ENTREPRENEURSHIP

Seven Steps to Starting a Business

(that you won’t find in a textbook)

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Step 1: SELL!

- This is Job #1 – now and forever
- Sell YOURSELF before you even have an idea
Step 2: DECIDE what you’re going to do

• The “BIG IDEA” isn’t as important as you think

• Is it plausible?
  How “out-there” is it?

• Is it something that already exists? How will you do it better?
Step 3: DEFINE your destination before you start your journey

Do you want...

$$\text{$$$? Fame?}

Something to call your own? To be the best?

Will your business be...

Lifestyle? Cottage?

Franchise? Company?

Be HONEST with yourself!
Step 4: TAKE ACTION!

Do SOMETHING every single day

_Do not_ bunker down

Always be thinking, hiring, selling a year ahead
Step 5: MANAGE

• Hire

• Delegate!

• Sell your people on why they are there and what they will get out of it

• Cultivate your business network UP, DOWN, and SIDEWAYS
Step 6: GET your 1st client

• Surprise! They will not be writing you a check...
• This is not a client, it’s a DISCIPLE
Step 7: RAISE CAPITAL

• Yes/No?
• Why?
• Who?
• What do you expect?
And finally a word of advice:

Do **not** follow anyone else’s advice

(Including mine!)
“Scott does not take direction well.”

- 4th grade teacher