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nds that invest in start ups but expect a high ROI in a short time frame

6. Rather than trying to guess whether something will work, by doing what you do best!

12. A failure warning sign. Success breeds

13. Plan for the unknown by being

15. A failure warning sign. Too much, Concentrating on what you do best

Business that licenses the brand and business system of its parent company Entrepreneurs plan for the future by constant.

signals failure.

25. A new business venture Business characterized by minimal start up costs, few employees, and a not-small mentality \_ will always outperform complexity'

30. What to track to make sure your business stays healthy Allows you to magnify your talents

32. Find a way. Have 31. "Approaches to pricing that make it extremely easy for a prospective customer to say yes"

## Down

- Moving functions from inside to outside a company
- Efficiencies and other opportunities that are possible once a business reaches a certain size "Ability to create processes and systems that determine exactly how the business will work"
- A supplier of Internet-based software services
- 6. When you find the right thing you'll have lots of .
- 8. Today's expensive, exclusive business services will be widely available on an outsourced basis in 12-18 months
  - Hire outside firms to do what they do best, so that you can do (only!) what you do best \_ for it
- 10. "Skilled individual who makes a living working for others through a series of short- or long-term assignments" 9. Ability for a business to grow easily
- Capabilities that are not tied to your time are.
- 21. What you (your business) can do better than anyone else 19. The framework that allows you to predictably operate your business
- 22. Why most new businesses fail
- Opposite of custom. Saves time and reduces risk is a key benefit of the Go it Alone approach
- 29. AKA feature creep

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			Sell		ne		dback Loop									Processes		alty Retailer	)					Other than ASP)	ths	onomy		vice	ding)		sing Support Costs				al	eas	Day Job
Company	Nutshell	SP	Be Pre	Cash F	Core C	Credib	Custo	nergy	xperi	ast	eedb	ind a	lexibl	ocus	ranch				nvent	imit F	/letric	lo Ca <sub>l</sub>	Off the	Outso	Play to	Plug &	Pricing	Produc	Public	Qualit	Rule o	Scale	estin	Jnbun	/entur	Vays t	
1800MyLogo.com	Logo design																										×					×					
A&E Home Security Company	Home security systems																	_		_		_	×		×												×
China Manufacturing Network	Match customer to vendor	×																																	×		
CleanAirGardening.com	Environmentally friendly gardening	×	L	L			×		×		×	Г	Г	Г	Г	Н	Н	Н	Н	Н	H	H	H	L	L								×				×
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Food and Balance	rood and lifestyle counseling																						×														
Gourmet Gatherings	Culinary entertainment company				×		×						×	Г	Г	Н	Н	Н		Н	H	H		×	L							×					
Guru.com	Match engineer to project			×			×			×		Т	×				Н	Н	Н	Н	Н	Н	Н	×			×						×				
Investment Management (Industry)	Investment management				×									Г	Г		Н	Н		Н	H	H			L					L				×			
i-Top / NexToy	Creators of spinning top with digital display																							×										×			
Jango Mail	Targeted emailing service	+					×																×							L	+						
Kaboom Beverages	Healthy energy drinks						×																	×												×	
Maui Wowi	Beverage served from movable cart				×			×							×					H	H									Ĺ		L					
Mr. Trademark	Trademark research				×		×													×	Ĥ								×					×			
Fossil Farms	Specialty retailer																×																				
Niveus Media	Producer of entertainment PC																																				×
SpeedAnywhere	Match customer to telecom services									×														×			×						×				
Spin Pop / SpinBrush (John Osher)	Developed spinning lolipop / toothbrush											×																									
Synapse Group	Advertising on credit-card statements		×											×								×		×			×	×									
TheraSense	Breakthrough blood-glucose monitoring system					×				×			×	×										×													
Virtual Integration (Dell etc.)	Stitching together outsourced services													×				×	_					×		×					×						