

Changing the Growth Landscape

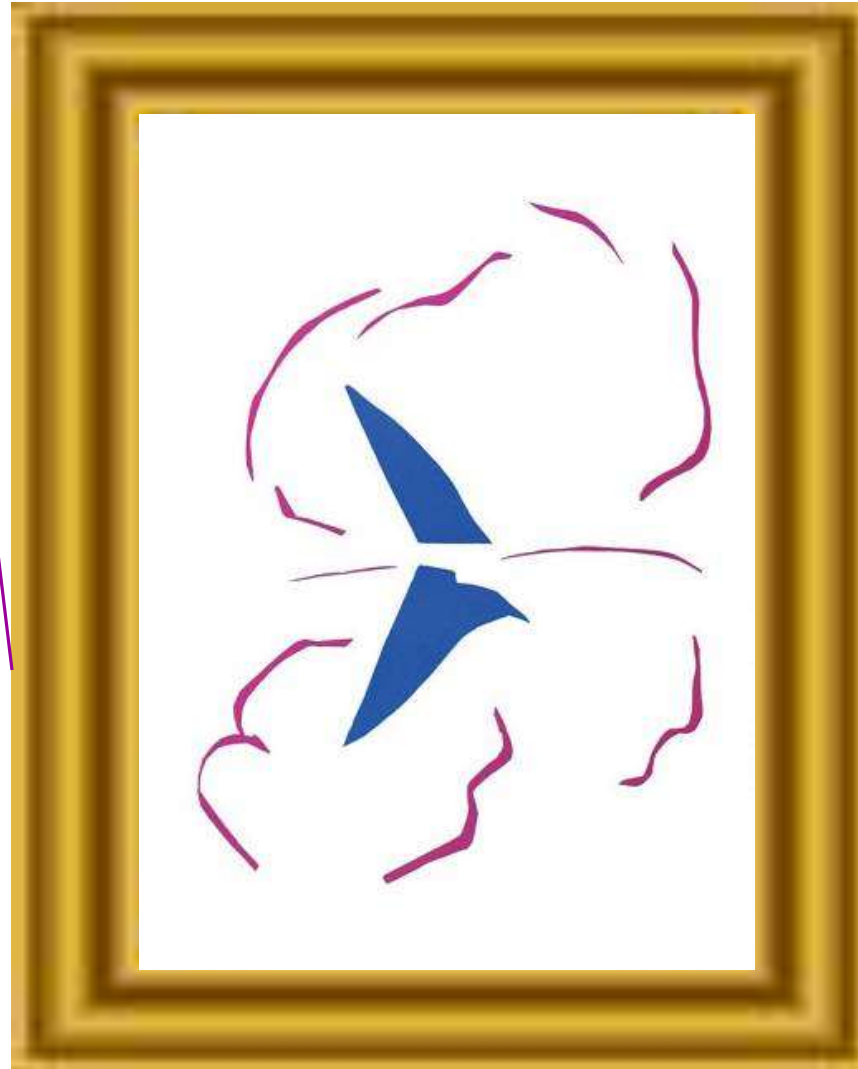
Critical elements of entrepreneurship

Presented by: John J. Webb



Entrepreneurial Opportunities...

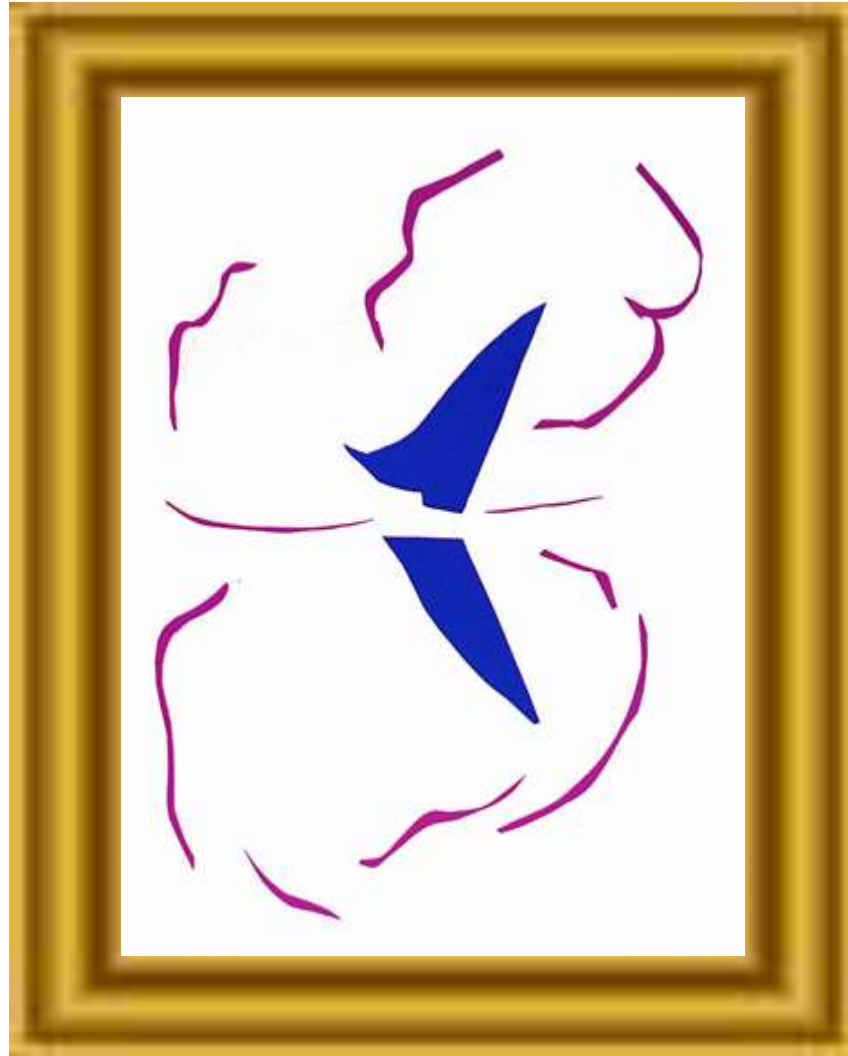
**Placed in
Museum of
Modern
Art in 1961**



**Viewed by
119,000
people
over 47
days**

“Le Bateau” by Henri Matisse

.....Can be greatly enhanced by a trained eye!



IT WAS UPSIDE DOWN!

Pursuing Growth Through Entrepreneurship

No Risk..... No Reward



Why not go out on a limb

.....Isn't that where the fruit is?

Frank Sully, Writer

Also.....Inaction Invites Great Peril



LET THE TRANSFORMATION BEGIN

Sometimes the underpinnings of a business foundation needs to make a **quantum leap** to achieve sustainable economic survival. This entails taking many steps to stimulate new ways to bring a revolutionary change in the existing eco-system within **reach**. Part of the solution is a strategic concept that can foster this train of thought, while helping to engage nationwide expertise, resources and a fresh perspective.

This proposed change agent is.....





QUANTUM REACH

Going to the Next Level

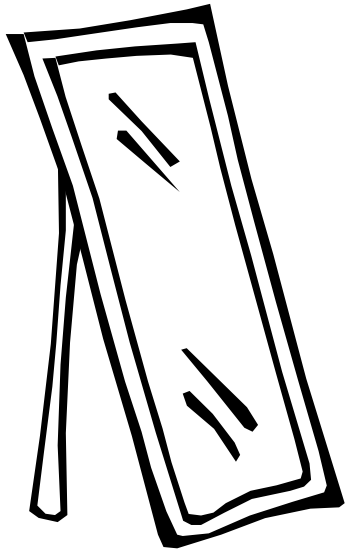
Blend old school teaching
with street smart thinking

..... To enhance your
chances of success

- Business Basics
- Experience Driven
- Entrepreneurial Spirit



Need to Evaluate Your Mission



Mirror, Mirror:

- ✓ *Company is a reflection of you*
- ✓ *What is your main motivation?*
- ✓ *What do you stand for?*

Key to success >>>> Mission Definition

Capturing their essence

- **Disney** – Family Fun Entertainment
- **Starbucks** – Rewarding Everyday Moments
- **Coca-Cola** – Refresh the World

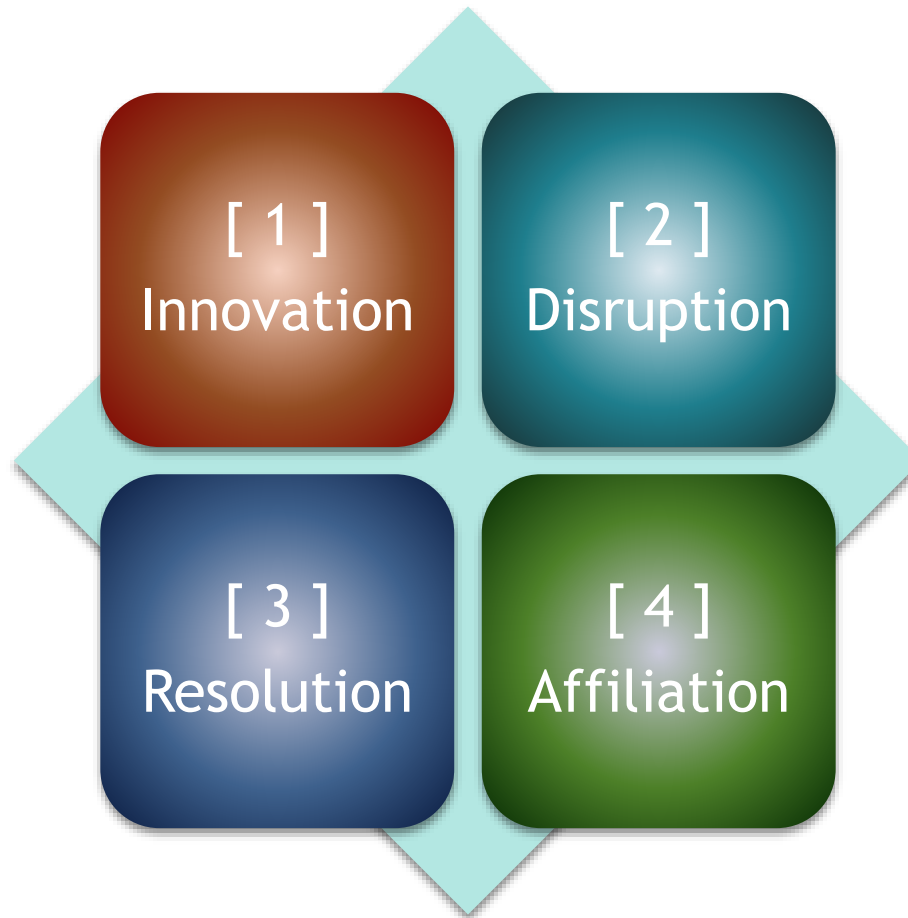


Making a Quantum Reach ----- Starts with *Vision*

- ✓ **Looking to see what others can't**
- ✓ **Understanding that many good opportunities are not obvious**
- ✓ **Will use diversified insights and extensive network to unveil the bigger picture**
- ✓ **Keen eye for the future.....Seek to avoid getting fixated on the way things currently are used/exist**



Four Key Breakthrough Strategies



Taking It to the Street

Sales Case.....Selling Apple Pies

- ❑ Innovation – New ingredients/Recipe
- ❑ Disruption – Develop mobile app/Special shipping
- ❑ Resolution – Custom/Holiday orders
- ❑ Affiliation – Supply to Trader Joe's or specialty stores

**Choose the best strategy
for your capabilities and interests**



Attaining a True Entrepreneurial Spirit

*“If you want to succeed,
you should strike out on new
paths rather than travel worn
paths of accepted success”*

– John D. Rockefeller



Create Your Own Destiny

*“Do or Do Not,
there is no Try”*

– Yoda (Star Wars)

**May the
Entrepreneurial Force
be with You!!**



Q & A

