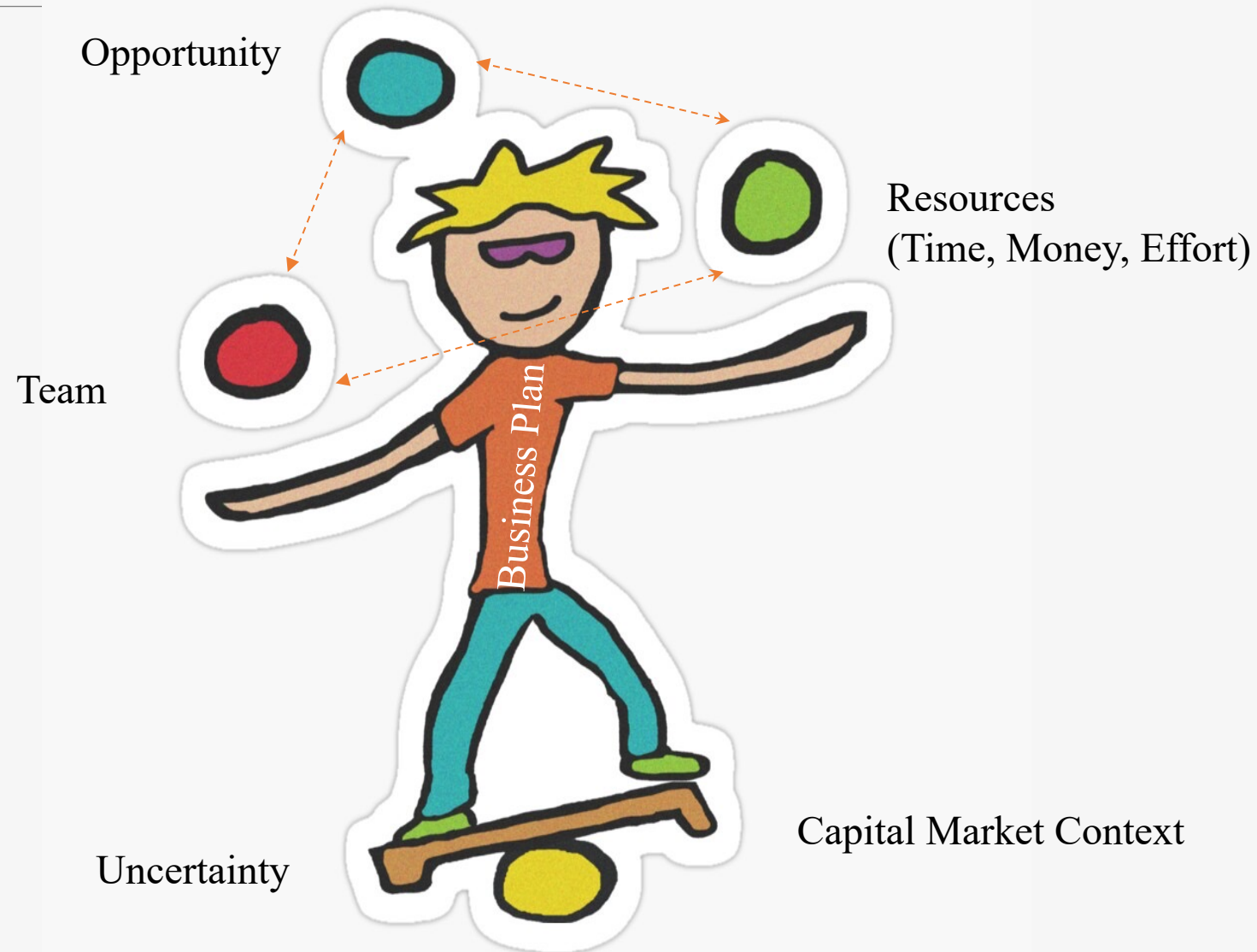


It is a way of thinking, reasoning and acting that is opportunity-obsessed, holistic in approach, and leadership balanced for the purpose of value creation and capture. - (Spinelli, pp. 87)



New
Venture
Creation

Timmons Model of the Entrepreneurship Process (pp.96)



NVC Paradoxes

- To make money you may have to first lose money
- NVC needs considerable thought, preparation and planning, yet is basically an unplannable event
- Entrepreneurship requires a bias towards action with a sense of urgency, but also demands patience and perseverance
- The greater the organization, orderliness, discipline and control, the less you will control your ultimate destiny

.... For more read page 90

Role people play in NVC

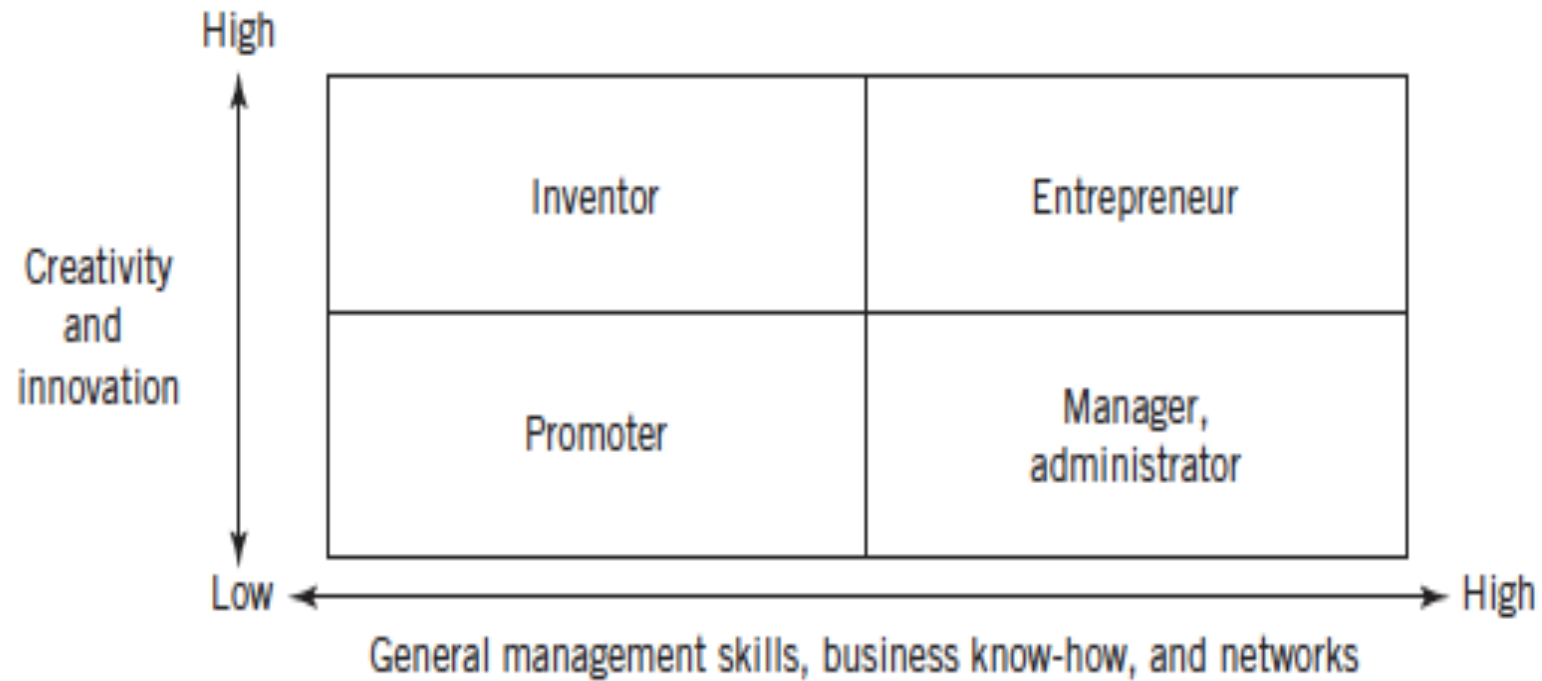
- **Entrepreneur:** YOU....it is your vision, your idea, your do “Proof of concept of business model”
- **Investor:** Pays money to YOU to chase your dream “Money scales business”. (s)he owns the business
- **Board of directors:** Set-up by shareholders (including investor) to assure them that business is running safe & sound
- **CEO & team:** Runs the business set up by founder, with the money of investor and in a manner that board is auditing

Don't ever multitask

What about the roles you don't play

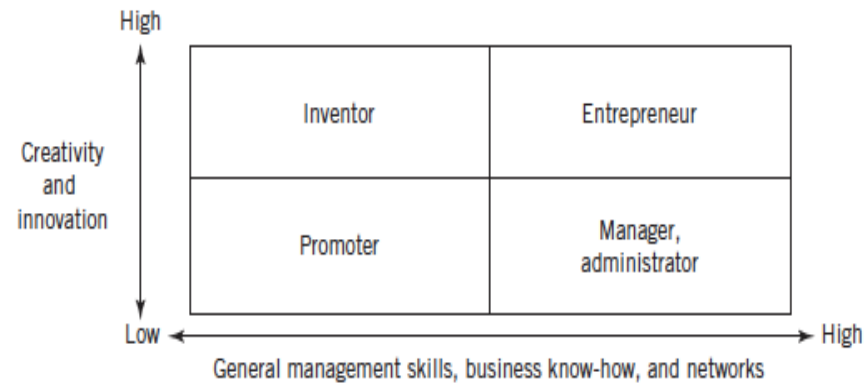
- Build internal team
 - Anything which is part of USP
- Build external partnership

Who makes a good Entrepreneur



Can I be an Entrepreneur? NVC Diary

*Determination,
Courage
Opportunity Obsession
Tolerance of uncertainty
Ability to adopt
Motivation to excel
Leadership*



Marketing, Sales, Operations, Finance, Administration, HR, Law

We will do a PRACTICAL: Print-it, Fill-it by hand and File-it with your notes to yourself

NOTE: NO-SUBMISSION, NO-DISCUSSION

Next Lecture
