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Title: Mindfulness for Entrepreneurs: Success & Survival

- How does internal success connect to external success in entrepreneurship?

Summary

How does internal success connect to external success in entrepreneurship?

In definition, internal success is a mental state achieved by focusing one's awareness on the present moment, while calmly acknowledging and accepting one's feelings, thoughts, and bodily sensation successfully. In today's technical and innovate society, the task of being mindful already seem impossible to the everyday man. In today society, how can people truly be mindful and concerted on themselves when there is so much stuff going on around them. Personally speaking, being a millennial, my phone is the biggest distraction for me. Often, I am too easily distracted from things around me to focus on something important, these distraction for me include stock market, what friend have to say about me, or even something as trivial as some celebrity gossip. But yet some people are able to balance that part of their life and have founded really successful companies.

Those people are called entrepreneurs. So essentially what I want to research about is rather entrepreneurs are able to achieve internal success and in turn will it affect their success externally. What I mean by this is that building startup is stressful and tiring especially in tech industry where hundred tech start up fail the same week it started. But how are these successful founders able to stay positive, focus, and confident in competitive environment. What I am researching is rather if they using some form mediation to keep themselves focus and reach some form of internal success. At the same time, I want to answer the question if being internal successful lead to external success such as some form of economic success or gaining fame and recognition. I would also like to understand what success means to these founders. But at the same time, for founder who don't use mediation and do not achieve internal success, can they reach some form external success. Again, what does success mean to those founders. Some potential sub questions I have are

1. Does success equal happiness
2. Does happiness equal success
3. Does mindfulness help entrepreneurs develop these promising ideas and expand it
4. How meditation creates interaction between the internal with the external success and does it boost
 - a. Confidence
 - b. Replacing the positive with the negative
 - c. Exercise
 - d. Communication
 - e. Minimized stress and anxiety

- f. Living in the present moment
- g. Compassion, tolerance and acceptance
- h. Willpower
- i. The capacity to love

To examine this carefully, I plan on looking at examples of successful entrepreneurs who have achieved external success. Examples include Steve Jobs, Elon Musk, Ma Yuan, Jeff Rubin founder of Sidearms Sports here at Syracuse University and Edmund Yu founder of his startup, currently a professor at SU College of Engineering and CS. Resources include Steve Jobs autobiography written by Walter Isaacson, Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future written by Ashely Vance, articles from Forbes and Investia. As well as live interview from Jeff Rubin and Edmund Yu.

I plan on working on this project by myself because it personally connects to my personal ambition and passion. In the distant future, I hope to create my own startup idea and move from there but to do so, I need to understand the successful strategy to a successful startup. For my presentation I plan to present a 10mins presentation similar to that of a TED talk where I will show some images while majority speaking to the class. The presentation will mostly be done in power point.

Purpose

My purpose for this project is a selfish one. My ambition is to create my own startup some day in the distant future. To do so, I want to learn from other entrepreneurs through both their success and failures. I want to pick their brains and want to understand how they view an idea or a work environment. I want to understand if internal success can lead to external success. Furthermore I want to obtain my own sense of internal success through the experiences of experienced entrepreneurs. This can be done through mediation or something else but I hope to find the practices that suits me best. Overall, I hope to pick a habit or technique that can help further obtain my ambition and to learn the mindset needed for a successful start up.

Challenges

Challenges I made face can differ. One challenge I believe is contradicting idea and beliefs. For example Steve Jobs and Elon Musk have two completely different personalities and believe in different practices that lead to their success. But even so, some ideas might relate to each other and even though the two approaches to success is different, they both obtain great success in many people's point of view. Another challenge is that I have to assume ideas rather than getting them from the sources. For example one source is dead and others are too famous to replay to little old me. Another challenge is counter argument that goes against my argument and my belief.

A counter example to my arguments can be entrepreneurs who don't use mediation and do not achieve internal success, they can reach some form external success. If this statement is true, how will it affect me.

Working bibliography

Live interview with Edmund Yu

- what source is about: Edmund Yu is a professor and co-founder of government funded start up and lead developer of the project, unfortunately the start up failed but there definitely great to pick his brain
- rhetor's purpose/argument: unclear yet, have not interview him yet
- evaluation of source's credibility: highly credible
- how source might be used in your project- used as an example and can even show a live interview to the class to demonstrate my argument

Potential live interview with Jeff Rubin

- what source is about: Jeff Rubin founder of SIDEARMS sports, a successful start up located in the ischool;
- rhetor's purpose/argument: unclear yet, have not interview him
- evaluation of source's credibility: high credible, heard from stories from him and people in SU, and had the pleasure to work under him
- how source might be used in your project- use as example to demonstrate my case

Steve Jobs autobiography written by walter issacson

- what source is about : the life of steve jobs from his childhood to his death, also explains his yoga trip to india and Tibet and how mediation change his life
- rhetor's purpose/argument: argument here is that mediation can lead to internal success which lead to external in apple's success in present day
- evaluation of source's credibility: highly credible, written by walter issacson, a famous writer and was NYTimes top list for entrepreneurship , a highly regrading publish company
- how source might be used in your project: use to argue that mediation and mindfulness actives can lead to internal success and in return lead to external success.

Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic

- have not decided to use to not