

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Keeping cool in the desert – embarking on an entrepreneurial journey**

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## **Keeping cool in the desert – embarking on an entrepreneurial journey**

### **Abstract:**

‘Pilot in the plane’<sup>1</sup> orientation of a woman engineer expatriate in Dubai is described. A learning driven entrepreneur employed ‘affordable loss’ thinking in launching a new business, for a product whose need she was convinced of even though a well-defined market for it doesn’t exist in 2014. The case can be used to start discussion of effectuation theory in MBA, Executive MBA, training programs as well as for undergraduate business and entrepreneurship audience. In addition, the case can be employed for discussions on business-to-business market development for a given product or category

**Key words:** entrepreneur, engineer, woman, expatriate, effectuation theory

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