



Successful Entrepreneurs

Strategies & Wisdom

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Reasons for Starting a Business

- **Goal of the Business**
 - What creates value?
 - What type of engagements or work?
 - Why you / why now?

What? Who? How?
What? Who? How?

Marketing Is Holistic Process





Personal Issues

- **Quality of Life**
 - What is it you want?
 - Making tradeoffs between business & standard of living
 - Tolerating sacrifices
- **Emotional Maturity**
 - Trusting your instincts
 - Either have it or need to learn it
- **Risk Taking**
 - Challenging yourself is part of being an entrepreneur



Business Growth Drivers

- **Value created & compelling vision**
 - Know what unique value you add... and why it matters
- **Capital financing**
 - Fundamental thing limiting upside
- **Team**
 - Key is to find people that are:
 - Smart & talented
 - You can / do trust
 - Have similar values
 - Have similar passion for doing what the business does





Personal Growth Drivers

- **Self awareness & growth**
 - Recognize the talent you bring
 - Know yourself – overestimating / underestimating are risks
 - Going to the next step means knowing what to offset
- **Locus of control**
 - Making things happen starts with you, and then creating leverage
- **Learning**
 - General level of business practices
 - Processes to deliver goods and services

Support Network is Key

1. Believe

Friends / parents / spouse

2. Challenge

Business coach / therapist

3. Coach

CEO group / priest



4. New people / new ideas

I look for one new idea per day



Success!

- **Decide**
- **Allow success**
- **Dream a bigger dream... and ask for help in shaping and making that dream reality**



Share Your Successes...

Nilofer Merchant

Rubicon Consulting, Inc.

101 Church Street, Suite 22

Los Gatos, CA 95030

408 395-3910

nilofer@rubiconconsulting.com

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