



The Process



The Entrepreneurial Process

- It is opportunity driven
- It is driven by a lead entrepreneur and an entrepreneurial team
- It is cost-conscious and creative
- It depends on the fit and balance among these
- It is integrated and holistic



At the Heart of the Entrepreneurial Process is the:

- **Founder**
 - **The Opportunity Seeker**
 - **The Creator and Initiator**
 - **The Leader**
 - **The Problem Solver**
 - **The Motivator**
 - **The Strategizer, and**
 - **The Guardian of the Mission, Values, and Culture of the Venture**

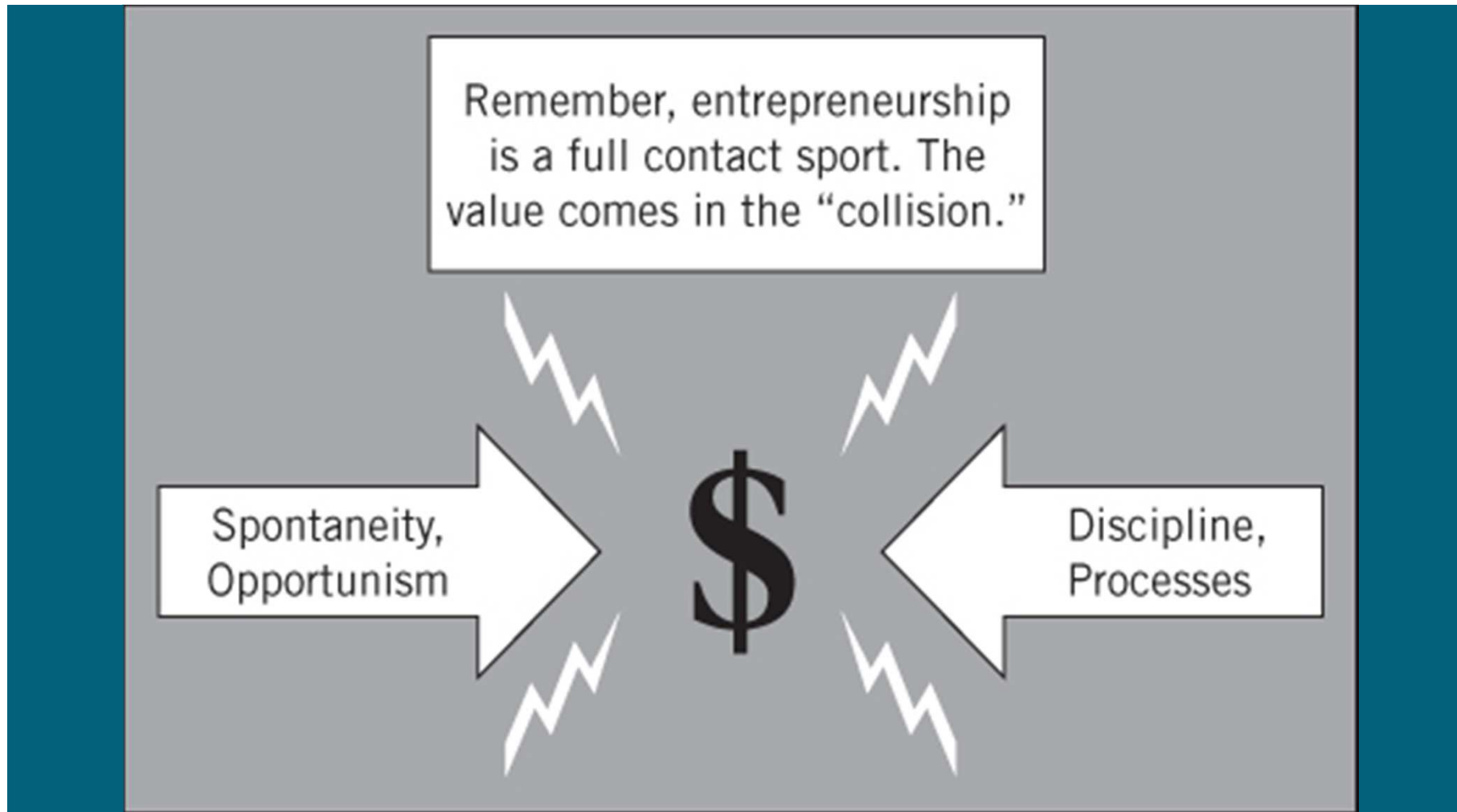


Achieving Entrepreneurial Greatness

Three core principles:

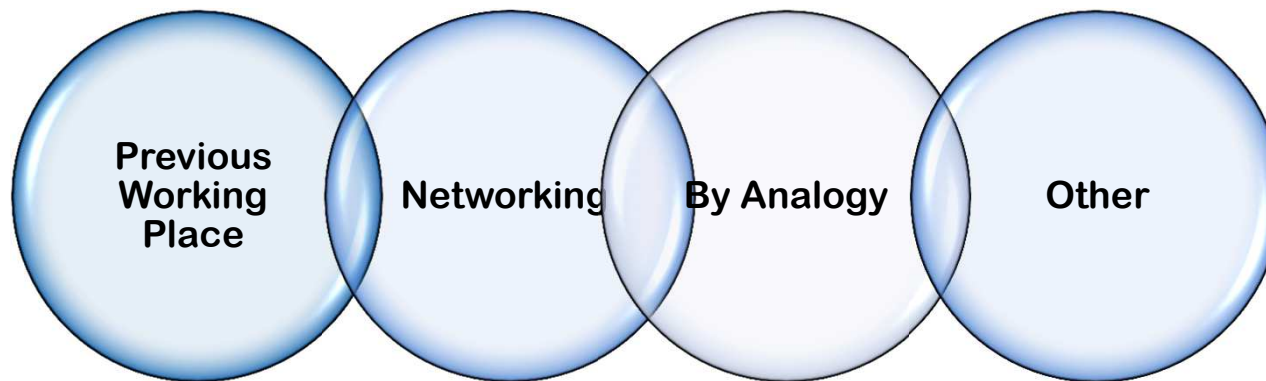
1. Treat others as you would want to be treated
2. Share the wealth that is created with all those who have contributed to it at all levels
3. Give back to the community

The collision value point

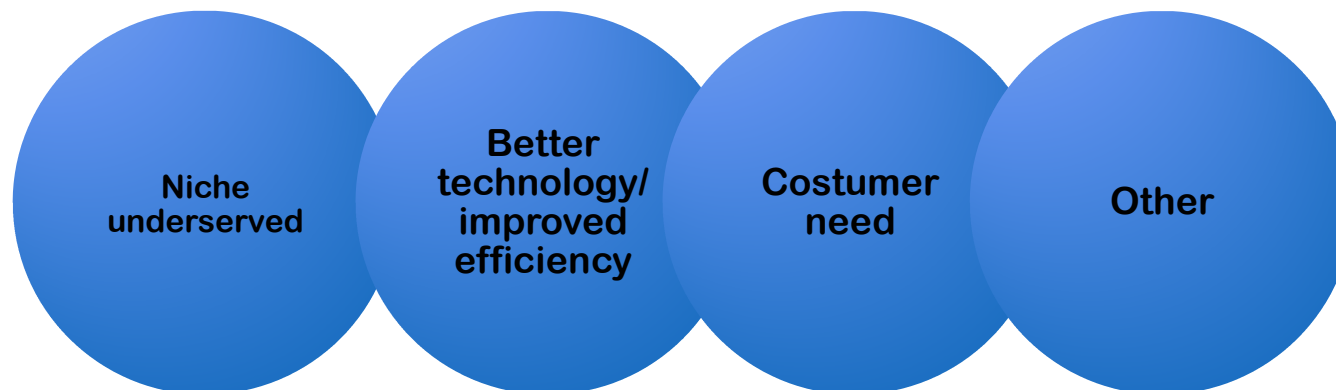


The birth of an idea

Source of the idea




Type of the idea





The birth of an idea





BIG PROBLEM
=
BIG OPPORTUNITY



Entrepreneurial Strategy

- **DATA** - Gather data and evaluate it
- **FEEDBACK** - Make sure you get feedback
- **THINK** - Think ahead
- **STRATEGY** - Craft your personal entrepreneurial strategy

Reasons for Planning

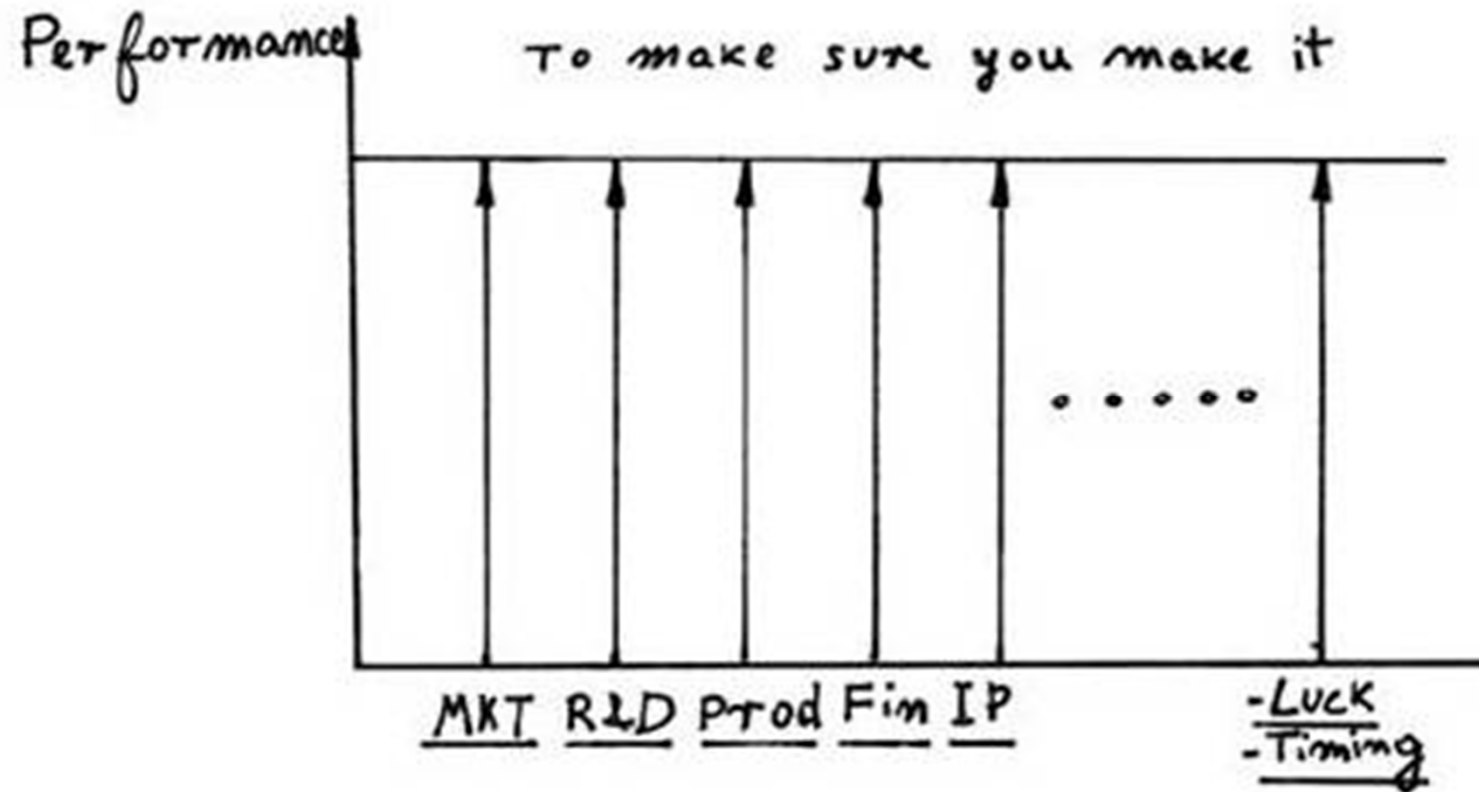
- Planning helps the entrepreneur with:
 - Managing the risks and uncertainties
 - Working smarter rather than harder
 - Developing and updating strategy by testing the sensibility of the ideas and approaches with others



"הבלתי צפוי הוא זה שיפיל אותך"

צפה מראש

Challenges



Constructive Feedback

- **Make sure you get feedback!**
- **Accept positive and negative**
- **Be honest and straightforward**
- **Avoid defensiveness**
- **Listen carefully to what is being said and think**
- **Consider feedback in a realistic and open manner**
- **Share thoughts with experts you confide in**
- **Always seek additional feedback to verify and supplement data**
- **Reach final conclusions at a later time**
- **See other people's experience as an asset**



Effective Goal Setting

- Concrete, measurable, related to time, realistic, and attainable
- priorities, identify trade-offs
- Identification of potential problems
- Periodic review of progress and revision