

ENTREPRENEURSHIP AND LEAN STARTUP

**HITTING
THE WALL**



**BUT STILL
GOING**

1 hour of material presentation
30 min of QA session at the end

Materials provided as **giveaways**

ENTREPRENEURSHIP AND LEAN STARTUP. HITTING THE WALL BUT STILL GOING.

IDEA AND REALIZATION

- The economy of knowledge
- Fruitful debut idea
- What is the best way to start your startup?
- Ideas generation as an exercise
- Should your idea be innovative or can it be something marginally new?
- Isn't it too late? They invented everything
- Should you patent your IP?
- "They've stolen my idea." ©
- Can you sell the idea?
- Invention and innovation
- Startup and family business
- Why are you here? Formulating the goals of your company
- Why is it important to have the goal?
- What stress-test should the initial idea survive?
- Wannabe... Entrepreneur. No more work for hire
- Your first steps... Your last steps
- I am about to start reading the new book
Kinda tired of reading old. Danger of ideas

FOUNDER, LEADER, AND MANAGER

- Entrepreneurship and economy
- Founder. The characteristics
- Several founders. How to avoid killing each other?
- Leader and manager, is it the same person?
- Pioneers and followers
- What makes a great leader?
- What makes a great manager?
- Reaching the level of the own incompetence is inevitable. Two options (step aside or learn and self-develop)
- Should I be a technical savvy (a programmer)?
- Should I be an asshole?
- Finding a motivation
- Stress-test of yourself
- A team and roles ambiguity
- CEO responsibilities
- Hands-on management and delegation
- First to leave if success. Last to leave if a failure

LET'S ROCK'N'ROLL

- The magic formula for the success: product + customer + channel
- Lean Startup and its main principles
- MVP, MVT, MVB, MVM, MVS
- Customer development
- Product development
- Channel development
- Lean startup is dead... And still going
- Every fruit has its time. Stages of the lifecycle of the company and its implications
- Core competencies and supporting activities
- Communication lines
- Hire or fire? And when?
- Corporate culture. Why should you care?
- Cash is the king. Burning?
- CAC, CRC, CLV
- When is it time to scale?
- Pivot or not pivot and when pivot?
- Intrapreneurship
- Exit strategies
- Main errors of the startups

VENTURE MONEY

- Two types of businesses. Self-funded healthy company or company on steroids?
- Bootstrapping
- Why venture money?
- How do venture funds work?
- Types of VC rounds
- When may you want to consider venture money?
- Does it come for free?
- Your equity is your blood
- You want to raise. What kind of a journey are you about to start?
- How to approach VCs?
- Company valuation
- Your pitch, your deck
- Negotiations
- A term sheet
- Due-diligence
- Paperwork
- Your new role, if they kept you
- Running BODs and managing them
- More heroin, please