

DEMONS OF ENTREPRENEURSHIP / GENERAL NON ENTREPRENEURIAL PROFILES



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- 1. Shotgun Sam
- 2. Simplicity Sue
- 3. Prima Donna Paul
- 4. Ralph The Rookie
- 5. Meticulous Mary
- 6. UnderDog ed
- 7. Hidden Agenda Harry
- 8. Inventor. Irving



SHOTGUN SAM

- An entrepreneurial type who quickly identifies new promising business opportunities but rarely if ever follows through on the opportunity to create a successful new venture.

SIMPLICITY SUE

- One who thinks always everything is a lot simpler and feels one can create a successful business through one or two easy solutions. She is usually a great salesperson. This type can make the most improbable deal seem possible.

PRIMA DONNA PAUL

- An entrepreneurial type so in love with his own idea that he feels everyone is out to take his idea and take advantage of him. This situation does not allow trust to be developed or help given.

RALPH THE ROOKIE

- An entrepreneurial type who is well grounded in theory but lacks real world business experience.

METICULOUS MARY

- A perfectionist entrepreneurial type who is so used to having things under control that she cannot manage during a catastrophe and cannot handle periods of ambiguity and chaos.

UNDERDOG ED

- An entrepreneurial type who is not comfortable with actually transforming the invention into a tangible business success. He likes to attend seminars etc. but does not like putting things in action and is often “paralysis by analysis” He would need a strong managerial team which he probably cannot afford at this time.

HIDDEN AGENDA HARRY

- An entrepreneur who does not have the right motives and objectives for developing for starting a new venture.

INVENTOR IRVING

- An inventor more than an entrepreneur who is more concerned with the invention itself rather than creating and sustaining a business.

