



Global Medical Data, Inc.

Service. Speed. Security.

NOBCCHE Entrepreneur Workshop

Entrepreneurial Career Planning

Bob Rogers

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Entrepreneurial Workshop

■ Today's Discussion

- Definitions
- One Man's Journey
- Major Milestones on the Road to Entrepreneurship
- Lessons Learned
 - Bob's: Flexible Planning
 - Christina's: Lies vs. Reality
- Summary: Sharing your Lessons Learned

Definitions

According to the **American Heritage Dictionary**:

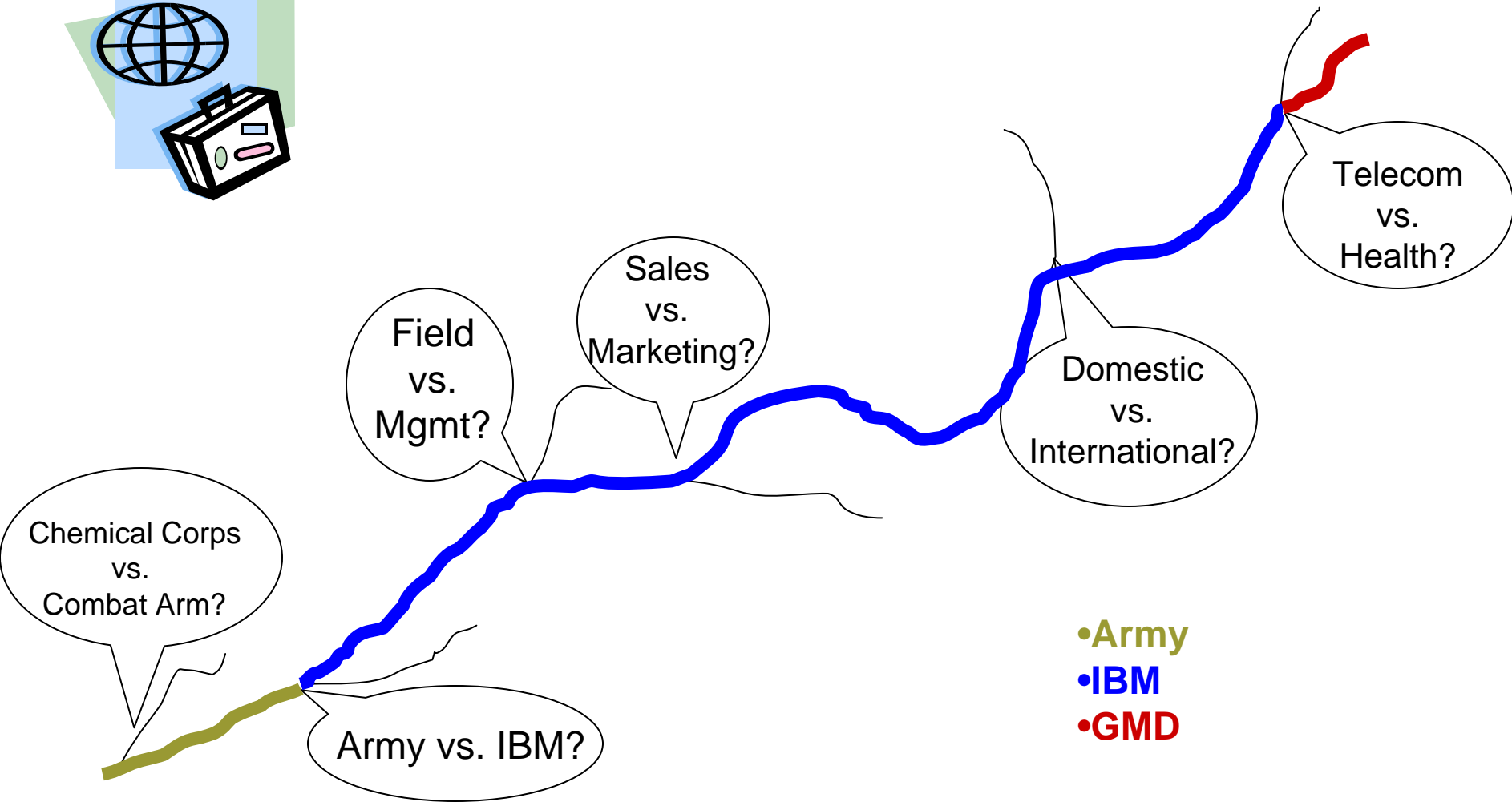
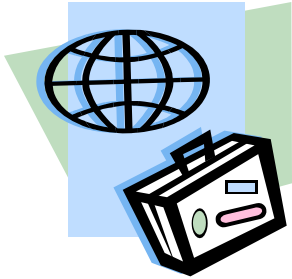


an **entrepreneur** is "a person who organizes, operates, and assumes the *risk* for a[n independent] business venture".

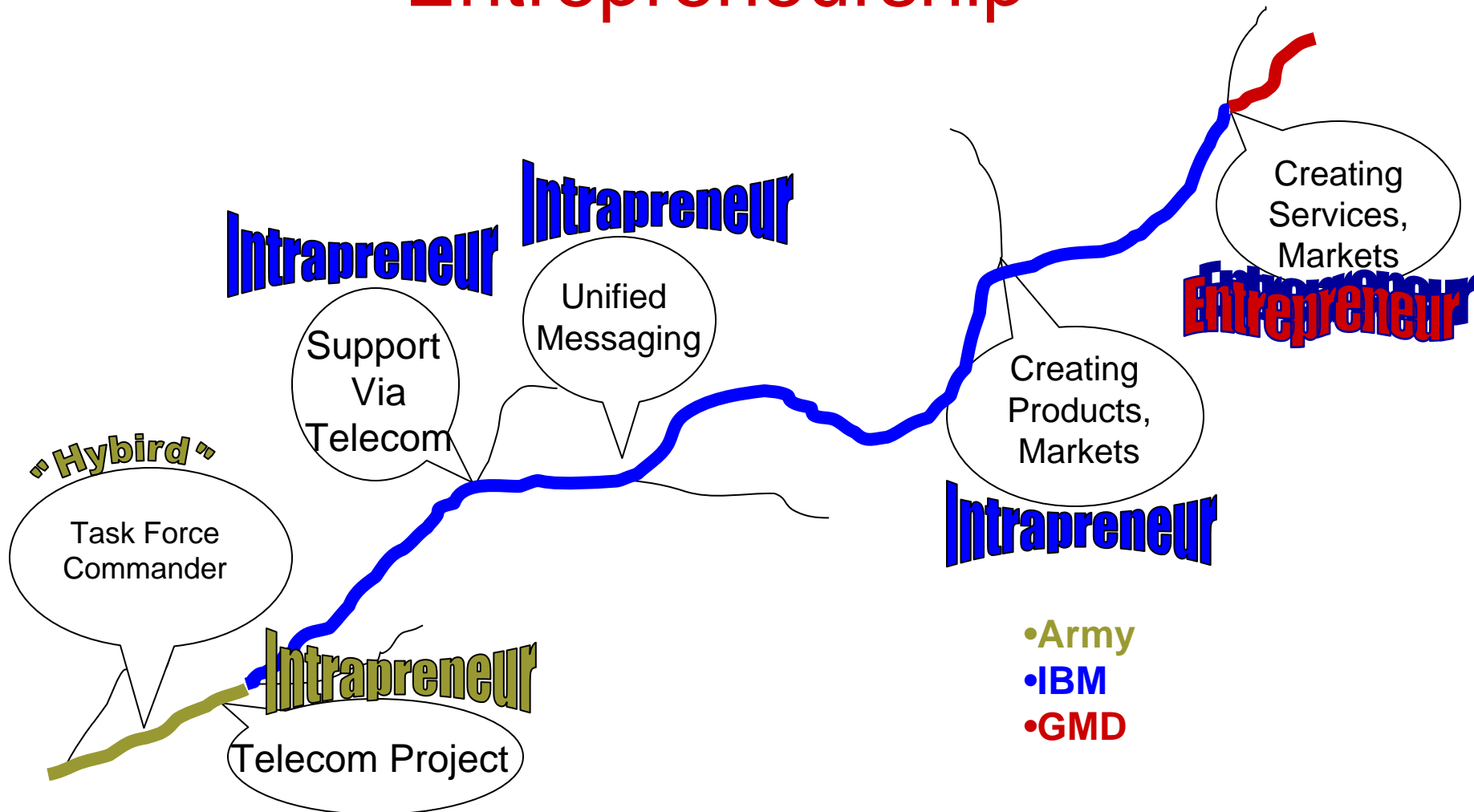
an **intrapreneur** is "a person within a large corporation who takes direct responsibility for turning an idea into a profitable finished product through assertive *risk-taking* and innovation".



One Man's Journey



Major Milestones on the Road to Entrepreneurship



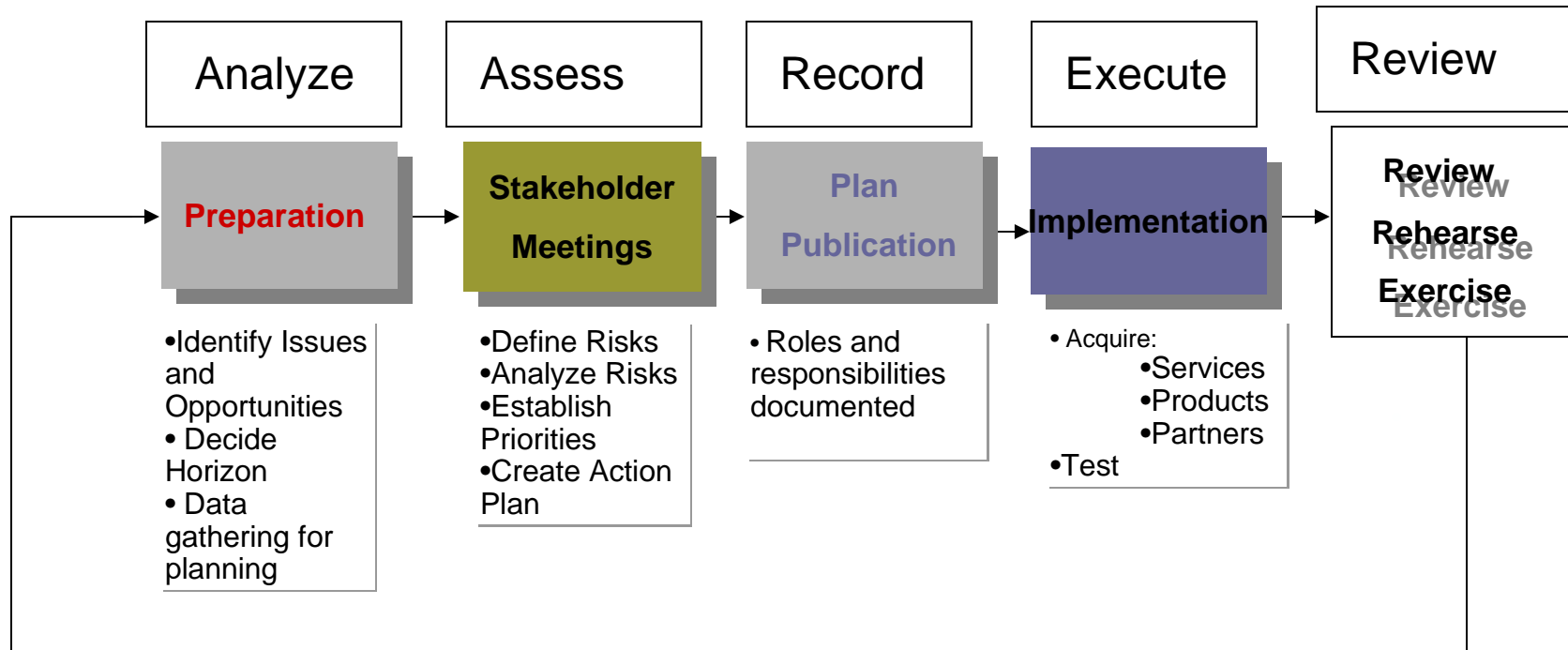
Major Milestones on the Road to Entrepreneurship

- **Key Milestone Characteristics:**
 - Planning
 - Organization
 - Innovation
 - Risk-taking
 - Sole responsibility

Bob's Lessons Learned

- Prudent Risk-taking is Required
- Career and Biz Planning is a Loop
- Think Globally

Continuous Planning Loop



Continuous updating required for employee, technology, and partner changes.

Source: Global Medical Data, Inc.
Source: Business Continuity Institute, Ltd.

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Bob's Method for Capturing Your Plan Results

■ Objectives

- Set **objectives** until mission success will be realized
 - Measurable

■ Obstacles

- Define for each **objective** until possibilities are exhausted

■ Strategies

- Devise **strategies** until each **obstacle** is overcome

■ Actions

- Create until each **strategy** is implemented
 - Begin each action statement with verb
 - Assign: funds, owner, due date

Christina's Lessons Learned

- Christina's lies vs. reality...

Summary:

- Discussion:
 - Sharing your **Lessons Learned**

From Designer to Founder

Becoming an entrepreneur...



So what's it like?

Not what you'd expect...



Five lies I ran into, and five (personal) truths...

Lie #1

Finally a chance to do things right

Truth: Finally a chance to learn
why things are done wrong

Lie #2

I don't know anything about
business, I'm a designer

Truth: Nobody knows everything

On the other hand, now is a good
time to learn excel

Lie #3:
I can't do it alone

Truth: Then don't do it at all

Lie #4:
VC are evil

Truth: VC have a job to do

Lie #5:
I can do it like “37 signals.”

Truth: Don't believe the hype.

Anyone's hype

So how do I
do start a
company?



Let me tell
you what
I've got so
far...

Choose how to fund a startup

- Friends and family
- Consulting
- Angel Investors
- Seed Funding Firms
- Venture Capital

Don't forget the
“lifestyle business”



From: How to fund a Start-up

<http://www.paulgraham.com/startupfunding.html>

You will need these for fundraising

Must have

- An executive summary
- Powerpoint of your story
- A Forecast of when you break even

Good to have

- A mockup
- Better: A demo
- Still better: A working product generating revenue

Lastly

Try not to be afraid



CUCINA MEDIA

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[Back to Bob...](#)