.*



STEVE'S SPECIALTY PIZZA SHOP

KAREN'S PAPER-THIN SOLAR SHEETS



* SOURCE: Bill Aulet, Fiona Murray, The Martin Trust Center For MIT Entrepreneurship