* Change knowledge => get profit (Put your strength in the right place)

Two flaws: Sources/ Team

* Greater ambition -> lesser source (develop the other thing first I other region)
* Team (Different idea from different person, the argument of ideas, all the people can see the chances only initially,

The first question=> is it the real chances or fault.

Many population => true

If everyone will buy a shoe from me => false statement -> not reality

* Not everyone will buy it
* Not everyone will know your store

Startup = business chances

Benefit > cost = business chances

Opportunity = market demand

When everyone wants to enter that market, that is not your chances anymore.

 颱風起來，豬都能飛

linear gain => for big company

when the structure of the market become irreversible change=> marker occur

Market structure: China-> change

Economic change =>

Social change

Technology change

Policy change -> maybe time delayed,

* Invest

One child -> two child policy = school number increase

Learning Chinese/ English (Business)

Customer range -> reduced