

# innovation < > iværksætteri

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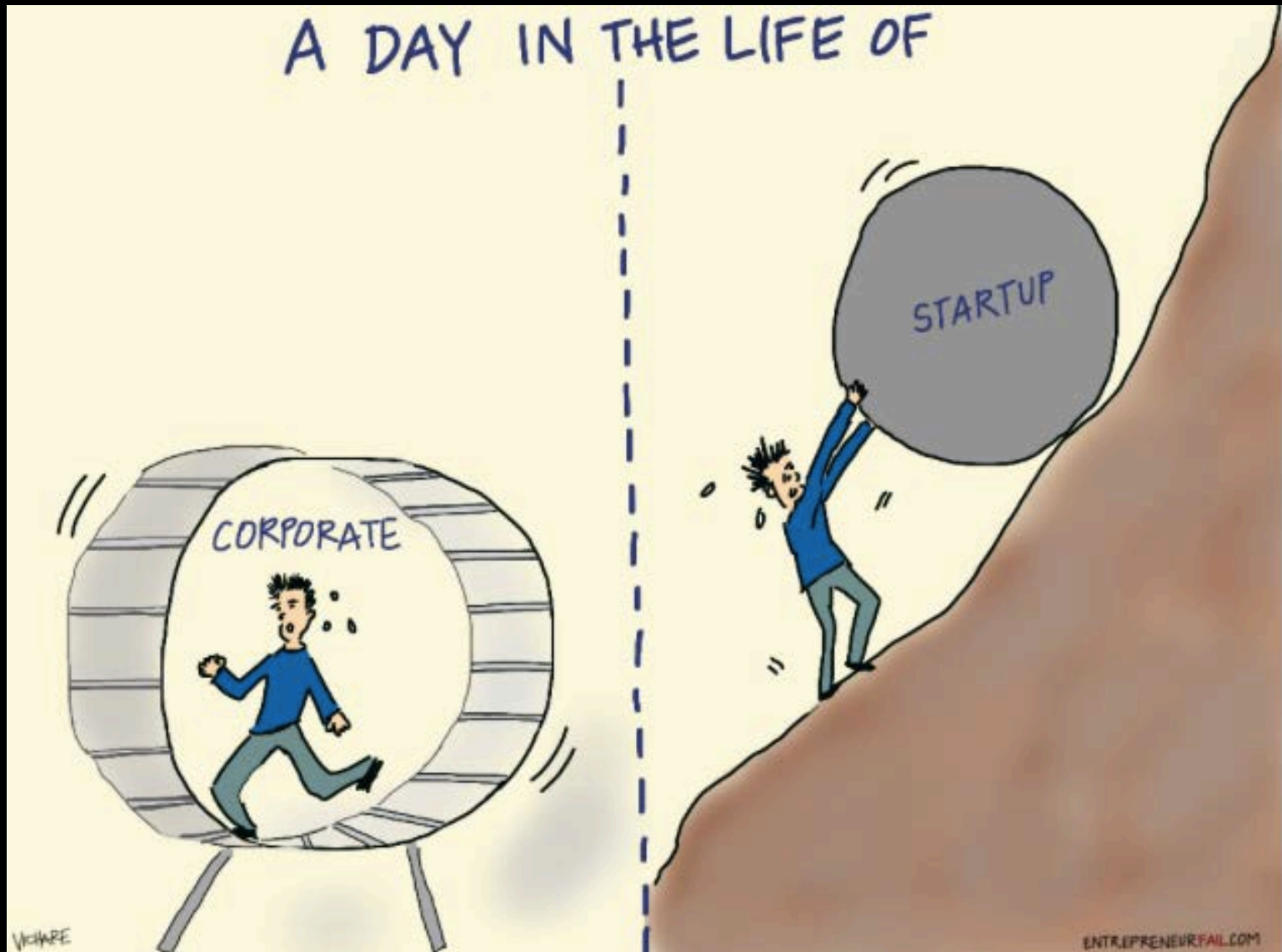
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# Do a Difference



You are in charge

# Where do You want to be ?



You are in charge

# Really – have you made the Acid test ?

- No salary
- Double workhours
- High stake
- Others doubt You
- You give up on many normal things
- Do you have a dream

# Welcome to the real life - Entrepreneurs

- Your energy is always high
- You create a value
- You never look back – you move
- You MUST network and listen to other entrepreneurs advice
- But make Your own plan
- Believe in yourselves
- You have a dream

Think Like an



Entrepreneur

# Why Silicon Valley

- Goldiggers history and competitiveness
- Global Universe (customer need seekers !)
- Epicenter of Multicultural talents, Stanford, Berkeley, Surfing, sun, investors
- Ecosystem of Capital, network – always Growth
- Innovative and sharing ownership
- 1->100->10000->10000000000000000, cell division
- Great living
- People - You are in Charge – enjoy Pressure

# Where to be

- Community all equal history and no social growth dream
- Local Village and family and Friends
- Spartan living culture and save for future
- Low level and bank associated risk system of Capital
- Highly product and technology Innovation, but protective mentality, not invented here and no real market
- 1->+10% + pension + car, keep in family.
- Investor shape other money and No Growth & subsidy mentality
- No/low sharing of ownership
- Social living
- People - Corporate are in Charge, I just work

# How some succeed

- Business Polarization (Nest, Libratone, Whatsapp, Unity)
- Innovate, IPR overflow
- Team – be respectful and share all – Best in class
- Mentally aligned for Dream, exit, work
- Network with investors, customers – every week !
- Solve customers NEED – be sure !
- Scaling at customer and Distribution
- Social Marketing
- Take Risks be in control



# stories

- Positioning: Who decides and who love music at home with money (need seekers)
- Growth story working cap, Apple exclusive
  - > think big
- Timing Investors & Money
  - > competences, power to entrepreneurs
- Distribution Growth
  - > fast volume with relation strong partners

## PASSION TRASHIN'



## The Entrepreneur



## RISK AVERSION

### Corporate



### Startup



Live well and remember to:

Do a Difference

Corporate or Entrepreneur

You are in charge