**Resuming the article: *Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency*** by Saras D. Sarasvathy

03/01/2023

**Team 1: Akira and William**

Interesting “instead effectuation

45 years ago, you make a plan, you stick to it, if you don’t reach the milestone, you try it again the next time ect…

Be prepared to change the plans and even keep looking to changes in the plan

In practice, it’s chaotic

You need to know at knowledge at what you’re good at

**Team 2: Laura and Krista**

What striked them was the example of Curry in a Hurry : the fast-food adapts to the taste of their customers

You’re co-developing the products with the customers

**Team 3: Victor, Rommo and Nicolas**

Causation: you make a plan and you stick to it

Effectuation: you adapt, you “add spices to the curry and chicken”

Customer validation: you propose a new plan to customers and they validate things

**Team 4: Rémi, Ricardo and Leo**

They chose to tackle the differences between causation and effectuation

Causation: you choose your tools depending on the chosen outcome

Effectuation: you have the tools and you make what you can of it

Contingency part > effectuation relies more on pre-existing knowledge of the past

Causation: you study more the effects to predict the future

Effectuation: what are the causes of the future outcome

Bird in a hand : you prefer one bird in your hand than two potential birds that are not in your hands yet (“ne pas vendre la peau de l’ours avant de l’avoir tué” in French)