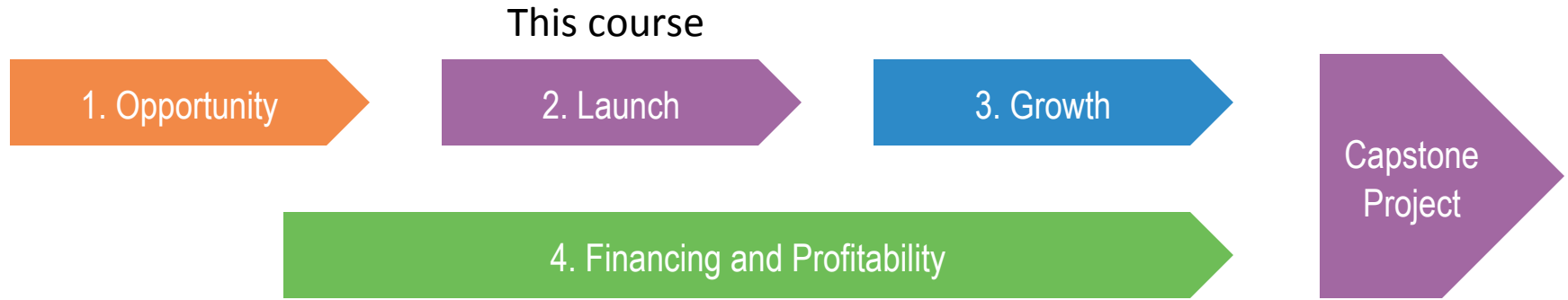


# INTRODUCTION

Professor Karl T. Ulrich



# The Entrepreneurship Specialization



# Key Questions

- How can I get market feedback most efficiently?
- What happens if the initial approach doesn't work?
- When should I quit my job?
- How do I convince others of the value of the opportunity?
- How do I form a team?
- How do we allocate equity among the team members?
- How do I find and retain service providers, advisors, and other partners?
- How do I name my company and product?
- When and how do I form a separate legal entity?
- How do I prevent others from copying me?