



gateway 2 Enterprise

Plan - Fund - Trade - Grow

HAPPY ENTREPRENEUR

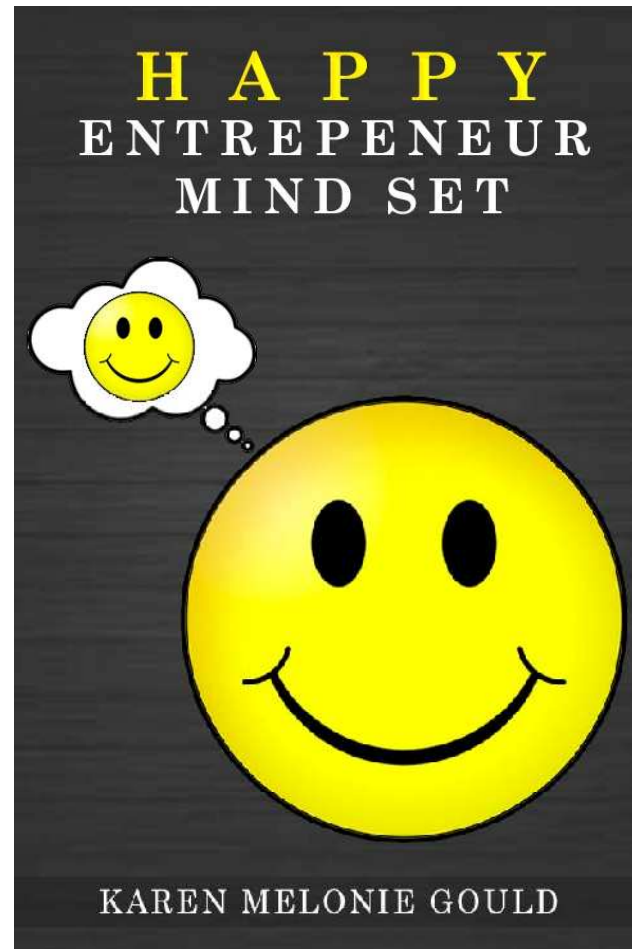
MIND SET – WELCOME June 2-5
2014 E-Leader Milan Conference

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www.motivationalpress.com

Karen Melonie Gould



DO YOU HAVE THAT MIND SET?



ARE YOU A WOULD BE ENTREPRENEUR

- Do you have the skill set or mind set to run your own business and become a success?
- Are you PASSIONATE about your idea?
- Are you focussed, determined and ready to take on new and exciting challenges?
- Are you creative, innovative and prepared?

WILL YOU GO THAT EXTRA MILE?

- Are you motivated?
- Do you have the expertise, knowledge and experience?
- Economic climate prompts you to act
- Prepared to take a risk
- Hard Work
- . 24/7 and stay in it for the long run – be resilient.

MODERN ENTREPRENEUR v Before?

- * Leadership and Management Skills –
Warren Buffet – Richard Branson – Alan
Sugar – Finance – Media/Airline – Computer
Hardware and TV Show – Me?
- Cyber World – back bedroom –
Christopher Poole– 4chan 2003 NY –
Images - Chris Danks Cyber Host

THINK ABOUT YOUR TEAM ROLES RE BELBIN

- **Resource Investigator:** Extroverted, enthusiastic, communicative. Explores opportunities
- **Team Worker:** Cooperative, mild, perceptive and diplomatic. Listens, builds,
- **Coordinator:** Mature, confident and a good team leader. Clarifies goals, promotes decision-making and delegates well.

WHO TAKES ACTION

- **Shaper:** Challenging, dynamic, thrives on pressure. Drive and courage to overcome obstacles.
- **Implementer:** Disciplined, reliable, conservative and efficient. Turns ideas into practical actions.
- **Completer-Finisher:** Painstaking, conscientious. Seeks errors and omissions. Delivers on time.

THOSE WHO THINK?

- **Plant:** Creative, imaginative, unorthodox. Able to solve difficult problems.
- **Specialist:** Single-minded, self-starting, dedicated. Provides knowledge and skills in rare supply.
- **Monitor-Evaluator:** Sober, strategic, discerning. Sees and evaluates options. Judges accurately.

CULTURED ENTREPRENEUR

- Academia – processed and nurtured
- Given the Tools – BP – CF – Mentor – lectures
- Love the idea of a being an Entrepreneur trendy rather than working in Corporate
- Culture to deliver organically grown Entrepreneurs.
- Example – Jonathan
www.wrightwaydigital.com

WHAT STARTED OUT AS A HOBBY

- Do you do something in your spare time that you are really really good at ?
- Test it on the market at www.drpa.org.uk – EU regulations
- Try www.bja.org.uk local college courses
- Fall into by accident – trend
- Right place – right time
- Example – www.elliaskitchen.co.uk organic baby food 20% of the market 10m business

HOBBY BUSINESS

- Gold Introductions
- 5 years 2000 £3.4m profit
- Pros – networks – right place right time
- Ignoring – Cash Flow – not having a Mentor and not following trends and not able to move on.

KNOW YOUR COMPETITORS

- Google them – www.fundingstore.com
- Meet them for coffee
- Work with them in partnership
- Capacity Build
- Be likeable
- Believe in yourself
- Don't allow others to put you down
- GO FOR IT! PREPARE PREPARE
PREPARE

NETWORK AND SOCIAL MEDIA

- Attend as many Events as possible – FREE
- Be Visual on LinkedIn – Face book and Twitter etc
- Use Blogs
- Use a Business Mentor
- Seek financial support –
www.gateway2enterprise.co.uk
- Grants
- Loans
- Enterprise Allowance
- Business Angels as investors

SHARE IDEAS

- Work with like minded people
- Make contacts and keep contacts
- Learn from people who have been there before
- PASSION – PEOPLE- PROFIT£
- Boundaries
- Time Management
- Define your relationships
- BELIEVE IN YOURSELF and VALUE YOURSELF – now let us start your business!

ROCK STAR START UP LOANS

- Jonathan Pfahl MD – Young Entrepreneur



MONEY&CO

- Crowd Funding Platform
- Nicola Horlick CEO



HAPPY ENTREPRENEUR

GENERIC – DNA HAPPY GENE example Me	NEED – Nathan Pearce Oil Monster
DESIRE	ORGANICALLY GROWN
JP ROCK STAR	Nicola Horlick Money&Co

ENTREPRENEURS – Happy living their Dreams!



Putting it Together

- Market trends, forecasts
- Segmentation of markets/products
- Industry Analysis
- Strategic Viewpoints
- The wealth of your experience and working knowledge
- Key Findings, conclusions and recommendations

THE MARSHMALLOW DEBATE

- 1960 University simple **experiment** conducted by Austrian-born clinical psychologist Walter Mischel at **Stanford University**
- **Twins aged 4 – 10 mins – wait don't eat**
- **Those that waited happier lives/happy entrepreneurs**
- **Would you wait?**

MIND SET DEFINITION

NEVER GIVE UP

- Persistence
- Not about the winning – learning on your journey
- Gaining knowledge – fulfillment = happiness
- Time – achieving goals
- Sense of Wonder – Get a MENTOR!

Marc Benioff - CEO SALESFORCE

- Focus in life personal/professional =
HAPPINESS
- He mentored Tony Robbins – 20 years
- Achieving Real Life Balance
- Managing Life's expectations
- Success – striving for .. Though life throws
curved balls and other events at us?

CHANGING YOUR BLUEPRINT

- If you are unhappy/dissatisfied?
- Don't blame others – lack of resources etc
- Make changes – make decisions
- You don't have to live your life by what others dictate
- Live your dreams don't let others live it for you or take it away.

DO YOU WANT TO CHANGE?

- WHAT WILL YOU FOCUS ON?
 - WHAT DOES IT MEAN TO YOU?
 - WHAT SHOULD YOU DO NOW?
- * Hunger to change? Are you?

METHOD - CONTROL

- Develop your Strategy
- Write your story and share with others
- CHANGE your BEHAVIOUR – believe you are a HAPPY ENTREPRENEUR and you will behave like one and others will see you as one.
- You will then INFLUENCE others.
- Feel the sense of Pride with your changes.

Tony Robbins – Goal Setting

- SHORT TERM - Write my new book
- Medium Term – Start my new company
- LONG TERM – RLF happiness – more of it!
Yes Please!

ACTION PLANS

STRATEGY

Don't be harsh on yourself but realistic.

H A P P Y
ENTREPRENEUR
MIND SET



KAREN MELONIE GOULD

- Q/A Smile smiles !

World

Financial Analysis

- Summary of the forecasts – typed to explain income and expenditure
- Monthly cash flow forecast for minimum one year
- Annual profit and loss forecast for one/two years
- Forecast balance sheet for one year

Summary of Your Plan

- What is the Business?
- What is the Market?
- Potential for business
- Forecast for business
- Forecast profit figures
- How much money is needed?
- Prospect of repayment for the investor / lender