



# 20 YEARS OF BEING AN ENTREPRENEUR IN 10 SLIDES

# David Maman

# Founder, CEO and CTO

Binah.ai

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(原“中国互联网安全大会”)

# David Maman



- Founder, CEO & CTO of **Binah.ai**, AI company.
- Previously: Founder and CTO of **Hexatier**, Acquired by **Huawei**
- Serial Entrepreneur: Preacom, Vanadium-soft, Rawanalysis, GreenCloud, Xplenty, Terassic5, Teridion, Nipendo, TrioGreen, and others. Eight are Cyber Security Startups, offensive and defensive
- 26 years of hands-on experience in low-level security, development, AI, networking, management and problem solving
- Master's in computer science and math, Written 27 patents.
- Previous experience
  - Director in the CTO office of Fortinet
  - Managed Information Security and Advanced technologies at Bezeq, The Israeli Telecom
  - Elite technology unit of the Israel Defense Forces



# Opportunity Identification: The Search for New Ideas



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- Opportunity identification is central to entrepreneurship and involves
  - Creative pursuit of ideas
  - Innovation process
- The first step for any entrepreneur is the identification of a “good idea.”
  - The search for good ideas is never easy
  - Opportunity recognition can lead to both personal and societal wealth
- How entrepreneurs do what they do:
  - Creative thinking + Systematic analysis = Success
  - Seek out unique opportunities to fill needs and wants
  - Turn problems into opportunities
  - Recognize that problems are to solutions as demand is to supply

- Creativity
  - The generation of ideas that results in the improved efficiency or effectiveness of a system
- Two important aspects of creativity exist:
  - Process
    - The process is goal oriented and designed to attain a solution to a problem
  - People
    - The resources who determine the solution

# Two Approaches to Creative Problem Solving

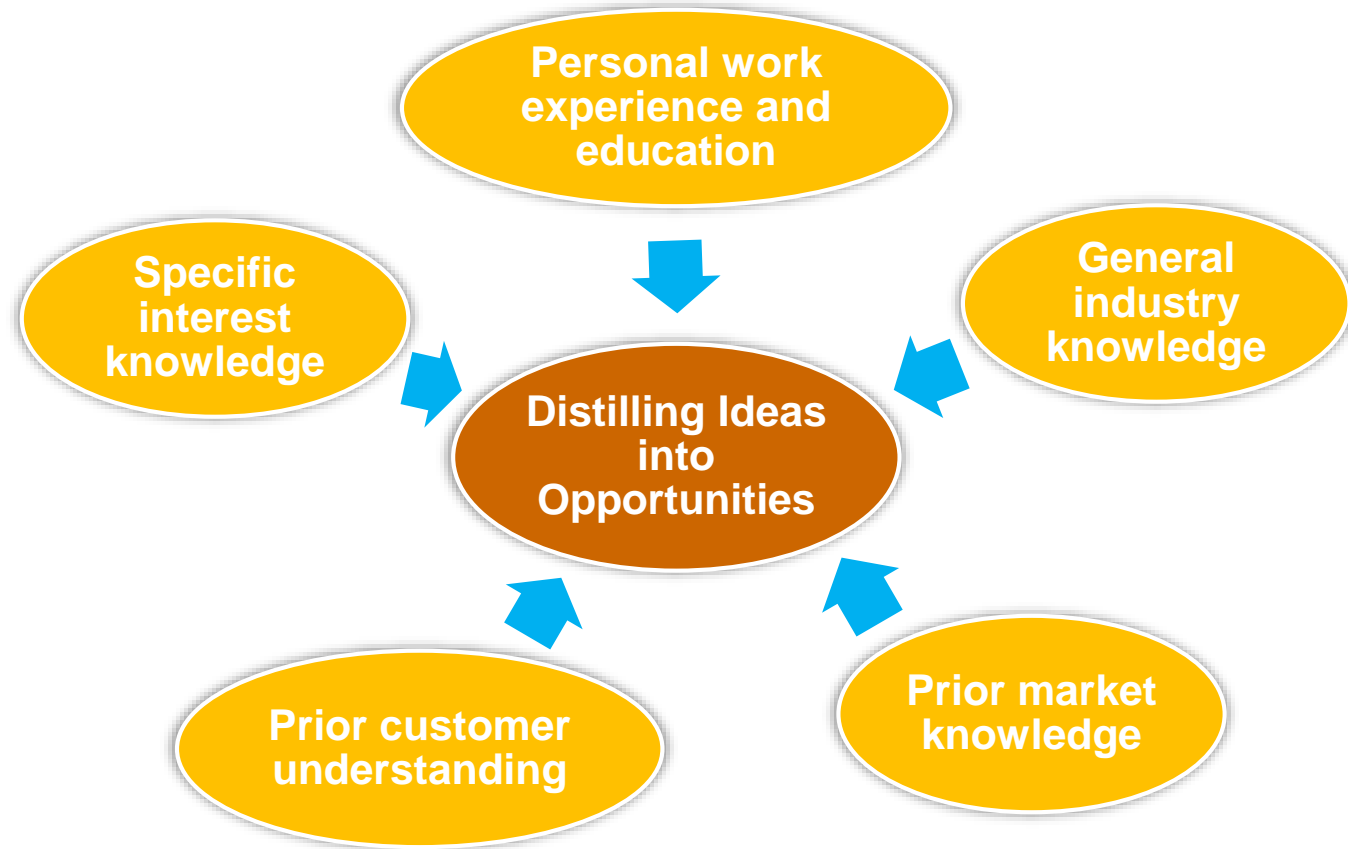


Adaptor	Innovator
Employs a disciplined, precise, methodical approach	Approaches tasks from unusual angles
Is concerned with solving, rather than finding, problems	Discovers problems and avenues of solutions
Attempts to refine current practices	Questions basic assumptions related to current practices
Tends to be means oriented	Has little regard for means; is more interested in ends
Is capable of extended detail work	Has little tolerance for routine work
Is sensitive to group cohesion and cooperation	Has little or no need for consensus; often is insensitive to others



- Creativity is a process that can be developed and improved.
- Some individuals have a greater aptitude for creativity than others.
- Typical Creative Process
  - Phase 1: Background or knowledge accumulation
  - Phase 2: Incubation process
  - Phase 3: Idea experience
  - Phase 4: Evaluation and implementation

## The Knowledge and Learning Process



# The Most Common Idea “Killers”



1. “Naah.”
2. “Can’t” (said with a shake of the head and an air of finality).
3. “That’s the dumbest thing I’ve ever heard.”
4. “Yeah, but if you did that . . .” (poses an extreme or unlikely disaster case).
5. “We already tried that — years ago.”
6. “I don’t see anything wrong with the way we’re doing it now.”
7. “We’ve never done anything like that before.”
8. “We’ve got deadlines to meet — we don’t have time to consider that.”
9. “It’s not in the budget.”
10. “Where do you get these weird ideas?”

- Recognizing Relationships
  - Looking for different or unorthodox relationships among the elements and people around you.
- Developing a Functional Perspective
  - Viewing things and people in terms of how they can satisfy his or her needs and help complete a project.
- Using Your Brain
  - The right brain helps us understand analogies, imagine things, and synthesize information.
  - The left brain helps us analyze, verbalize, and use rational approaches to problem solving.



# Difference between Research and Development



- Prior to electricity, the candle industry dominated.
- Streets, houses and businesses were all lighted by candles.
- There was a huge investment -- estimated as hundreds of millions of dollars -- in the candles industry!
- Every vendor wanted to have the best candles!
- Best engineers developed candles, longer lasting, less smelly, better lightening, easily lighted, cost and weight less, and even look better.
- With all this investment in candles, not even one dollar out of this investment lead to inventing electricity!
- Most startups evolve to different solutions and offerings, don't let it freak you out.

# The Major Misconceptions of Innovation



- Innovation is planned and predictable
- Technical specifications must be thoroughly prepared
- Innovation relies on dreams and blue-sky ideas
- Big projects will develop better innovations than smaller ones
- Technology is the driving force of innovation success

## Principles of Innovation

- Be action oriented.
- Make the product, process, or service simple and understandable.
- Make the product, process, or service customer-based.
- Start small but aim high.
- Try/test/revise.
- Learn from failures!
- Follow a milestone schedule.
- Reward heroic activity.
- Work, work, work.

# YOU GOT A GREAT IDEA, WHAT NOW?

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10

DO WHAT YOU' RE GOOD AT!  
FIND THE RIGHT TEAM

9

STRATEGY IS TO KNOW WHAT  
NOT TO DO!

8

MONEY – WHO AND WHY?  
NO RULES!



7

HUMAN RESOURCES –  
DON’ T SETTLE FOR  
AVERAGE! THE DOWNFALL  
EFFECT.

6

FAKE IT TILL YOU MAKE  
IT!  
EVERYONE DOES 😊

5

YOUR OPTIMISM AND  
ENERGY MUST BE  
CONTAGIOUS!

4

THINK ABOUT THE VALUE  
THE CUSTOMER GETS AND  
NOT THE SOLUTION OR THE  
TECHNOLOGY!

3

STARTUP IS A MARATHON,  
NOT A SPRINT. REMEMBER  
TO SET SHORT-TERM GOALS  
!

2

SEEK OUT THE NEGATIVE  
FEEDBACK!



1  
NEVER GIVE UP!



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# THANKS

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