

## **Case Study on Entrepreneurial Pivoting and the Impact of Technology**

Entrepreneurship is the process of launching and running a new business venture and entrepreneurs are the professionals who work under challenging conditions while exploring new opportunities. Technology entrepreneurship continues to drive economic growth through leveraging new technologies, especially in the era of digitalisation. During the entrepreneurial journey, entrepreneurs may change direction from the original path and thereby pivot. Pivoting is defined as a structured course correction by the startup to sustain and grow in the market.

The [Nathu Puri Institute for Engineering and Enterprise](#) (NPI) at London South Bank University (LSBU) is conducting a research study, which focuses on investigating how high-tech entrepreneurs successfully pivot during their entrepreneurial journey. We are keen to find out how to improve the survivability of tech-startups and how they can remain competitive by harnessing the latest technologies. In order to understand the experience of the technology entrepreneur, we are conducting case studies with tech startups across the UK. We are currently trying to find the tech startups in the UK that are willing to participate in a case study and provide insights into the tech startup's pivoting experience.

The objective of the case study is to identify what are the factors that can trigger a tech startup to pivot and what type of pivot they have adopted to create and sustain the value proposition as well as the impact of technology on pivoting. We are also interested in understanding how companies may have pivoted in response to the current pandemic situation, i.e. how a tech startup has performed its business before, during and after the lockdown period caused by the pandemic.

All information collected in the case study will be used for academic purposes only. The research results will be published in the form of a thesis and academic journal articles. During the entire process, the startup details will be anonymized.

The case study interviews can be carried out remotely (e.g. via Skype). We assure all participants that the details of the startup, as well as all conversations, will be kept confidential and anonymized following GDPR guidelines and LSBU policies.

### **Contact details**

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