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Can a software engineer be a successful entrepreneur? A conceptual framework model

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The software engineering body of knowledge provides generally accepted knowledge for the software engineering profession. Because of the focus of the innovator's entrepreneur will be to improve the business processes as well as study the business practice to learn the concealed requirements of the customer, therefore, the software engineering provides generally accepted knowledge for the innovators. Entrepreneurship has been

growing rapidly in the past 20 years. It was strengthened by the increasing number of the young generation who choose to be an entrepreneur instead of working on other people or companies. The entrepreneur is the dreamer, the visionary, and the creative mind. In the other side, software developers are modern day rock stars. They create things which other people cannot. These creations make the lives of people easier. It means that we, as the software engineers, have to graduate from developer to entrepreneur. Developers love making things. However, more often than not, they get caught in a trap of building things nobody uses. There is a critical difference between making products "you" care about, and products "only you" care about. For software

developers, this difference can be difficult to identify and understand. The first change any developer must make is to adopt a larger, more market-oriented thinking. To start thinking about the whys and how someone other than yourself is would use your product. By using this approach, the software engineer learn how something should be, therefore, her/his product is the solution to be that difference. We will present a conceptual framework policy that integrates and describes the intersections of the software engineering to be a successful entrepreneur developer. Conceptual framework of entrepreneurship policy can be divided based on level of analysis which are, micro, meso, and macro level.

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