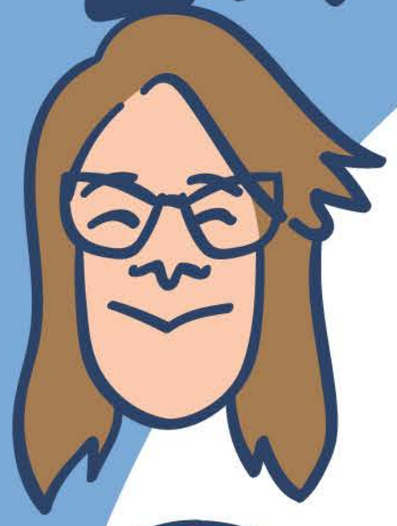
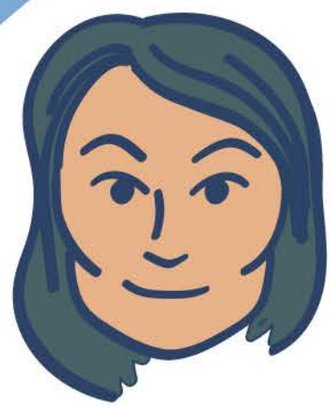
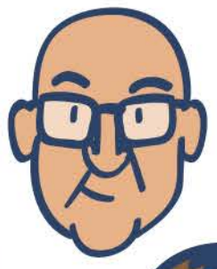
ENTREPRENEURSHIP IS FOR

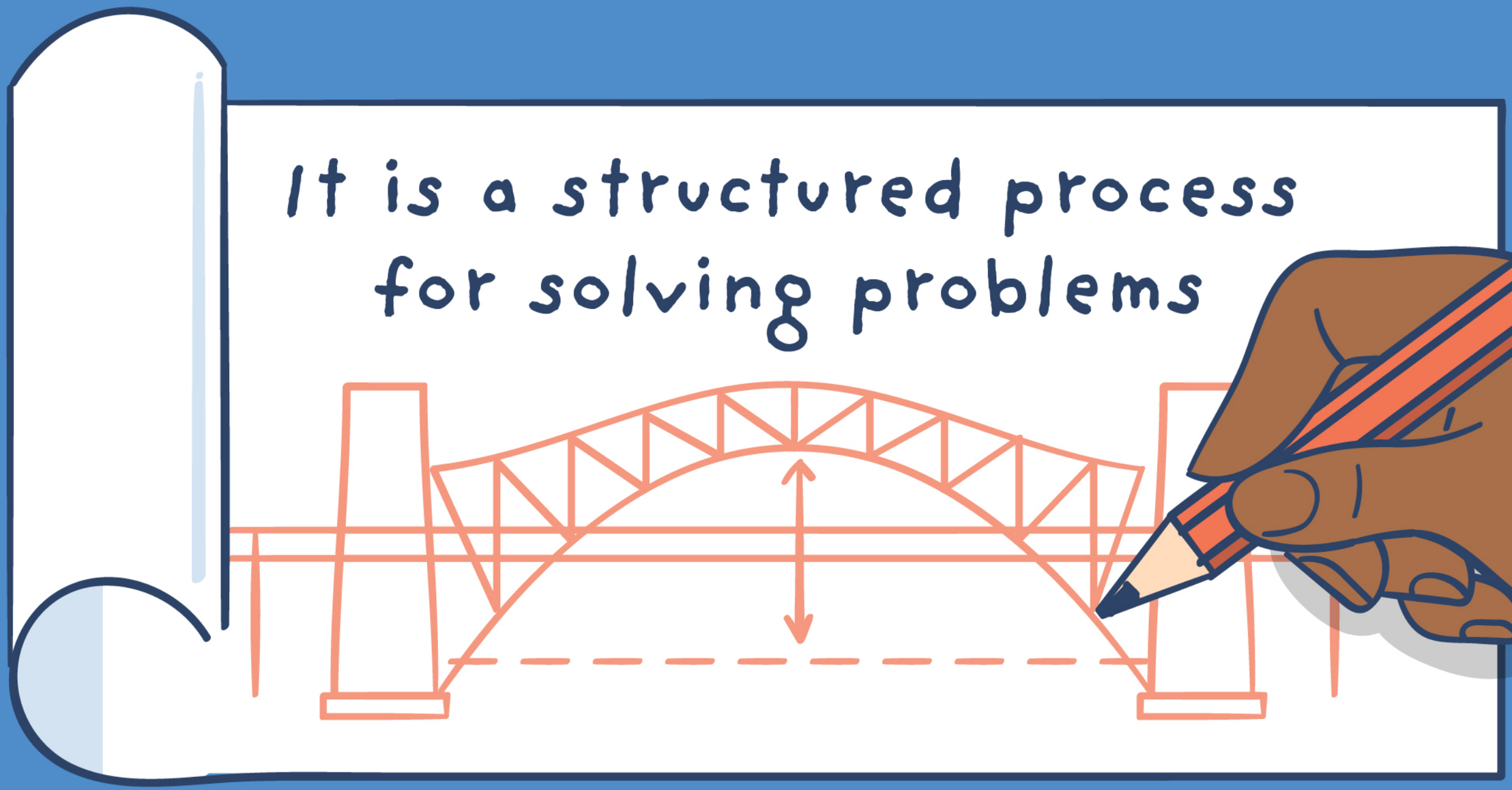


ANY ONE

who
wants to turn
an unsolved problem
into a breakthrough success

ENTREPRENEURSHIP IS NOT A SPIRIT

It is a structured process for solving problems



Just like building a bridge, there are fundamental steps that **ANYONE** can learn, master and apply

THE SEE, SOLVE, SCALE PROCESS

1 SEE

Figure out what problem to solve

Observe and listen

Prevents the mistake of developing a solution in search of a problem

2 SOLVE

Develop a Value Proposition

A small-scale solution to the problem through an iterative process

3 SCALE

Expand for long-term impact

Envision your solution many years into the future and then invent backwards

Collaborate with people who bring complementary skills

benefits of SCARCE resources

Miss new opportunities

Overconfident

Fixed on particular outcome

Enables one to fail fast, fail cheap, and iterate quickly

burdens of ABUNDANT resources

"Freedom is found in the context of limitation."
- Monastic proverb

65%

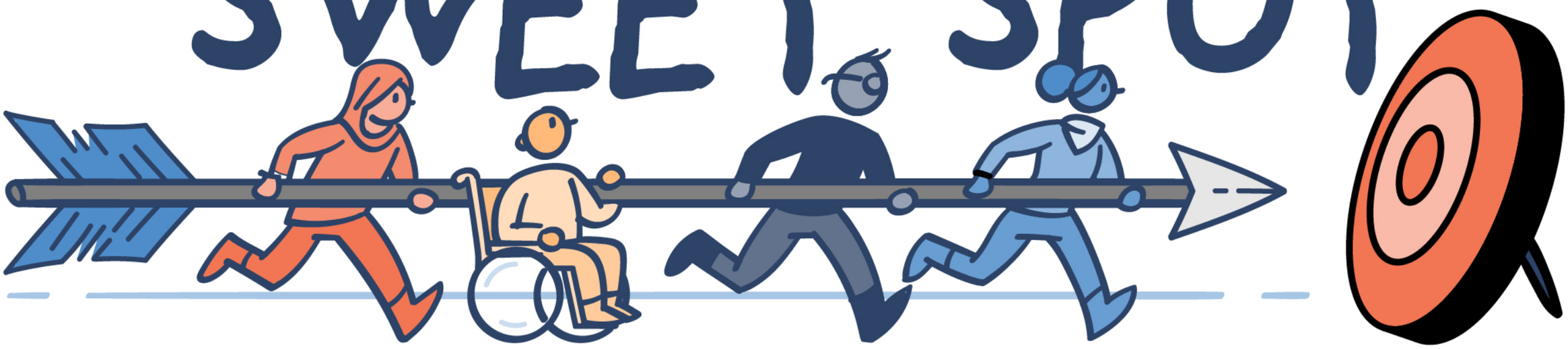
of startups fail because of people tensions and team problems

Tap your weak ties

Start-ups are more likely to succeed when teams are drawn from beyond your close contacts of family and friends.

The team composition

SWEET SPOT



Diversity in every way possible, including

- Background
- Skills
- Points of view
- Personality
- Race
- Gender

Diverse teams

Homogenous teams

Inclusive teams

From: "Begin with Trust", by Frances Frei and Anne Morriss, May-June 2020.

PASSION

PURPOSE

IKIGAI

living a meaningful life

DRIVE

PROFESSION

See, Solve, Scale

dannywarshay.com