

# Introduction to Entrepreneurship

## EM3020 - Spring 2021

### TEDx Talk:

### The art of innovation

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The following are the key points and takeaways:

1. Pick a mantra (Tagline or essence of a business plan)
2. Roll the DICEE (Deep, Intelligent, Complete, Empowering, and Elegant)
3. Work on what you love and you will earn money.
4. Churn, Baby, Churn: Improve your product based on customer feedback and keep improving till customers are satisfied.
5. Do not be afraid to polarize people. Great products are either loved or hated.
6. We should aim at a product that is both unique and valuable to be sustainable.
7. We should perfect our pitch on how to sell the product.
8. Don't worry, be crappy. Experiment. Make mistakes.