
Creating & Leading New Ventures in Engineering and Science-based Industries

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ChemE 196/296 – Class # 11
The Anatomy of the Entrepreneur
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The course has three main themes

CREATING A BUSINESS

- I. Introduction & Business Fundamentals
- II. Opportunity Identification and Viability
 - Market Analysis & Competition
 - Needs, Solutions & Customers
 - Prototyping & Technical Diligence
 - Non-market Forces
- III. Creating and Growing a New Venture
 - Staging/Sales & Marketing
 - Financing
 - Partnerships

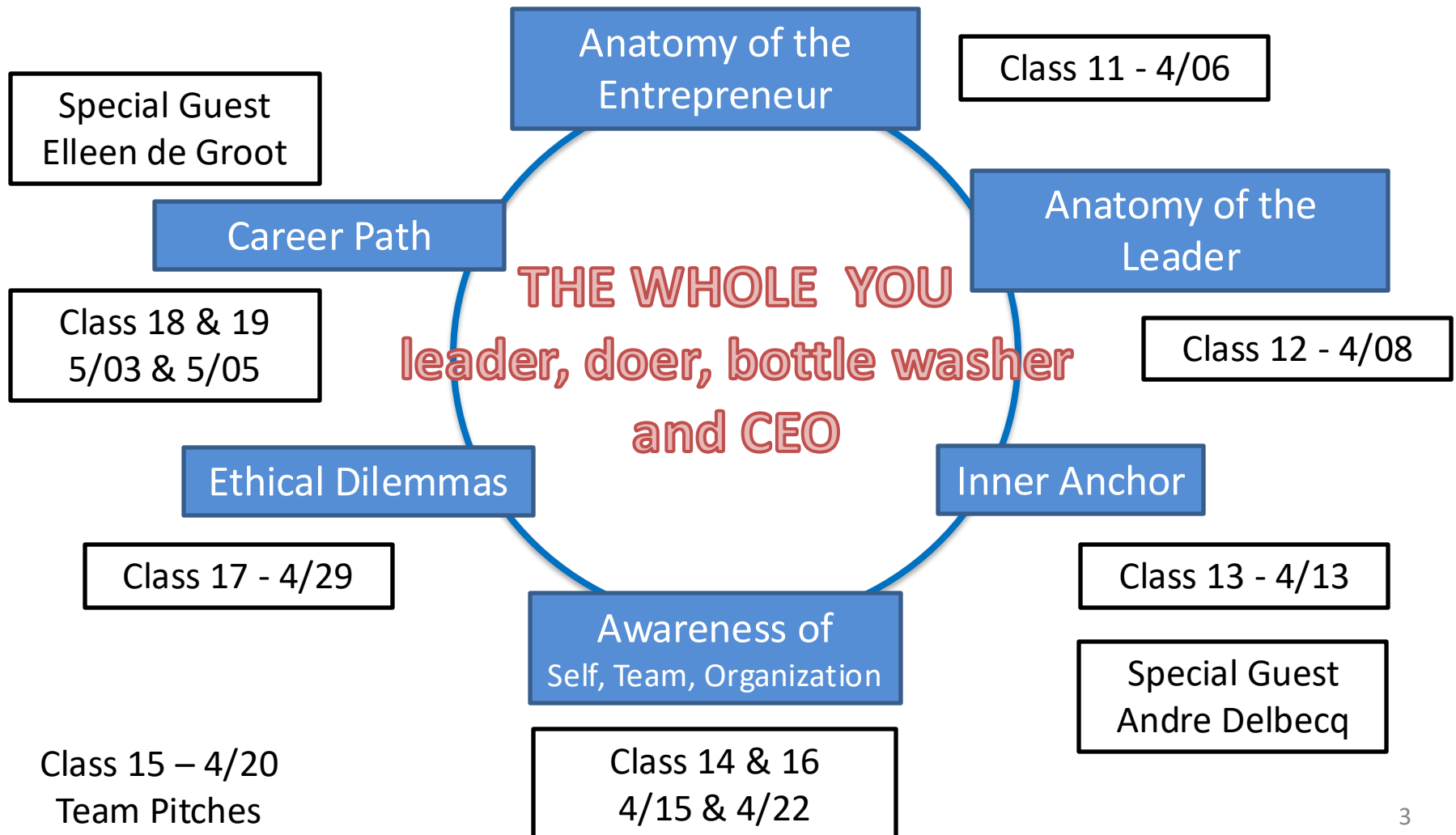
BECOMING LEADERS

- IV. Leadership
 - The Anatomy of the Entrepreneur
 - Leadership Essentials
 - Managing Uncertainty
 - Meaning of Failure and Paradox of Success
 - Awareness of Self and our Environment
 - Inner Anchor: Spirituality/Meditation
 - Teams and Organization Dynamics
 - Life Balance – Meaning & Purpose
 - Facing Ethical Dilemmas

YOUR CAREER

- V. Career Decisions

Our FOCUS will be YOU



Learning objectives for today's class

Enter the world of the whole entrepreneur:

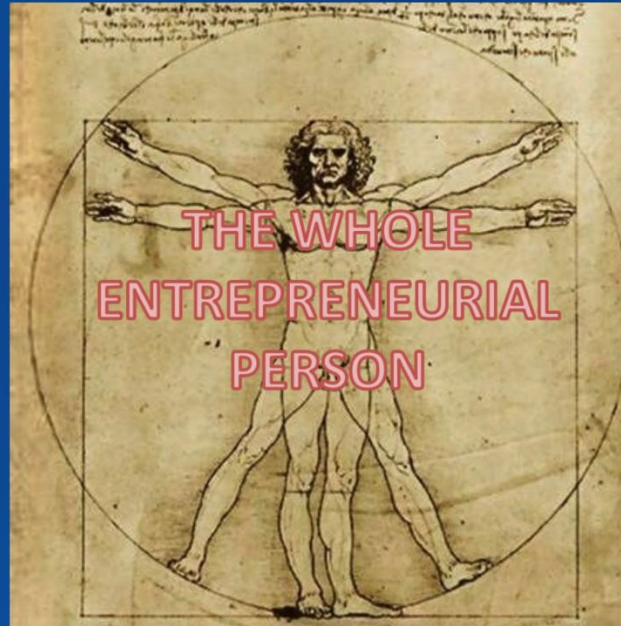
- Gain insight into the internal, external, and core characteristics of an entrepreneur
- Reflect on whether you can see yourself in “them shoes”

Readings for today's class

- *Letters to a Young Entrepreneur*
 - Chapter 1: The Whole Entrepreneur
 - Chapter 2: Inner Qualities of the Entrepreneur
 - Chapter 3: External Qualities of the Entrepreneur

THE ANATOMY OF THE ENTREPRENEUR

CHARACTERISTICS



COMMITMENT
CAPACITY

PERSUASION
CAPACITY

INNER
DRIVE

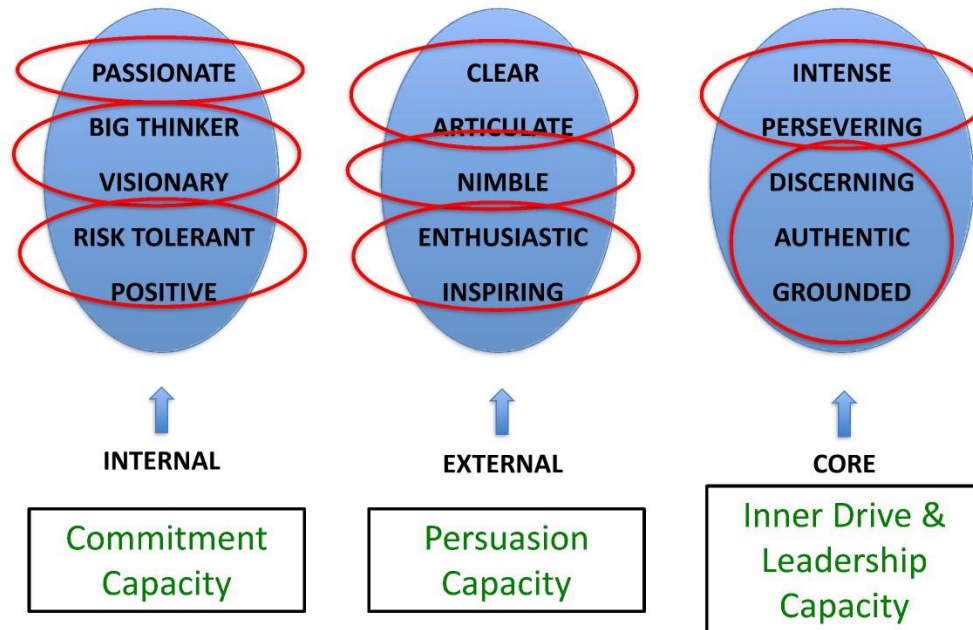
Inception



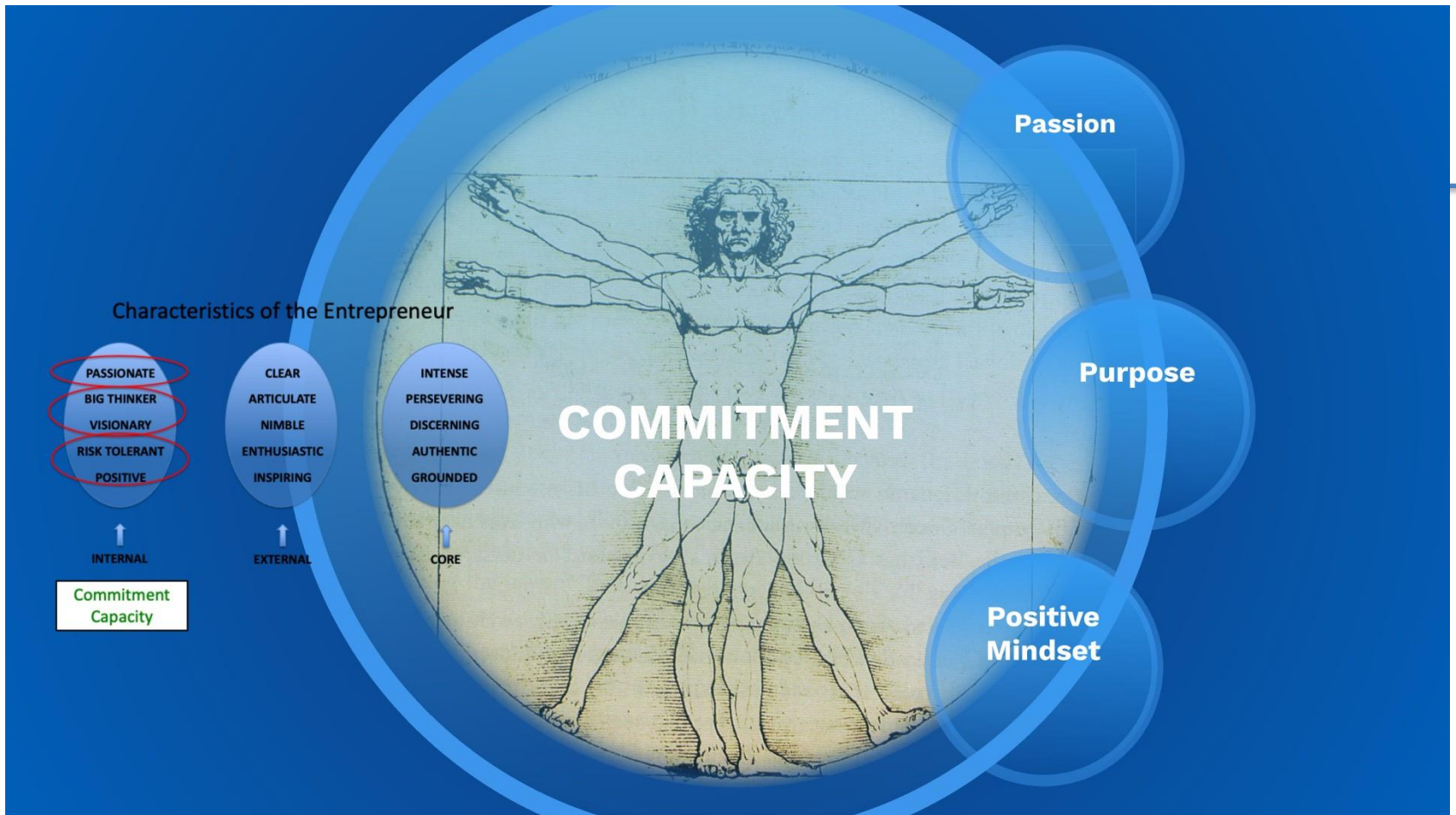
Launch

Leonardo da Vinci: La proporzioni del corpo umano secondo Vitruvio

Characteristics of the Entrepreneur



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Passion

The inner Fire is essential 🔥

Why?

Tipping Point

Purpose

Visionary?

**Passion+purpose:
Meaning of risk**

Tipping point

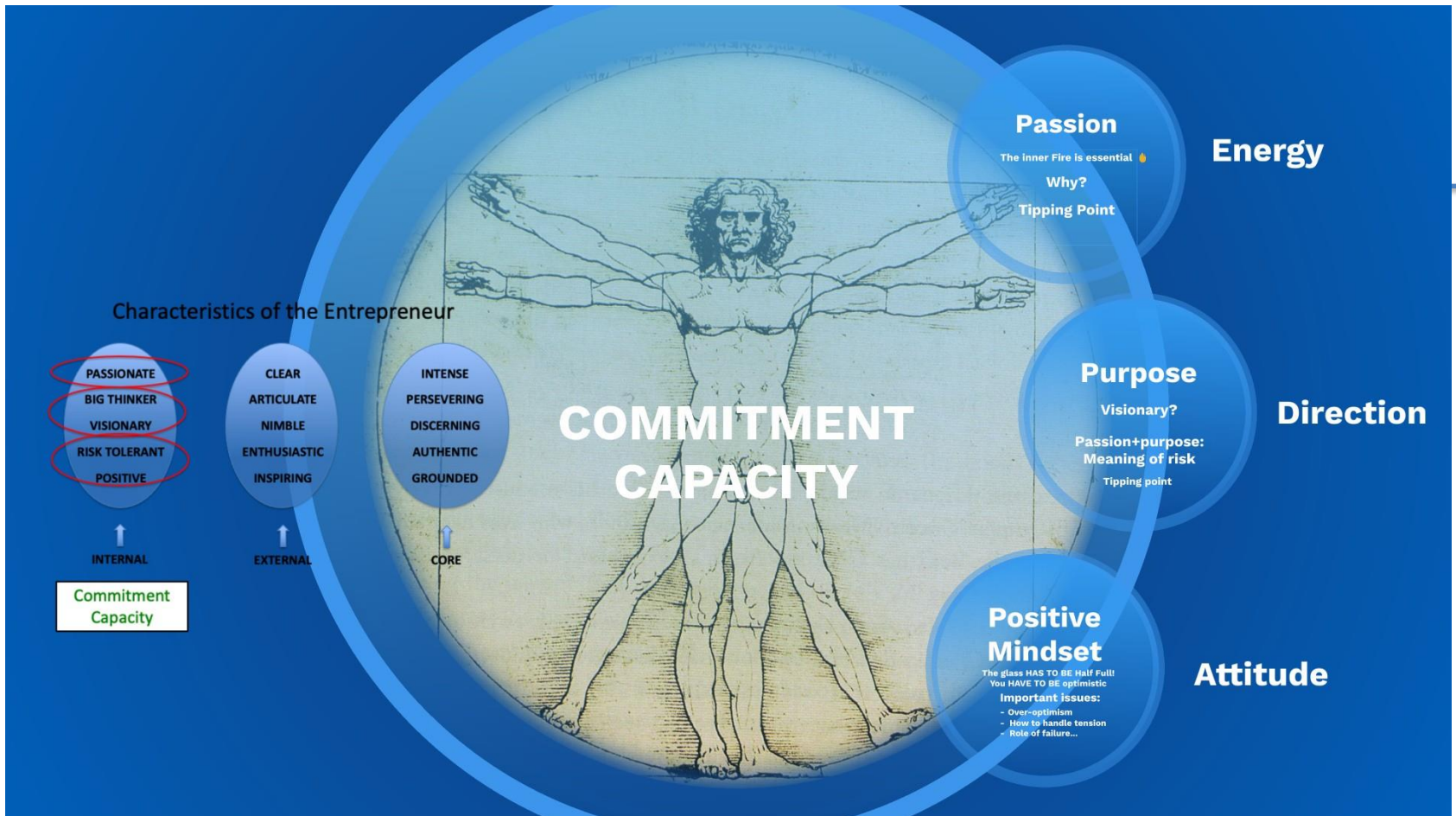


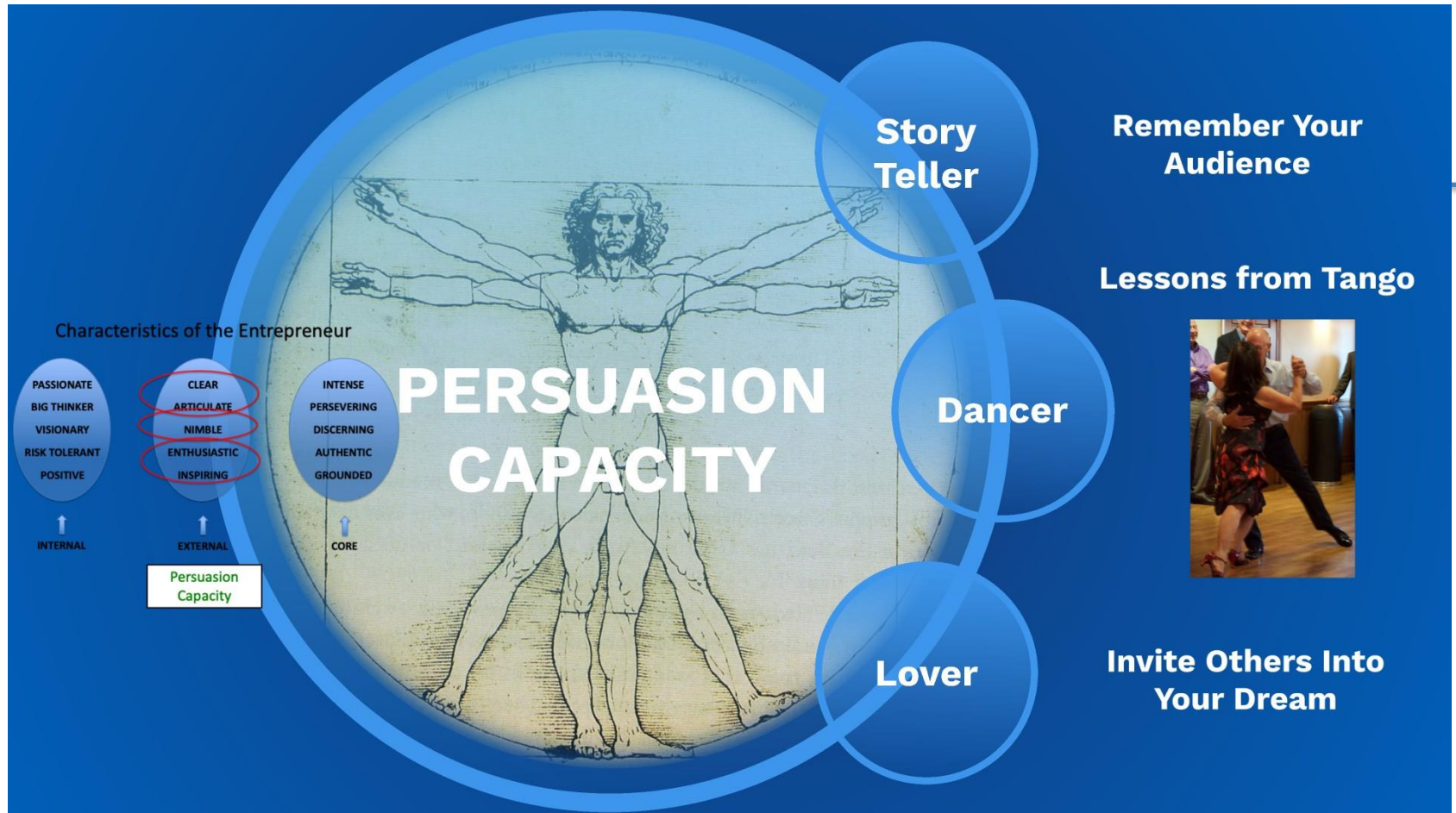
Positive Mindset

**The glass HAS TO BE Half Full!
You HAVE TO BE optimistic**

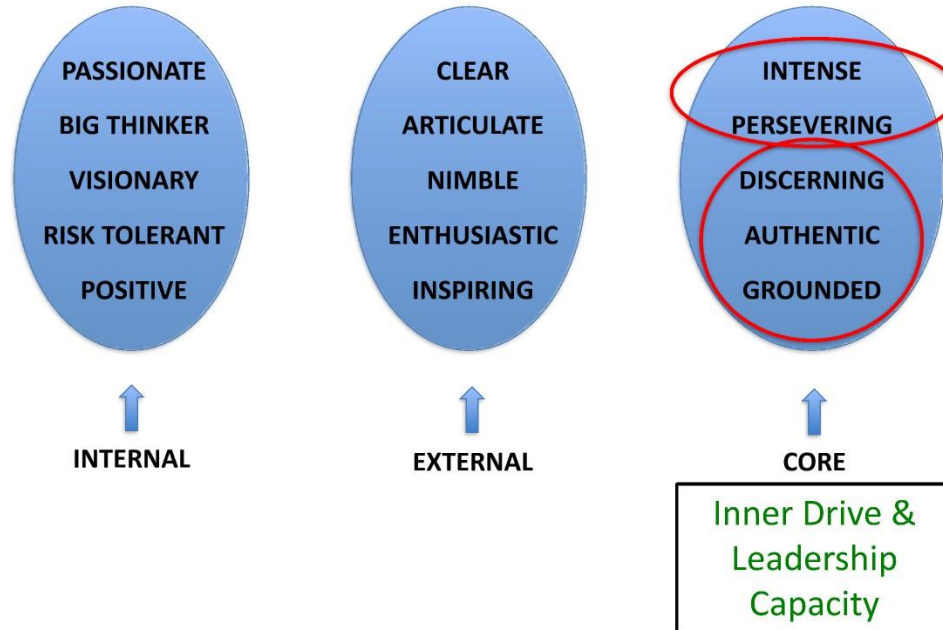
Important issues:

- Over-optimism
- How to handle tension
- Role of failure...





Characteristics of the Entrepreneur



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KEY: EMOTIONAL ENGAGEMENT

- The **emotional engagement** with an idea is so intense that, when we reach the **TIPPING POINT**
 - The dream takes over life
 - And the emotional engagement is **TOTAL AND ALL CONSUMING**

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You know you have reached **tipping point**,
when...

- You can not IMAGINE life
without full immersion into your mission
- And, once you do take the plunge...

There is no problem related to this mission
that is NOT your problem!

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110% Emotional Engagement -- The Positive

- Your passion feeds your energy
- Your enthusiasm is contagious
- Obstacles become challenges, not road blocks
- You can attract the best



YOU "FEEL" UNSTOPPABLE

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110% Emotional Engagement-- the negative

- Your passion feeds your energy
- An overriding need to be involved
- A sense of possessiveness
- A strong need for CONTROL



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Consequences of CONTROL

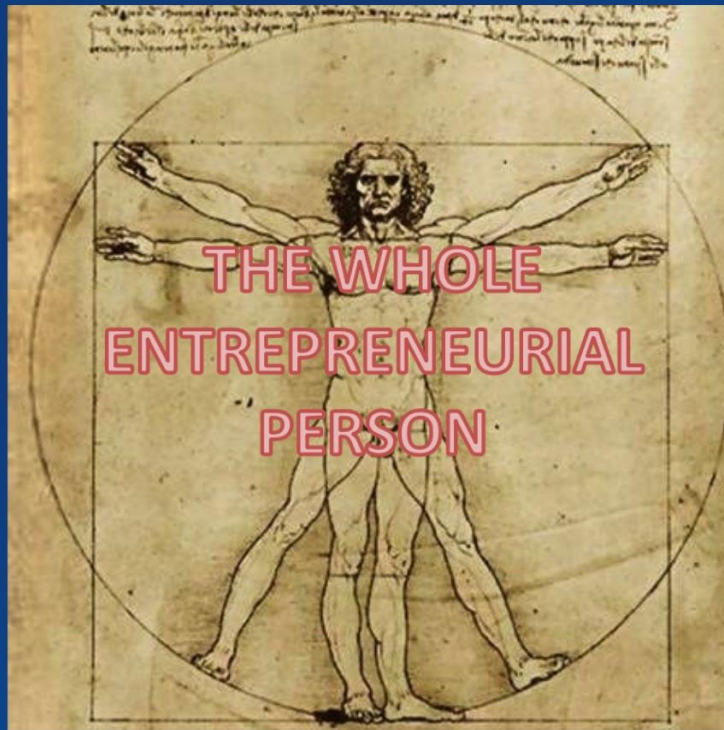
- Limits your horizon (constrains your FRAME)
- Blocks your ability to see options
- Limits your preparedness for the unexpected
- Pushes you to act prematurely
- Overall: bad for leadership...



DELEGATION MAY SUFFER

THE ANATOMY OF THE LEADER

LIFE
QUESTIONS



CORE
CAPACITIES

LEADERSHIP
ESSENTIALS

INNER
RESOURCES

Inception



Launch



Growth