



THE PRESIDENTIAL SUITE

NEWSLETTER

THE OFFICIAL WEEKLY NEWSLETTER OF THE PRESIDENTIAL SUITE

MARCH 2022

***Foundation of
Entrepreneurial Success***

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. Believe in yourself and your business.

. Create your own luck.

. The growth mindset.

. Think three steps ahead.

***“When you cease to
dream you cease to live.”
-Malcolm Forbes***

The growth mindset

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“If you believe somehow you’re set to a certain capability and level of accomplishment, then you’ll never achieve anything more. However, if you believe you can get better and do other things, that growth mindset will enable you to accomplish more.”

-Guy Kawasaki,

As an entrepreneur, having a growth mindset is essential. In order to achieve anything in life, you need to have the mentality that you can learn anything if you push yourself hard enough and try enough things.

You can explore more about this idea by reading “Mindset: The New Psychology of Success”.by Carol Dweck

***A trend in the
entrepreneurship
world :***

No-Code Web Apps Become More Mainstream

No-code (and low-code, its close cousin) refer to web and mobile development using drag-and-drop tools.

They both require far less technical expertise than building via web programming languages and raw code.

Using low-code, anyone can build and create blogs, online marketplaces, as well as fully functional software as a service (SaaS) apps.

No code web apps make web entrepreneurship without a Computer Science degree possible. Research and Markets estimates the low-code industry could be worth \$45.5B this year. However, even experienced web developers often use no-code solutions (like Webflow) to prototype ideas or build apps quickly.

An entire ecosystem is rising around this low-code entrepreneurial trend as it gains momentum.

RESOURCES:

courses

THE WHARTON ENTREPRENEURSHIP 1: DEVELOPING THE OPPORTUNITY:

[HTTPS://PT.COURSERA.ORG/LEARN/WHARTON-ENTREPRENEURSHIP-OPPORTUNITY](https://pt.coursera.org/learn/wharton-entrepreneurship-opportunity)

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THE WHARTON ENTREPRENEURSHIP 2: LAUNCHING YOUR START-UP

[HTTPS://PT.COURSERA.ORG/LEARN/WHARTON-LAUNCHING-STARTUP](https://pt.coursera.org/learn/wharton-launching-startup)

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THE WHARTON ENTREPRENEURSHIP 3: GROWTH STRATEGIES

[HTTPS://PT.COURSERA.ORG/LEARN/GROWTH-STRATEGY](https://pt.coursera.org/learn/growth-strategy)

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THE WHARTON ENTREPRENEURSHIP CAPSTONE

[HTTPS://PT.COURSERA.ORG/LEARN/WHARTON-ENTREPRENEURSHIP-CAPSTONE](https://pt.coursera.org/learn/wharton-entrepreneurship-capstone)

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THE WHARTON ENTREPRENEURSHIP 4: FINANCING AND PROFITABILITY

[HTTPS://PT.COURSERA.ORG/LEARN/WHARTON-ENTREPRENEURSHIP-FINANCING-PROFITABILITY](https://pt.coursera.org/learn/wharton-entrepreneurship-financing-profitability)

articles

8 GREAT ENTREPRENEURIAL SUCCESS STORIES BY: STEVE TOBAK

[HTTPS://WWW.ENTREPRENEUR.COM/ARTICLE/243099](https://www.entrepreneur.com/article/243099)

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THE DIFFERENCE BETWEEN AN ENTREPRENEUR AND A STARTUP FOUNDER BY: ABDO RIANI

[HTTPS://WWW.FORBES.COM/SITES/ABDORIANI/2021/04/22/THE-DIFFERENCE-BETWEEN-AN-ENTREPRENEUR-AND-A-STARTUP-FOUNDER/?SH=48FC563F3EED](https://www.forbes.com/sites/abdoriani/2021/04/22/the-difference-between-an-entrepreneur-and-a-startup-founder/?sh=48fc563f3eed)

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CUSTOMERS IN THE SPOTLIGHT: HOW FINTECH IS RESHAPING BANKING

[HTTPS://WWW.PWC.COM/GX/EN/INDUSTRIES/FINANCIAL-SERVICES/PUBLICATIONS/FINTECH-IS-RESHAPING-BANKING.HTML](https://www.pwc.com/gx/en/industries/financial-services/publications/fintech-is-reshaping-banking.html)

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HOW TO START A BUSINESS IN 8 STEPS BY: KATHY HAAN, JANE HASKINS, CASSIE BOTTORFF

[HTTPS://WWW.FORBES.COM/ADVISOR/BUSINESS/HOW-TO-START-A-BUSINESS/](https://www.forbes.com/advisor/business/how-to-start-a-business/)

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5 SKILLS EVERY ENTREPRENEUR SHOULD HAVE BY EVAN TARVER

[HTTPS://WWW.INVESTOPEDIA.COM/ARTICLES/PERSONAL-FINANCE/080615/5-SKILLS-EVERY-ENTREPRENEUR-NEEDS.ASP](https://www.investopedia.com/articles/personal-finance/080615/5-skills-every-entrepreneur-needs.asp)