



ENTREPRENEURIAL THINKING

FOR THE **GLOBAL** (AND LOCAL) ECONOMY

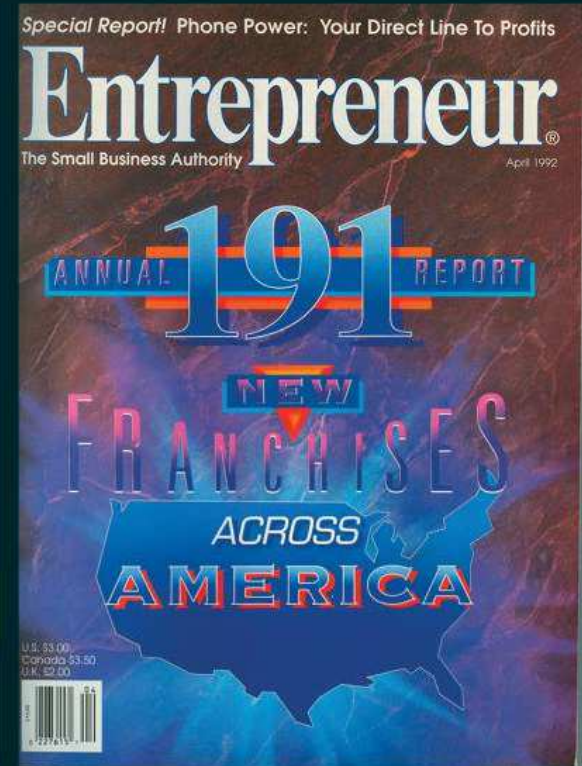
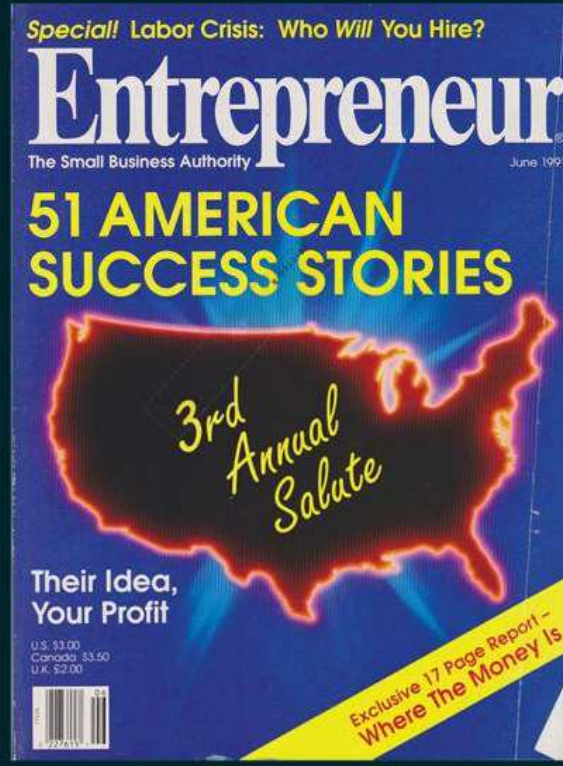
AMY COSPER, EDITOR IN CHIEF, ENTREPRENEUR MAGAZINE

STORYTELLING

AND WHY IT MATTERS



A BRIEF HISTORY OF ENTREPRENEURSHIP



A BRIEF HISTORY OF ENTREPRENEURSHIP





WHAT IS AN **ENTREPRENEUR?**

Branson single-handedly gave entrepreneurship its sense of adventure and mainstream appeal – he is the godfather of entrepreneurship. **Nuf said.**

WHY STORIES MATTER: WHAT WE CAN LEARN FROM PORRIDGE



FAILURE

IS JUST ANOTHER WORD FOR

LEARNING



Lesson learned:

HOW TO BE A SUCCESSFUL **ENTREPRENEUR**

1. Have a clear vision of what you want to be and what your business is
2. Understand your revenue models
3. Take advantage of the market intelligence found in crowdfunding platforms
4. Vet your ideas
5. Always know your story: From A-ha moment to execution
6. Focus on your customers and audience with laser-like precision

DISRUPTION

FEARLESSNESS AND RISK



Entrepreneur

Disruption is something we write about every month in Entrepreneur. But it's not enough to simply talk about such concepts. **We can't sit here and tell our readers to take chances, to shake things up, without doing it ourselves, too.**

Entrepreneur

Freedom
is
Work

**YOU
DO ~~NOT~~
HAVE
THE
WILL**

A dek
about how
awesome
Will. I. Am,
legendary
founder of
the black
eyed peas.
He is a
rapper,
producer,
innovator
and yep,
entrepreneur.

**SILVER
OAK
WINERY**

The legendary winery
talks about it's
entrepreneurial roots

**MAKE IT
WORK**

How to work
out on the road

**HOW TO
SAVE
\$250K**



Resolutely Difficult Advice

By James Victore

Just Start.

The entrepreneurial spirit is one marked by action— followed by mistakes and failure— then, more action. But, starting is the hardest part. Too many of us are waiting to start. Waiting for permission from our boss, or the weather to clear up or the economy to boom. Just start. There is no secret handshake or special instructions. No one is standing in your way but you. You choose to be notorious. You choose to become the hero of your own life. Start and don't stop—momentum is your friend. Just start.



James Victore is a MoMA artist, designer for bold believers, and advocate for creativity. In addition to sporting a snappy mustache, Victore is a recognized voice in the entrepreneurial space.