

# Introduction to Entrepreneurship

## EM3020 - Spring 2021

### Learning Diary:

## Making the Leap to Entrepreneurship

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In this article, the author talks about why and how a person should chase their entrepreneurial dreams.

Although no matter how great the business idea or how determined a founder might be, many startups are destined to fail. So, the author has created a list of curated principles that entrepreneurs can pursue to help ensure the viability of their own businesses:

- Commit to yourself and then the business idea, i.e, pursue your entrepreneurial dreams only if
  - Truly love your work
  - You are able to provide a long time business commitment.
- Expand your knowledge base by researching the industry related to your business idea.
- Gather sufficient funding for your business by leveraging your connections.
- Proper management and integration of personal and work life are crucial. This helps to protect your mental health and insulate your relationships from work-life stress.