

# MAKING THE LEAP

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# Making the leap



# Don't leap before you look!

- Use experimentation and lean methods to lower risk
- Consider principle of “affordable loss”
- Test your idea rigorously

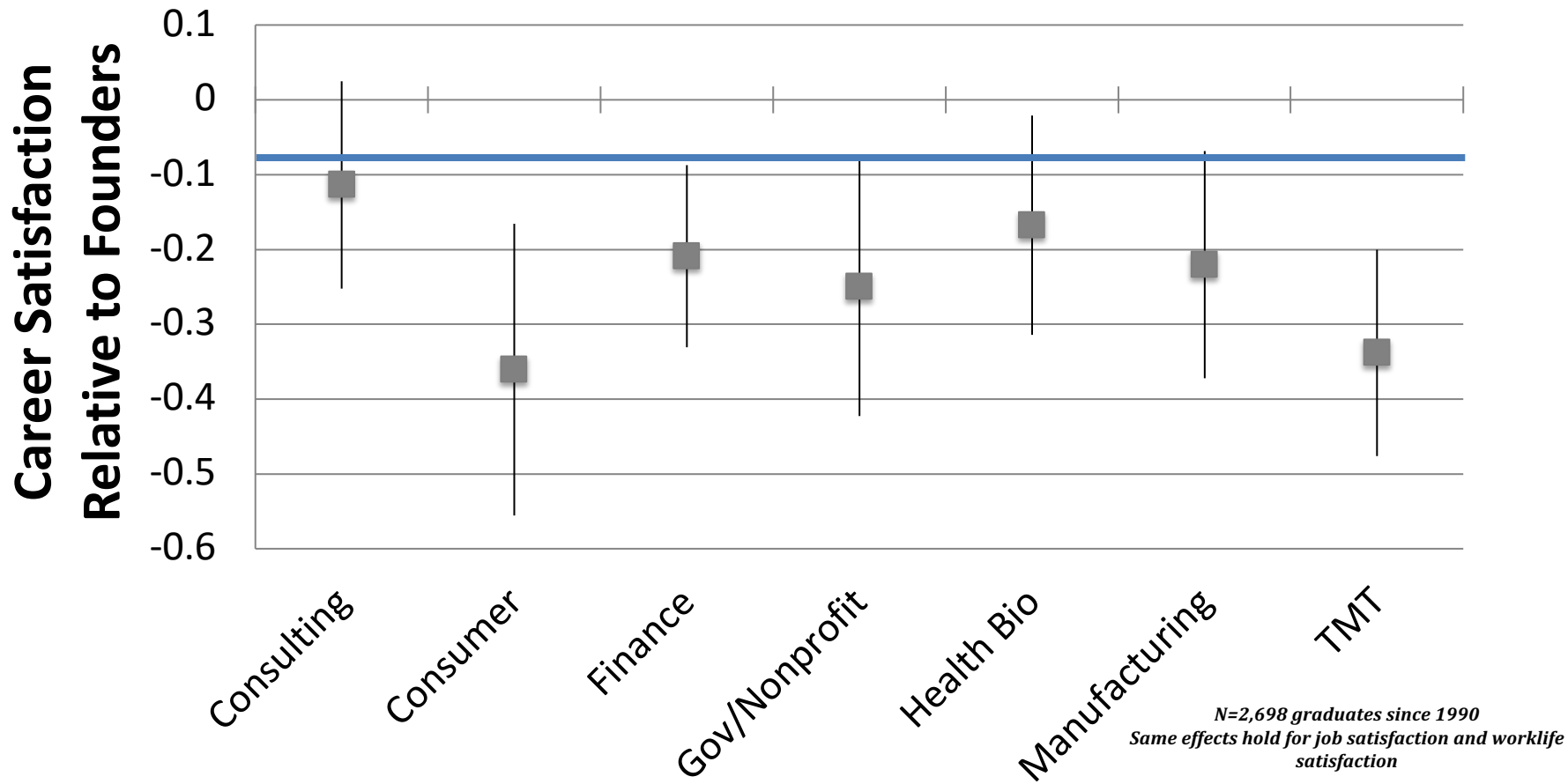
## When leaping... 3 categories of risk

- Known issues:
  - How will I deal with the cut to my income?
  - How will my partner/family react?
  - What happens to my job:
- Known risks:
  - Where will get funding from?
  - Will the product work?
- Hazards:
  - What if I get sick?
  - What if the economy changes

## When leaping... 3 categories of risk

- Known issues: Have answers
- Known risks: Use techniques from course to reduce uncertainty
- Hazards: Leave slack!
- Remember escalation of commitment
- No clear certainty

# Satisfaction by Industry Compared to Founders





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