

Successful Entrepreneurship for Microsystems

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Startup Success Story...You can do it, too!



<https://www.youtube.com/watch?v=mHVJF9VaWfo>

Ref: Stanford Graduate School of Business

Make something people WANT and LOVE!



ALEXIS OHANIAN
Cofounder, reddit.com

<https://www.youtube.com/watch?v=KKYkmYuk5l8>

Ref: Google for Entrepreneurs

In-class Quiz 1-2

- What are the **Top 2 lessons from Video clips**
(one-word answers, please)

1.

2.

HW 2 – Top 5 lessons from Video clips

Due on Thursday, April 9th.

- 1.
- 2.
- 3.
- 4.
- 5.

CSE 190 Entrepreneur TEAM for “NewCo”

- **CEO, Chief Executive Officer**
 - Promoter, “Top Boss”
 - Business, General Management, Investor engagements,...
- **CTO, Chief Technology Officer**
 - Technical Idea, Implementation, Product definition and Specification,...
- **CMO, Chief Marketing and Sales Officer**
 - Strategy and execution to win the Business, Channel connections,...
- **Customer “Representative”**
 - Take the customer viewpoint to match the NewCo product to the customer need
- **COO, Chief Operations Officer**
 - Manufacturing, engaging with subcontractors, managing the employees,...
- **CFO, Chief Financial Officer**
 - Manage Cash Flow, the Income Statement, the Balance Sheet, Investor Relations,...

Key Successful Entrepreneur Skills

- TEAM work
- Presentation Skills- Customers, Investors, Partners
- Motivated - Drive and Desire for YOUR BUSINESS
- LISTEN to the Customer, the Team
- Technical
- Knowledge Awareness in a Broad Range of Areas

- Confidence
- Self-Motivation
- Tenacity
- Understand your Limits
- Healthy disrespect for Rules
- Willingness to Fail

have PASSION!
on a MISSION!

ask WHY?

Individual Entrepreneurial Inventory Presentations

1. Your Entrepreneurial IDEA?
2. What Customer problem does your idea solve?
3. Who are the potential Customers?
4. Who is your Competition? How will you DIFFERENTIATE your product?
5. Who will make it?
6. How big a company do you want to build? Revenue? # people?