

THE LOW RISK ENTREPRENEUR

DR. MICHELLE SMITH


@mickeyme

STEVE SMITH

@ardalis

WHAT IS AN ENTREPRENEUR?

en·tre·pre·neur


/ˌɛntɹəpreˈnoʊr,-ˈnər/ 

noun

1. a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.

WHAT IS AN ENTREPRENEUR?

en·tre·pre·neur

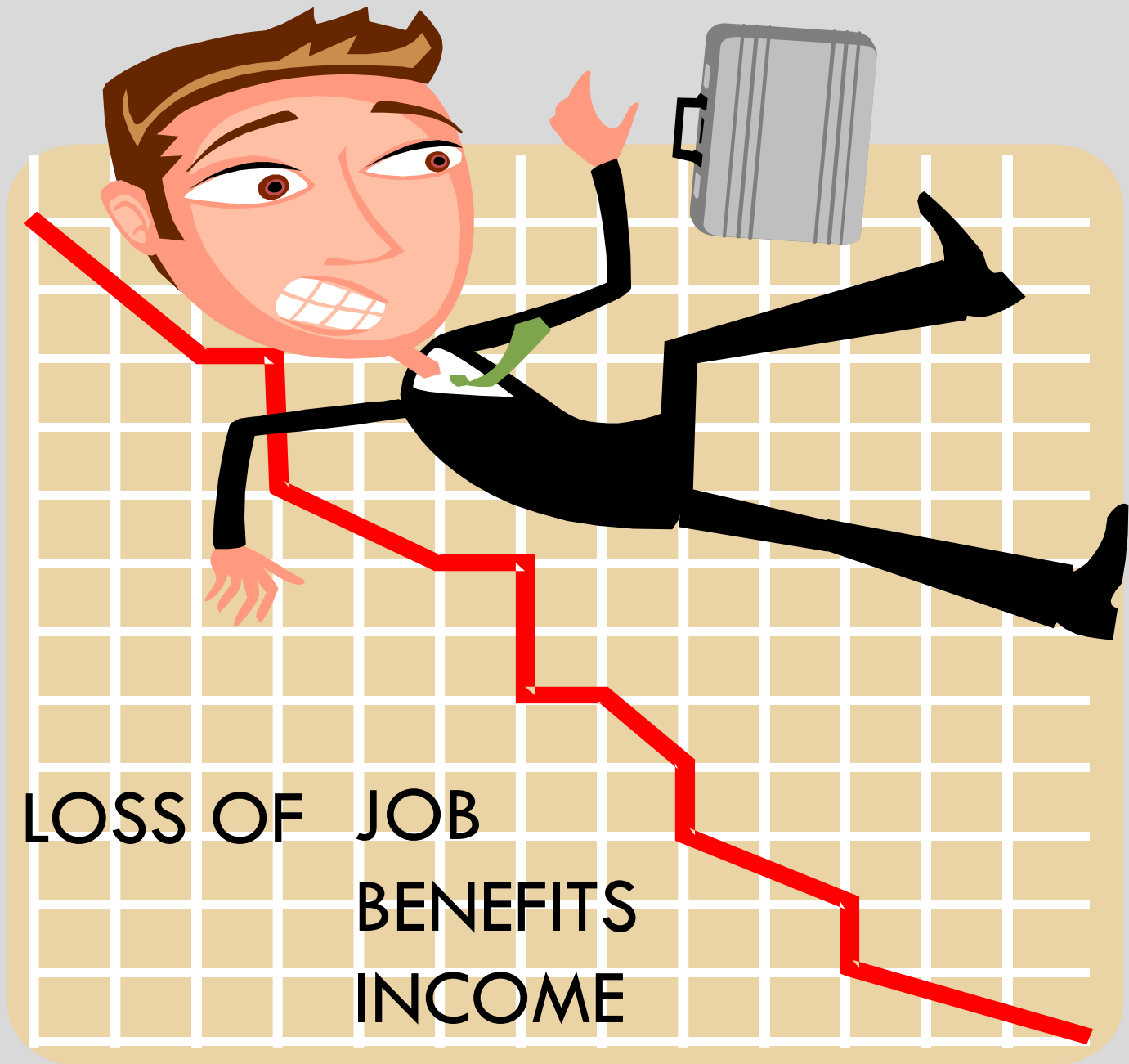
/,äntɹəpreˈnoʊr,-ˈnər/ 

noun

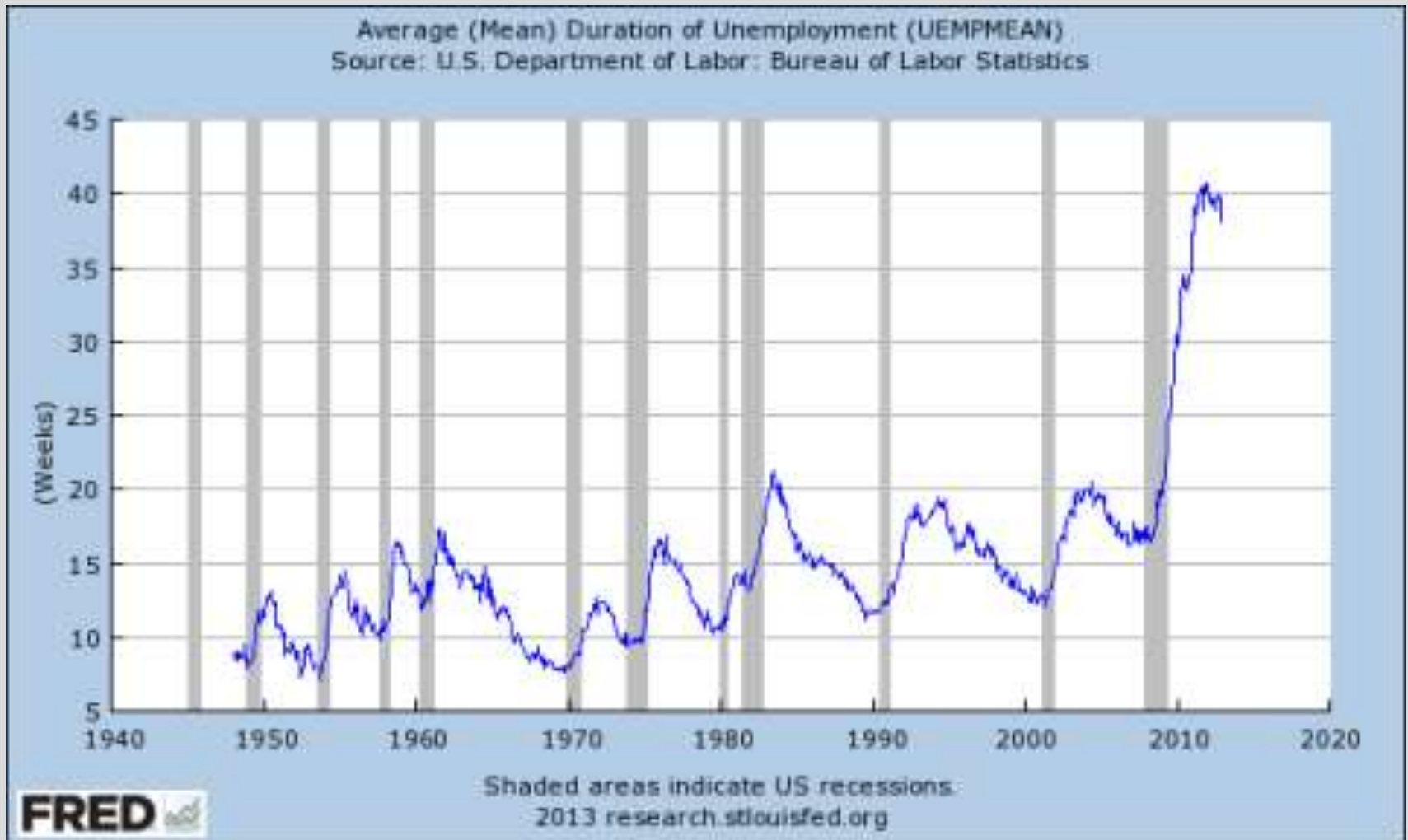
1. a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.

The background of the slide is a light gray gradient. In the top-left and bottom-right corners, there are several realistic water droplets of various sizes, some with highlights and shadows, giving them a 3D appearance.

**WHAT IS THIS RISK YOU
SPEAK OF?**

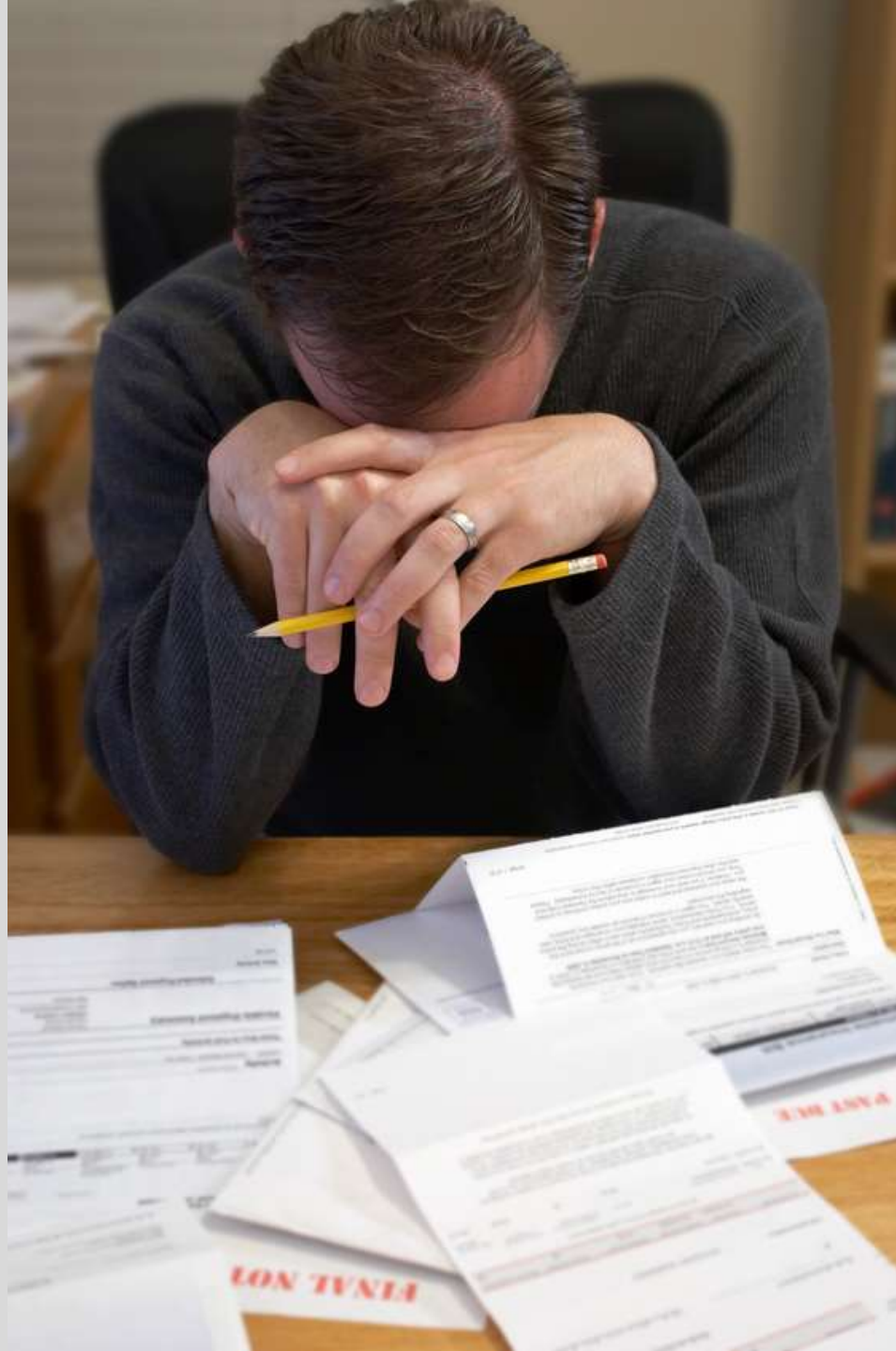


LONG TERM UNEMPLOYMENT



LOSS
OF
SAVINGS

DEBT



LOSS OF TIME





FORECLOSURE

sale





The background is a light gray gradient. In the top-left and bottom-right corners, there are several realistic water droplets of various sizes, some with highlights and shadows, giving them a 3D appearance.

**SO...
WHY DO YOU
WANT TO DO THIS, AGAIN?**


UPSIDE



The Would-Be Entrepreneur's Dilemma



low risk
en·tre·pre·neur

/,äntɹəpreˈnɔːr,-ˈnər/ 

noun

1. a person who organizes and operates a business or businesses, ~~taking on greater than normal financial risks in order to do so.~~

OUR EXPERIENCE

 **telerik**

deliver more than expected

The background of the slide is a light gray gradient. It is decorated with several realistic water droplets of various sizes, primarily located in the top-left, top-right, and bottom-right corners. The droplets have highlights and shadows, giving them a three-dimensional appearance.

DRIVING PRINCIPLES

The background is a light gray gradient. In the top-left and bottom-right corners, there are several realistic water droplets of various sizes, some overlapping. The droplets have highlights and shadows, giving them a three-dimensional appearance.

DON'T GO INTO DEBT

The image features a light gray background with a subtle radial gradient. In the top-left and bottom-right corners, there are several realistic water droplets of varying sizes, some with highlights and shadows, giving them a three-dimensional appearance. The text "DON'T LOSE YOUR JOB" is centered in the middle of the image.

DON'T LOSE YOUR JOB

The background of the slide is a light gray gradient. It is decorated with several realistic water droplets of various sizes, primarily located in the top-left, top-right, and bottom-right corners, creating a clean, modern aesthetic.

LIMIT CONCURRENT RISKS

RED FLAGS

- BUSINESS REQUIRES EMPLOYEES
- BUSINESS REQUIRES SUBSTANTIAL CASH
- YOU PUT YOURSELF IN A POSITION WHERE YOU DEPEND ON THE CASH FLOW FROM THE BUSINESS
- BUSINESS IN WHICH YOU HAVE NO DOMAIN KNOWLEDGE

The background of the slide is a light gray gradient. In the top-left and bottom-right corners, there are several realistic water droplets of various sizes, rendered with soft shadows and highlights to give them a three-dimensional appearance. The text is centered in the middle of the slide.

EVALUATING OPPORTUNITIES

The background of the slide is a light gray gradient. It is decorated with several realistic water droplets of various sizes, clustered in the top-left, top-right, and bottom-right corners. The droplets have highlights and shadows, giving them a three-dimensional appearance.

THE CONSULTANT



TIP

ESTABLISH A NICHE

A large red outline of an equilateral triangle, centered on the page. Inside the triangle, the word "TIP" is written in a bold, black, sans-serif font.

TIP

**CHECK YOUR EMPLOYMENT
AGREEMENT**

The background of the slide is a light gray gradient. In the top-left and bottom-right corners, there are several realistic water droplets of various sizes, rendered with soft shadows and highlights to give them a three-dimensional appearance. The text "THE AUTHOR" is centered in the middle of the slide.

THE AUTHOR



TIP

ESTABLISH CREDIBILITY

The background of the slide is a light gray gradient. It is decorated with several realistic water droplets of various sizes, primarily located in the top-left, top-right, and bottom-right corners, creating a clean, fresh aesthetic.

THE TRAINER



TIP

**PARTNER WITH
AN ESTABLISHED COMPANY**

The background is a light gray gradient. It features several realistic water droplets of various sizes, some clustered in the top-left and bottom-right corners, and others scattered. A faint, large, circular, textured pattern is centered in the background, resembling a subtle watermark or a light effect.

THE EMPLOYEE



TIP

**FIND WAYS TO HELP YOU
AND YOUR COMPANY**



HELP YOURSELF AND YOUR EMPLOYER

“What’s worse than training your workers and losing them?

Not training them and keeping them.”

Zig Ziglar



SELF IMPROVEMENT

- COLLEGE



- TRAINING CLASSES



- CERTIFICATIONS



- CONFERENCES



- BOOKS AND SOFTWARE



The image features a light gray background with a subtle radial gradient. In the top-left and bottom-right corners, there are clusters of realistic water droplets of various sizes, rendered with soft shadows and highlights to give them a three-dimensional appearance. The text "THE STARTUP" is centered in the middle of the frame.

THE STARTUP



TIP

**HAVE YOUR FIRST CUSTOMER
BEFORE YOU LEAVE YOUR JOB**

TELLIGENT



XBOX 360™



Office 365



Office®



msdn™

[workbooks](#)

le Controls. These
bled cell phones,



Windows 8



TIP

RISK OTHER PEOPLE'S MONEY

START-UPS: LESS RISKY THAN EVER

FROM IDEA TO PAYING CUSTOMER:

EARLY 1990S \$20,000,000

1999 \$10,000,000

2002 \$350,000

2007 \$100,000

2011 \$25,000

2013 \$10,000

KICKSTARTER



**NINJA SPHERE: Next Generation
Control of Your Environment**
by Ninja Blocks

Next generation control of your
environment with accurate in-
home location data and a gesture
control interface.

📍 Sydney, AU

387% **\$445,627** **11**
FUNDED PLEDGED DAYS TO GO

THE ROCK STAR EMPLOYEE





TIP

**FIND OR CREATE
YOUR DREAM JOB**

The background of the slide is a light gray gradient. In the top-left and bottom-right corners, there are several realistic water droplets of various sizes, some overlapping. The droplets have highlights and shadows, giving them a three-dimensional appearance.

THE DOWN TIME ENTREPRENEUR



TIP

**USE DOWN TIME TO
EVALUATE OTHER VENTURES**

The background is a light gray gradient. It features several realistic water droplets of various sizes, some clustered in the top-left and bottom-right corners, and others scattered. A faint, large, circular, textured pattern is centered in the upper half of the image.

THE HOBBYIST

Etsy

Register

Sign In

Search for items and shops



BewitchMeKnits

♥ Favorite Shop



♥ Favorite

Like this item?

Add it to your favorites to revisit it later.





TIP

DO WHAT YOU LOVE



TIP

**DON'T MAKE YOUR HOBBY
“WORK”**

The background of the slide is a light gray gradient. It is decorated with several realistic water droplets of various sizes, primarily located in the top-left, top-right, and bottom-right corners, creating a clean, modern aesthetic.

THE MICROPRENEUR



TIP

EGGS IN MANY BASKETS



TIP

RESIDUAL INCOME

The image features a light gray background with a subtle radial gradient. In the top-left and bottom-right corners, there are clusters of realistic water droplets of various sizes, rendered with soft shadows and highlights to give them a three-dimensional appearance. The text 'PRODUCT DEVELOPMENT' is centered in the middle of the frame.

PRODUCT DEVELOPMENT



TIP

MINIMUM VIABLE PRODUCT

The background of the slide is a light gray gradient. In the top-left and bottom-right corners, there are several realistic water droplets of various sizes, some overlapping. The droplets have highlights and shadows, giving them a three-dimensional appearance.

THE REAL ESTATE MOGUL



TIP

**LOOK FOR COMPLEMENTARY
INVESTMENTS**



TIP

**LEVERAGE YOUR SKILLS
(BUT KNOW YOUR LIMITS)**

A large red outline of an equilateral triangle is centered in the upper half of the image. Inside the triangle, the word "TIP" is written in a bold, black, sans-serif font.

TIP

**LEVERAGE YOUR
EXISTING ASSETS**



TIP

**HAVE A TAX ADVISOR
(AND A LAWYER)**

The background of the slide is a light gray gradient. It is decorated with several realistic water droplets of various sizes, clustered in the top-left, top-right, and bottom-right corners. The droplets have highlights and shadows, giving them a three-dimensional appearance.

PARTING THOUGHTS

The image features a light gray background with a subtle radial gradient. In the top-left and bottom-right corners, there are several realistic water droplets of varying sizes, rendered with soft shadows and highlights to give them a three-dimensional appearance. The text is centered in the middle of the frame.

**ALWAYS BE LOOKING
FOR OPPORTUNITIES**

The image features a light gray background with a subtle radial gradient. In the top-left and bottom-right corners, there are clusters of realistic water droplets of various sizes, rendered with soft shadows and highlights to give them a three-dimensional appearance. The text "DEFINE SUCCESS" is centered in the middle of the frame.

DEFINE SUCCESS

