* Making the Leap to Entrepreneurship by Jamie Schmidt

The Author of this paper is an entrepreneur established Schmidt’s Naturals providing natural personal care products. According to her though in the COVID time there is a shortage of funds it is important to take the leap or challenge to become an entrepreneur, we need to build our entrepreneurship spirts now more than ever. Even if there is a great business idea or the founder is determined many startups fail. Author discussed some primary principles and how she followed them in her life to have a successful startup.

**Make your commitment: first to yourself and to the business**

Entrepreneurship requires a great dedication towards your work and company, have an honest talk with yourself and decide whether this idea works out or can you dedicate your efforts for this business in a long run. Once you have decided to be an entrepreneur find the work where you are passionate and can be passionate about it eventually.

**Pursue your abilities: develop skills and authority**

Having decided your business idea you need to gain knowledge over that subject or area of field. Research the industry you want to get into, understand the competition. Take help and opinion from your friends and family to revise your idea. Volunteer in related organization and dedicate yourself to get a handful experience. Write and publish papers as thought leader. Have proficient leadership skills, build networks, navigating the complicated landscape of financing.

**Fund your business: balance the bottom line**

Find an appropriate financial source for your startup to get to profitability. In early days for any startup there should be cash flow otherwise the startup cannot grow any further. You can decide how to get a financial support like through debt, revenue – based financing, through a partner or cofounder. Find stable financial source which can support your business until it reaches its success point. Try taking risks by asking yourself whether it is worth of risk taking, can you guarantee yourself that your risk would be successful.

**Integrate your life: structure for sustainability**

In early days for your startup, you can dedicate yourself to work but in later stages do not take too much stress. Dedicate your time for your family build bonds with family and friends. Relax yourself once a while having meals, bedtime, trips with family and friends. Try involving others in the entertaining aspects of your business. In an isolated world of entrepreneurship bringing others into your world brings you joy and happiness in your work.

Entrepreneurship is worth trying even if you fail sometimes by learning from those experiences you can pursuit a great career in entrepreneurship. Author encourages us to take the leap because we can never know until we try.