

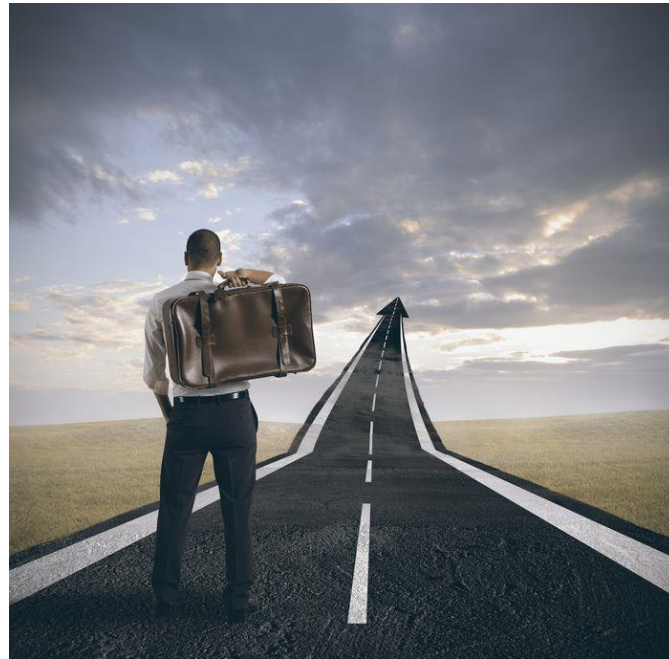
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Founder's **DREAM**



INNOCENS ENTREPRENEURSHIP COURSE

March 27th 2017

Why do a start-up?

- Write on a piece of paper reasons why you think entrepreneurs want to start a business.

Why do a start-up?

- Change the world?
- Get filthy rich?
- Want to be in control?



What is your Founder's Dream?



Exercise: Founder's Dream (5 min)

Each founder write down your personal
Founder's Dream

- What are your personal ambitions?
- What drives you?
- What do you want to achieve?



Exercise:

Quantify your dreams (5 min)

- What do you want to achieve?
- *put a number to it*
- And when?
- *and a date*

Why do start-ups fail?



65% of start-up failures is
related to team issues

Noam Wasserman, “Founder’s Dilemmas”



Exercise:

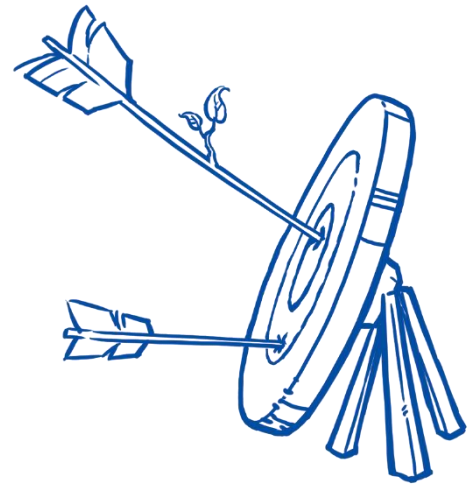
Team dreams align? (5 min)

- Compare your Founder's Dream with your team members
- Are your dreams aligned?

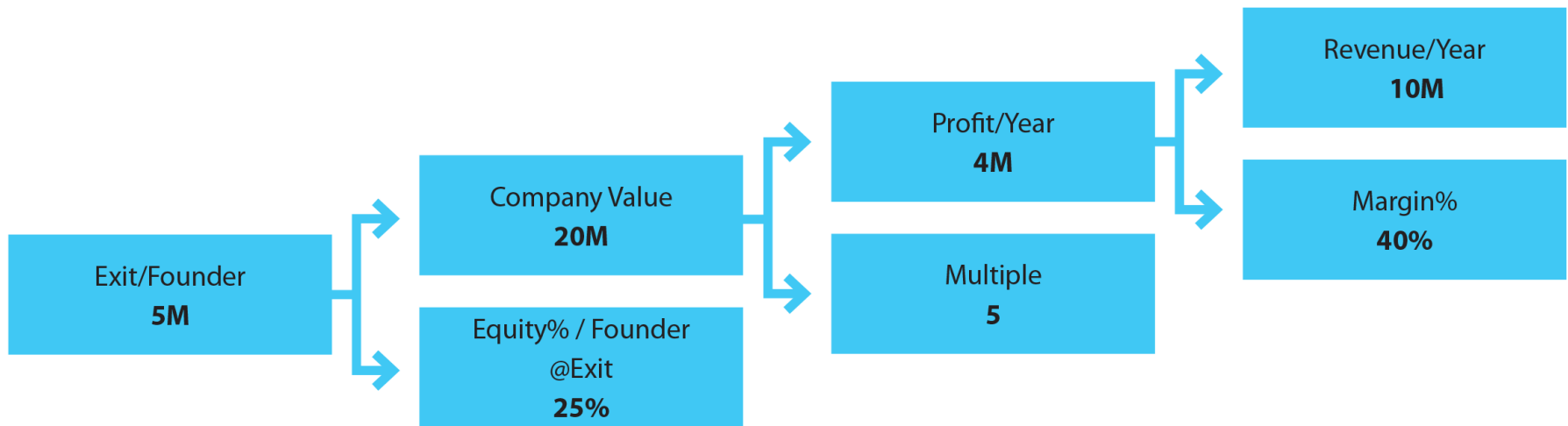


Dreams translate to revenue target

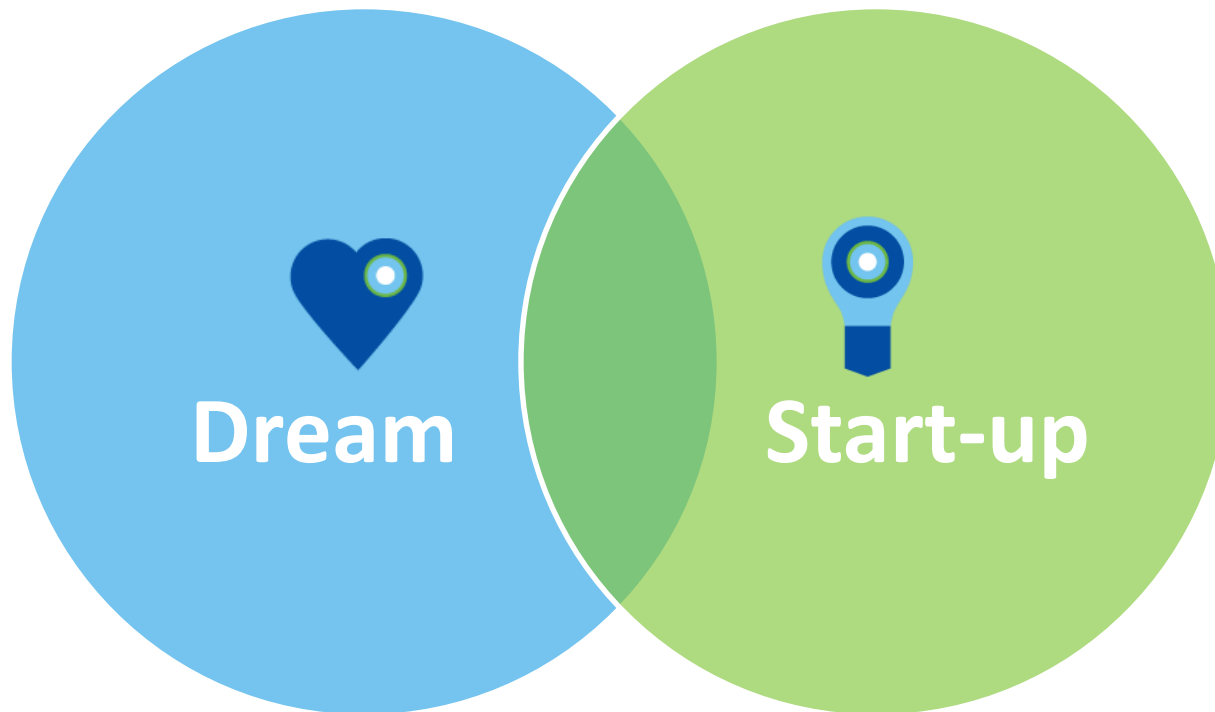
- Impact means you sell 10.000's of products per year
- Getting rich also means getting big revenues



Example



Does your start-up deliver on dream?





Exercise (5 min)

- Translate your dream into revenue target



To Do



Think up start-up that delivers on everyone's targets



Founders can have different targets: One wants to have impact, other wants to get rich

To Don't



Lower dream



Ignore dream



Change dream



"NO!

Try not!

DO or DO NOT,
There is no try."