



## THE PRESIDENTIAL SUITE NEWSLETTER

### **STRUCTURED EXPERIMENTATION**

THE NEED FOR STRUCTURED EXPERIMENTATION. WITH EACH NEW OPPORTUNITY THAT ARISES, AN ENTREPRENEUR MUST RUN TESTS TO DETERMINE IF IT'S WORTHWHILE TO PURSUE.

### **RISK TOLERANCE**

ENTREPRENEURSHIP IS OFTEN ASSOCIATED WITH RISK. WHILE IT'S TRUE THAT LAUNCHING A VENTURE REQUIRES AN ENTREPRENEUR TO TAKE RISKS, THEY ALSO NEED TO TAKE STEPS TO MINIMIZE IT. WHILE MANY THINGS CAN GO WRONG WHEN LAUNCHING A NEW VENTURE, MANY THINGS CAN GO RIGHT. THE KEY, ACCORDING TO ENTREPRENEURSHIP ESSENTIALS, IS FOR ENTREPRENEURS TO ACTIVELY MANAGE THE RELATIONSHIP BETWEEN RISK AND REWARD, AND POSITION THEIR COMPANIES TO "BENEFIT FROM THE UPSIDE." SUCCESSFUL ENTREPRENEURS ARE COMFORTABLE WITH ENCOUNTERING SOME LEVEL OF RISK TO REAP THE REWARDS OF THEIR EFFORTS; HOWEVER, THEIR RISK TOLERANCE IS TIGHTLY RELATED TO THEIR EFFORTS TO MITIGATE IT.

"IT'S IMPORTANT TO REALIZE THAT BRAND IS MUCH MORE THAN A LOGO AND SLOGAN. A BRAND IS WHO YOUR COMPANY IS: HOW YOU FUNCTION AND MAKE DECISIONS."

-JOANNA  
MCFARLAND, CO-  
FOUNDER OF  
HOPSKIPDRIVE

### **CHARACTERISTIC S OF SUCCESSFUL ENTREPRENEURS**

1. Curiosity
2. Adaptability
3. Decisiveness
4. Team Building
5. Risk Tolerance
6. Comfortable with Failure
7. Persistence



# ARTICLES

"Mark Cuban Says These are the Dumbest Things Entrepreneurs Do"

-By Jason Fell

"What Makes a Leader? Harvard Business Review"

-by Daniel Goleman

"7 Rejections"

-brian chesky

"The Best Startup Advice You'll Ever Receive"

- producthunt

"Why Should Anyone Be Led by You?"

-by Robert Goffee and Gareth Jones

# COURSES

"Entrepreneurship 101: Who is your customer?"

-MITX

"Entrepreneurship in Emerging Economies"

-HARVARDX

"Technology Entrepreneurship: Lab to Market"

-HARVARDX

"Becoming an Entrepreneur"

-MITX

"The Entrepreneurial Mindset"

-BABSONX

## ***A TREND IN THE ENTREPRENEURSHIP WORLD : GROWTH OF ENTREPRENEUR COMMUNITIES***

Do you ever wish you could connect with like-minded people, exchange insights, and build your network? You can, thanks to the growing popularity of entrepreneur communities. (the presidential suite)

- You'll find people at every level within the same community, from those just starting out to highly successful entrepreneurs.
- Communities attract investors looking to connect with promising businesses and their founders.
- They're a great opportunity to network and learn from the best.

Where do you find these communities? Here are some examples.

- Reddit communities
- LinkedIn groups
- the presidential suite