
Some Advice for Start-Ups in preparation for Global Market Entry

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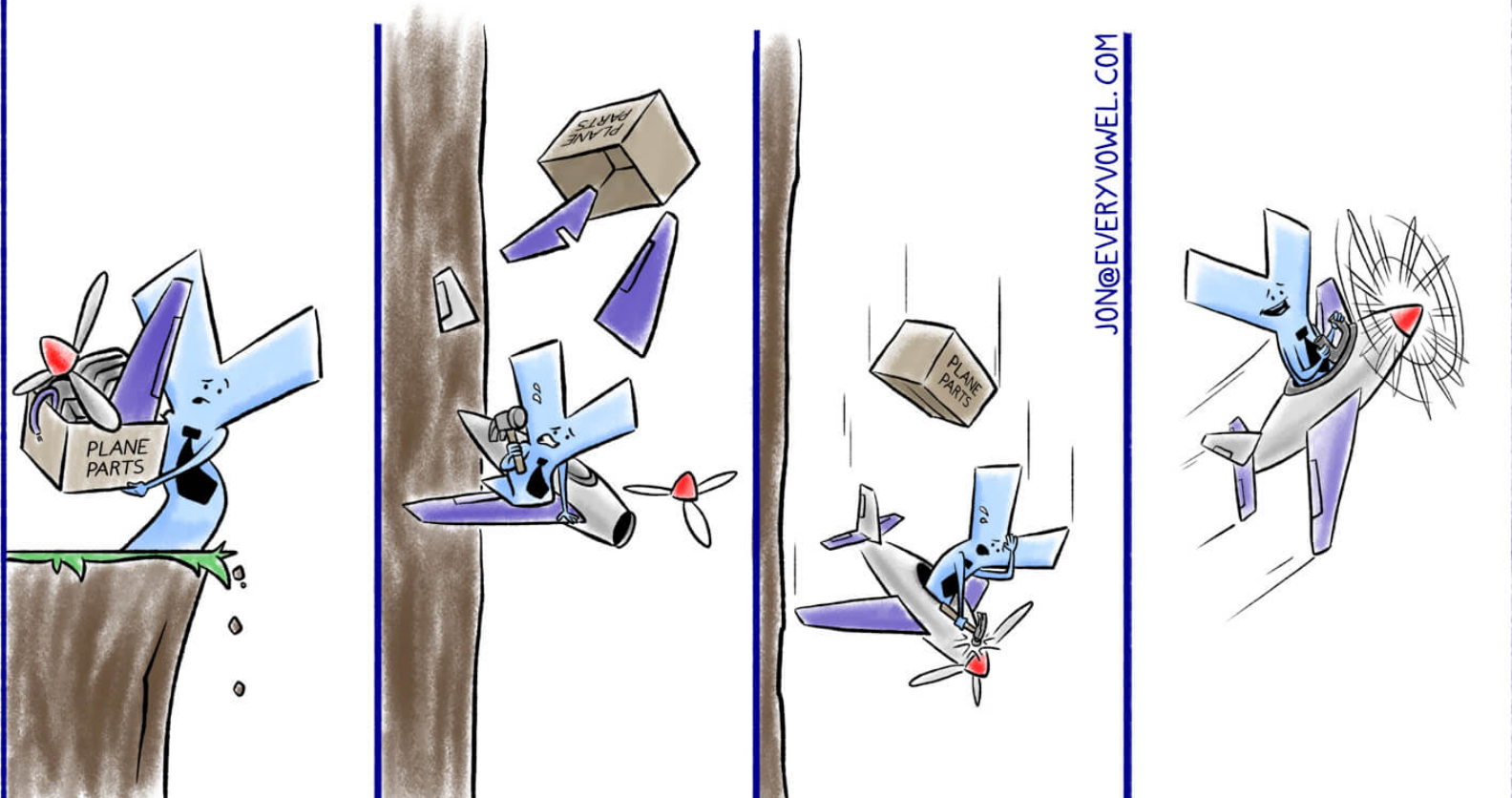
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Four Major Startup Risks:

Magic

Market

Management

Money

You must mitigate risk!



Reducing *Magic* Risks

- Get it “good enough”
- Understand trends
- Partners: manufacturing, marketing, distribution...
- Find a good attorney!



Reducing *Market* Risks

- “Talk to lots of people”: customer validation
- Build your “know-how network”
- Seek advice on “go-to-market” strategy
- Understand the competition and target market

What is your competitive advantage?



Reducing *Management* Risks

- Hire entrepreneurial leaders
- Recruit a *meaningful* advisory board
- Get out of the building and *build your network!*



Reducing *Money* Risks

- What is your pipeline?
- “Bootstrapping”
- Pray for loving angels
- Accountant or “virtual CFO”
- Manage “burn rate”

Cash is king, and it yours is the best!

Risk Mitigation

Magic

Market

Management

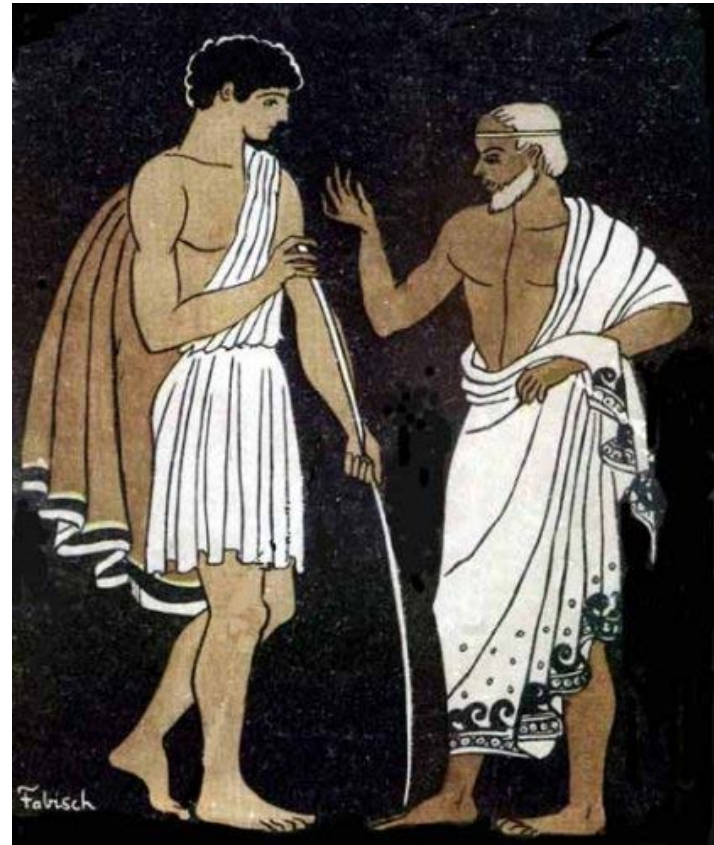
Money

Mentor

“Mentor” defined

Wise, faithful, and trusted counselor, teacher and role model to a less-experienced colleague

- In Greek mythology, **Mentor** was a friend of **Odysseus**, who placed him in charge of his son **Telemachus**, and of Odysseus' palace, when Odysseus left for the Trojan War.



Mentor as Strategist

Perfecting
the
trajectory
of your
business



Mentor as Functionalist

Translating
strategy
to
practice



OPERATIONS

We keep you rollin'

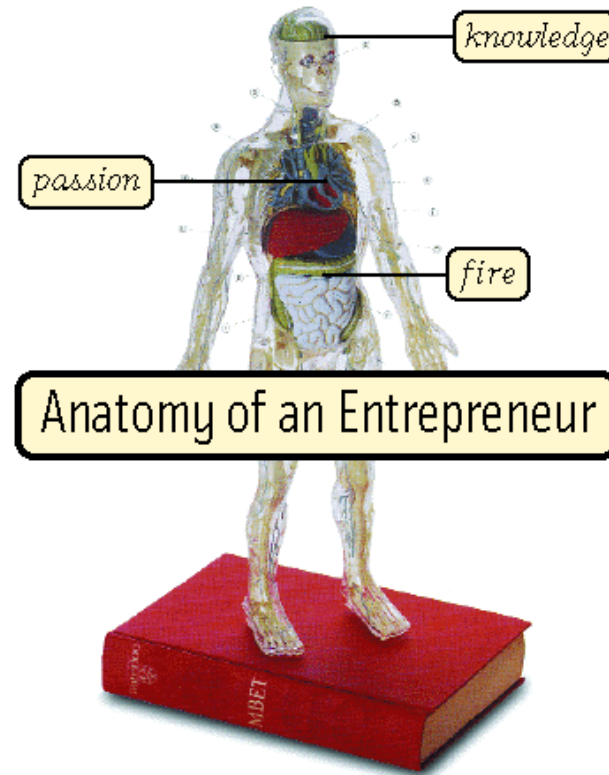
Mentor as Therapist

Developing
your
business
and
management
skillset



Mentor as Motivator

Inspiring
you to
peak performance



Some final thoughts



- Two-way communication the key
- Mentor holds you accountable
- Focus on learning, not criticism
- Trust and respect are imperative!
- Clear focus on achieving goals and objectives
- No “one-size-fits-all”: other functional mentors evolve
- Success dependent on shared passion
- Self-discovery: Become the “best version of you”
- Mentors may come and go, but...
- Lifelong business and friendships may result!

Mentors manifest greatness!

Success Factors to Risk Mitigation

Magic

Market

Management

Money

Mentor

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