



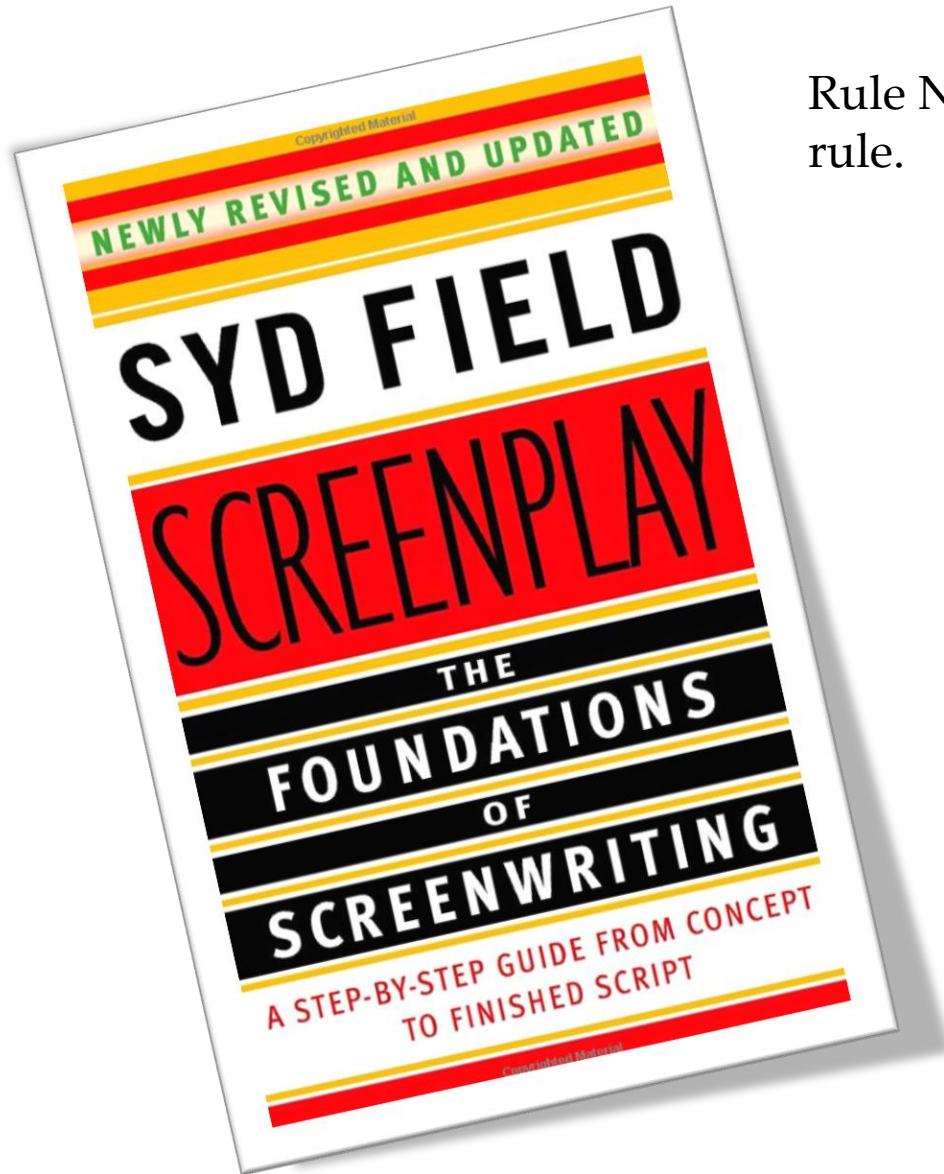
HMCEN Rule Number 1:

TAETER

Effective date:
October 15, 2019



Syd Field, “Screenplay,” and TAETER



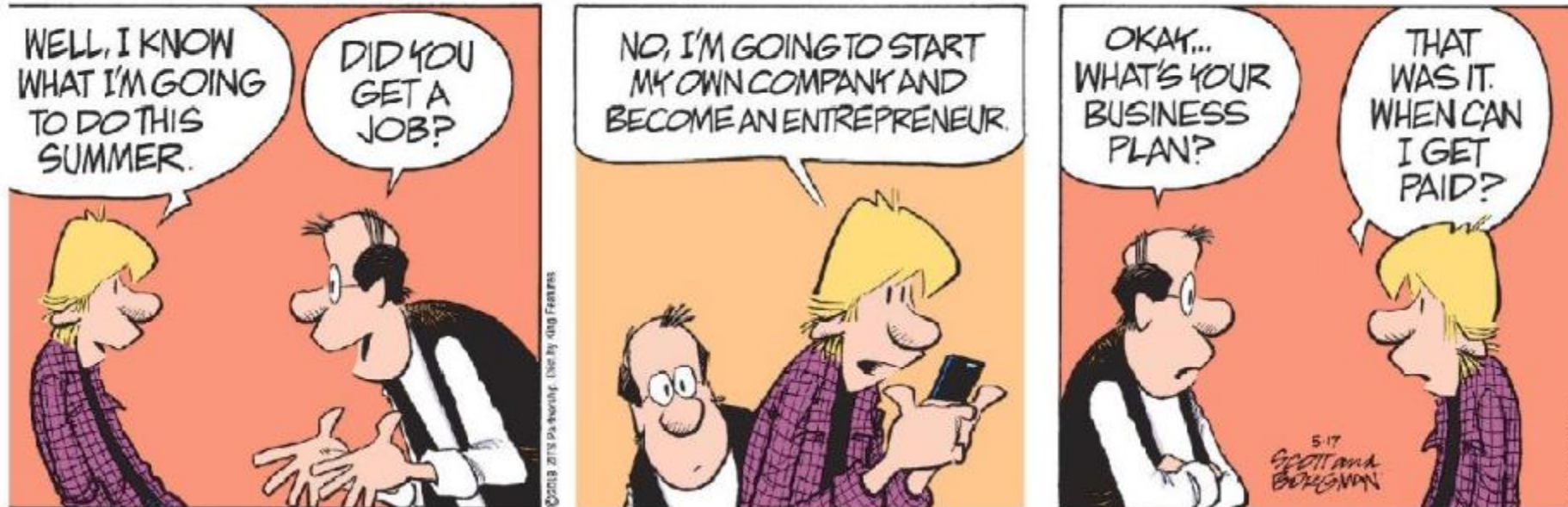
Rule No. 1: There is an exception to every rule.

The American Film Institute Year of Magic:

- What I was doing there ..
- What the experience was like ...
- What she taught ...
 - ✓ examples – Terminator and Pulp Fiction
- The impact upon me as a general lesson
- Parallelism
- The application to entrepreneurship

Commitment ...

ZITS By Jerry Scott & Jim Borgman



Why Does Everyone Make Being An "ENTREPRENEUR" Sound So Glamorous. It's Frickin Hard... (self.Entrepreneur)

submitted 49 minutes ago by Neil333

I dreamt of quitting my job and living a life of freedom for nearly 10 years. At the end of 2016 I finally left Investment Banking to grow a digital marketing agency.

It's been nearly 1.5 years and whilst we've grown (hired 2 people and have a good client base), I can honestly say this is the hardest, stressful and most painful thing I've ever done in my life.

I mean working for Goldman Sachs was easy compared to what I'm going through now.

So, if you want to be an entrepreneur, here are 10 (non-sexy) things you need to know about.

1. It's Not Glamorous - it seems like being an entrepreneur is the coolest thing to be, but in reality there's nothing glamorous about working from 9am to 9pm, attending meetings, trying to make sales and on top of all the existing client work.

2. You Need Thick Skin - there are days (actually months) where things are looking bleak like prospect client conversations are not turning to sales and existing clients might leave. Keep pushing and stay focused.

3. 60%+ Of Your Time Needs To Be On Making Sales - regardless of what you enjoy doing, most of your time needs to be focused on sales related activities

4. Never Get Comfortable - early 2018 we took on quite a few clients, which was great. I got comfortable and stopped focusing on sales. In April 2018, we lost two big clients and were struggling. Never get comfortable

5. Know Your Value - you will come across competitors, customers and generally other business owners who question you and don't have confidence in what you are offering. Don't let that affect you. Know your expertise and believe in yourself. There will always be haters. :)

6. Plan Your Week - You have no boss. No one telling you what to do and when. As good as that sounds, the downside is that you could end up being very inefficient or not doing any of the things you needed to do. Start planning what you will do next week and make sure there is always "SALES" related activities.

7. Get An Accountability Partner - connected to point 6, I'd recommend getting another entrepreneur who can hold you to account for not doing the things you said you were going to do.

8. Positivity Is Key - every morning I pray and reflect on all the things I should be positive about. Regardless of how well my business is doing, it reminds me of the fact that I have so much to be grateful for. See, when you're positive, the world will bring you more positivity.

9. Social Media Is A Distraction - Stop using social media during your workday. If you want to be a SUCCESSFUL entrepreneur, then you need to limit your social activity to 30mins per day. Unless of course social media is closely tied to your business.

10. Being An Entrepreneur Is Freeing - After quitting my job in Investment Banking, I'm free to see my daughter grow up, spend time with my family and actually enjoy Sunday's freely. I probably do more on a Sunday in the last 1.5 years than I have done over the 5 years before that.

Had to end with a positive Entrepreneur point. :)

Today (Sept 5, 2019) in E&E

HMCEN Rule Number 1:

Startups fail because they are unbalanced.

1. The 7 facets ..
2. Do you have what it takes?
3. More on dividing up and teaming.
4. Discussion of Altman video #1.



Webb, Orr, Jones, Stratchan, Scott (nip), 2014

Your technology needs a "container" to (1) **Promote** it and (2) **Protect** it.



In the market economy, the "container" is usually some kind of corporation, whether for-profit or non-profit. This container is a legal entity with a powerful conceptual identity.

The 7 facets of the successful startup



Get going on the assignments ...

Discussion and Related Assignments

These will be added as the semester proceeds, and in some cases will be tied to class visits:

Week	Title/Link	Discussion Dates	Comments (if any)
W1	Welcome and introduction and opening discussion about the two tiers of the class. On Thursday download, complete, and bring to class and be prepared to discuss: Enterprise Motivational Survey	September 3 and 5	We discuss who will be on teams or doing research and complete our motivational survey.
W2	Discussion of the The Seven Facets of the Successful Startup - Polishing the Diamond and Should you be an entrepreneur? Watch SAL1 -- Lecture 1 of <i>How to Start a Startup</i> (see below). Read the Introduction and first 3 chapters of TSC	September 10 and 12	The SAL videos are linked below. Let's get started on this as the class organizes.
W3	On Thursday you will be assigned the Product Pitch Assignment. Also be prepared to discuss the essay Why startups fail! Watch SAL2 -- Lecture 2 of <i>How to Start a Startup</i> (see below). Read chapters 4-7 of TSC	September 17 and 19	Our first guest speaker, Nik Seet, will talk to the class on Tuesday.

The HMCEN Menlo Park / San Francisco meeting

Rule # 1: Better an A team and a C product than an A product and a C team.



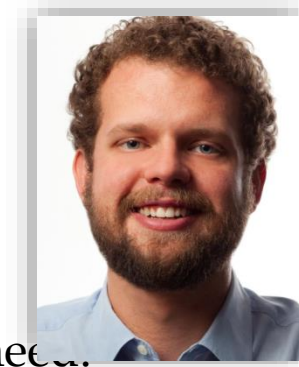
Today's IPO .. SmileDirectClub



Rule No. 1: Companies fail because they run out of money

Rule No. 1: Companies run out of money because they miss timelines and don't get their products to market fast enough.

Alex Polvi, CoreOS, sold to RedHat...



My takeaway notes:

1. First experience enhanced 2nd experience
2. This guy had spine for negotiations when it was needed.
3. **This** was a Linux-in-college play!!!
4. His darkest moment .. hiring the wrong sales and marketing guy
✓ ... and what he said about that.
5. **He went for the money!!!**

Starter Tips - Strategy, Design, Vision



The elements:

- ☐ In your minds, an actual coherent plan over time about what you intend to do.
- ☐ Single-sentence or single paragraph statement about who you are and what you do.
- ☐ A business plan or a plan of business:
 - Business plan is a formal, detailed written document.
 - Plan of business is an informal outline of the same, possibly in PP format.
- ☐ Timelines and execution plans for meeting them.
- ☐ A scheduled format for tactical review and reconsideration of strategy.
- ☐ An exit strategy.

Consider:



- ☐ Regard your technology as a critical **piece** of your system.
- ☐ Think of yourselves as **people-based** and not technology-based.
 - Initially, your team and its vision matters more than your technology.
- ☐ Your vision includes the language of an **image** about who you are and what you do.
- ☐ Your strategy has a **target (market)** and describes what you are going to do for them.
- ☐ Try to articulate a problem that you are solving or explain how you will change things.
- ☐ How can you make yourselves sound interesting or exciting?



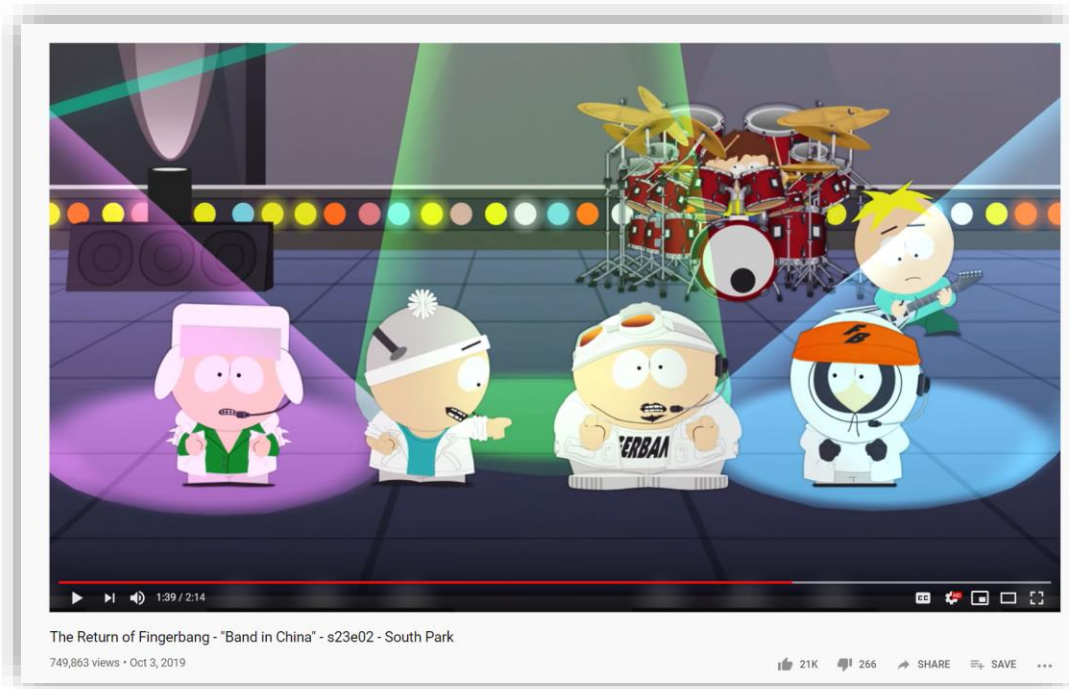
Jonathan Schwartz and Max Friefeld explaining LayerbyLayer

Social awareness homework ...

Mudd Entrepreneurship

Watch the Southpark video “Band in China”

<https://southpark.cc.com/full-episodes/s23e02-band-in-china>



Watch the Trump “Church of Fake News” Kingsmen video:

<https://www.youtube.com/watch?v=evMawqnvUII>



Remember to use these docs for your video review ...

(of yourself and the other videos) ...

<https://www.palmislandtraders.com/ss147/videorev.pdf>

<https://www.palmislandtraders.com/ss147/eepe.pdf>

Personal Review of Your Pitch or Presentation Videotape

SS147s

Name: _____ Evaluation Date: _____ Submission Date: _____

This is due back on _____ Which video was this?: _____

If you have been taped giving a pitch or oral presentation, I require you to watch and review your own tape and submit this document back to me. I *encourage* you to have someone else watch it with you and give constructive criticism. First, answer these checkoff questions:

- | T | F | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | I watched the video of my performance, as instructed, from beginning to end. |
| <input type="checkbox"/> | <input type="checkbox"/> | I had someone with me when I reviewed my video. |
| <input type="checkbox"/> | <input type="checkbox"/> | I appeared calm, in general, from beginning to end.
(If false, I appeared nervous <input type="checkbox"/> only at the beginning or <input type="checkbox"/> throughout). |
| <input type="checkbox"/> | <input type="checkbox"/> | I spoke at <i>about</i> the right <i>pace</i> throughout.
(If false, I spoke <input type="checkbox"/> at too quick a pace or <input type="checkbox"/> too slow a pace). |

e&e Peer Consulting Inc.

(or in other words, evaluating, criticizing, and helping your peers)
prepared by lead partner and consultant Prof. Gary R. Evans ©2011

In this class you are expected, when asked, to give frank and objective criticism to your peers when they perform. In that capacity you should behave as though a paid consultant. The peer in question has *invited* you to attend this performance *specifically* for the purpose of *soliciting* your evaluation. Imagine, in fact, that this peer, who must develop a professional presentation style, is *paying* you for this criticism. No one benefits if you are reserved or excessively polite. You are a professional and your opinion is being solicited. Offer it.

Here are a few guidelines:

1. Be frank and honest, but at the same time be civil and polite. Be tactful, but don't be evasive. Get to the point and say what should be said. Be aware that it's possible to hurt someone's feelings, so don't *attack* your peers, but a taciturn critic is no critic at all. Generally, be a professional.
2. Be as generous with praise as you are inclined to find fault. You want to identify not only what was *wrong* but also what was *right*. Look for and comment upon both the positive and the negative.
3. Is the speaker **prepared**? If not, everyone's time is being wasted, including yours.
4. Is there good, coherent **structure** to this presentation? Does it **flow** well? It need not follow the guidelines, but most of the necessary ingredients should be there.
5. Is it **too long**, or **too short**? Is it **boring**?
6. Is it **too technical**? Is it pitched too far **over** or **under** the level of the audience?

In a few words, is it **BOXED** properly?:

Not too **HIGH**

Not too **SHORT**

Not too **LONG**