



Ignite Signature Talk

Clinton Day, MBA
Entrepreneurship Professional



Unleashing the Power of Entrepreneurship

**to Personal Happiness
and Financial Freedom**

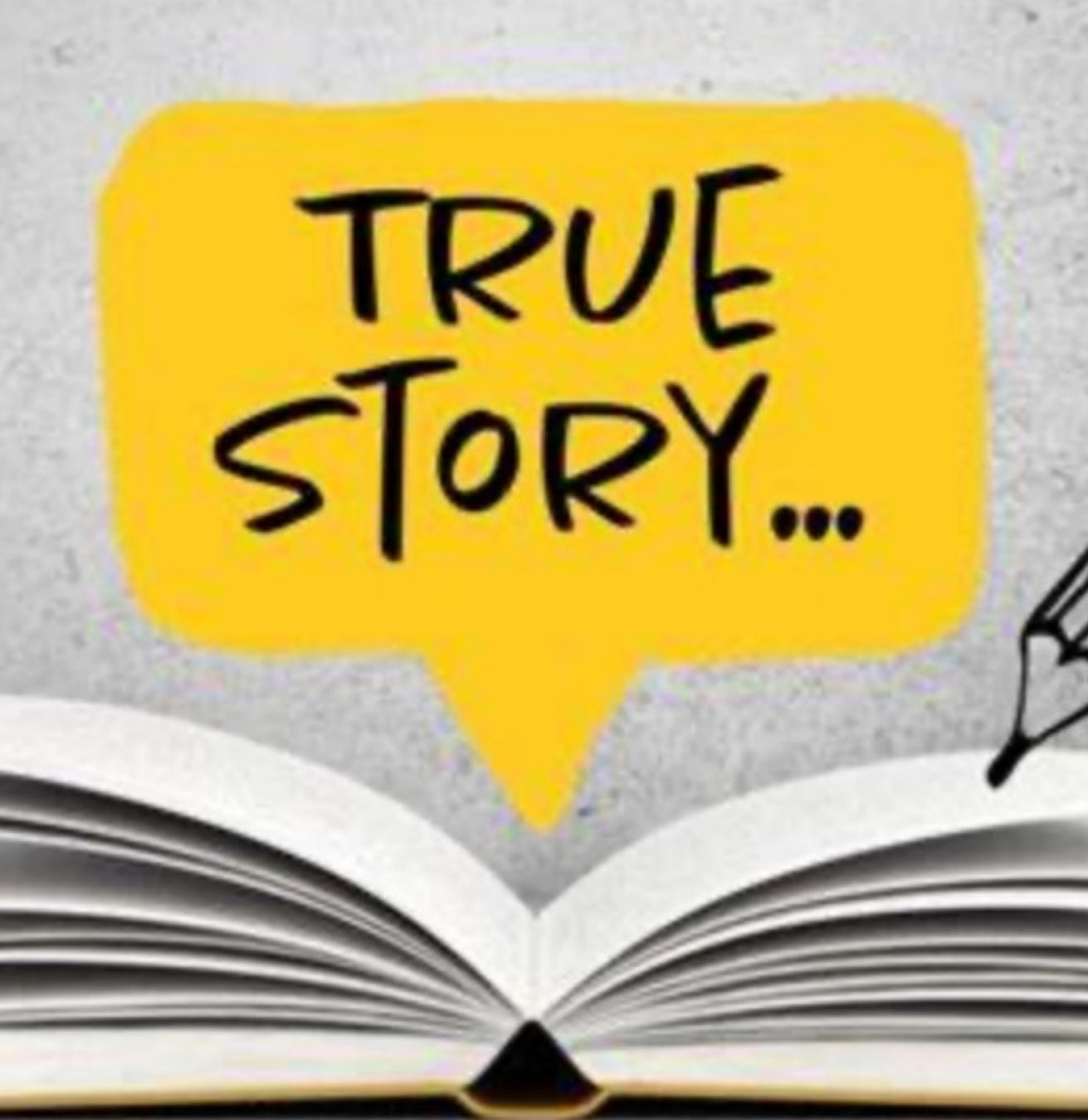
Using the 40 Year Formula



Here is 40 Year Formula...

Passionate Idea + Lean Startup = Success

Passion, belief & positive expectation held tight, fervently pursued and evidenced through customer development **will succeed** for you.



**Entrepreneurship
Journey Began...**







Long Story, Short...

Partners In 3 Insurance Startups

- Rapid Growth, Big P & C Accounts with Group Health Too
- Learned by Doing, Trade Specialties, Competitive Advantages
- Learned “Harvesting” from Offer to Buy First Agency
- Sold Jax Decade, Grew to Atlanta Market, Built on Past

Result

Sold 3 Insurance Agencies

Retired at Ages 55 and 50

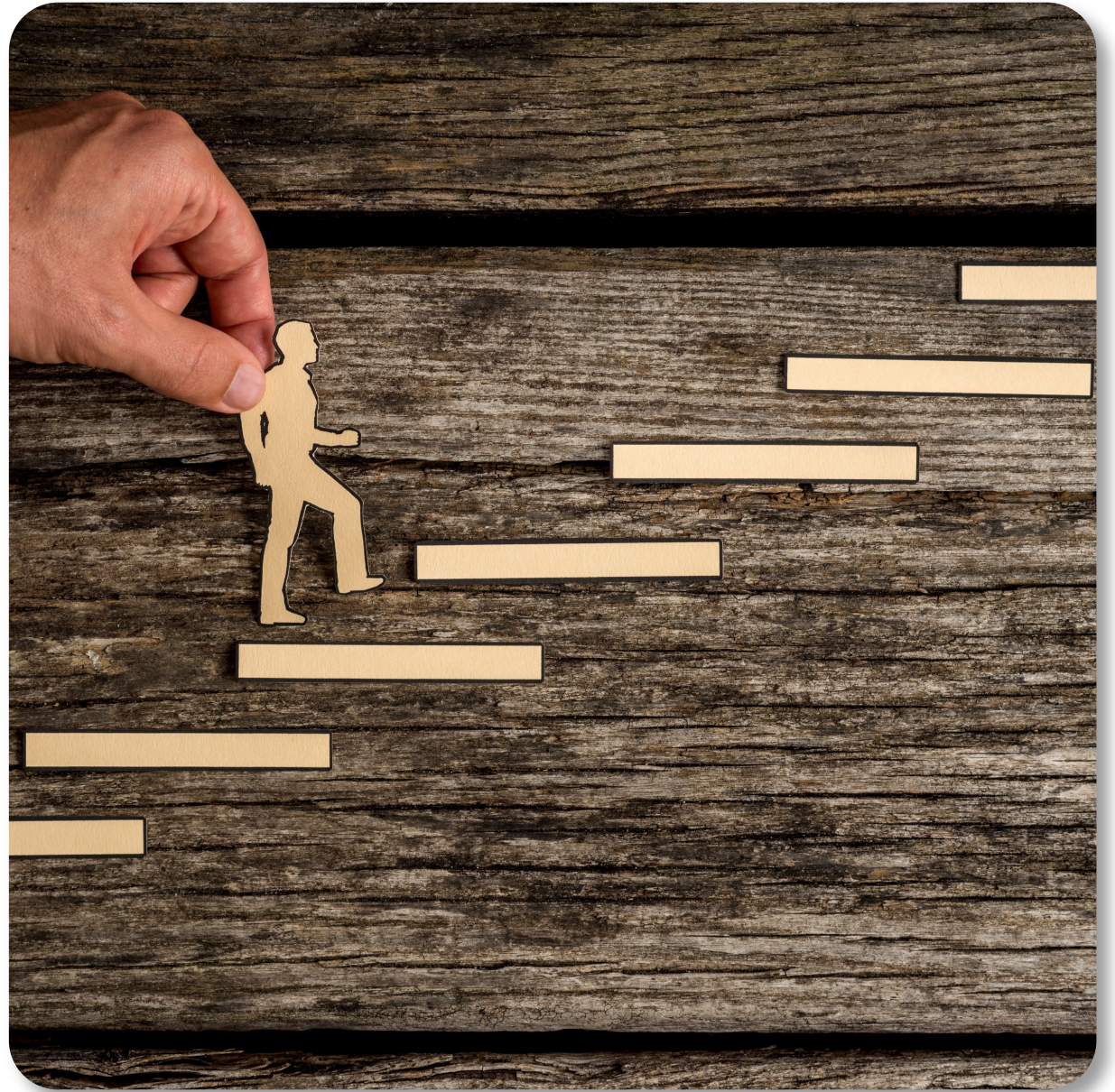
Want to Show You How Do Same



Visualize Plane Ride



Life Change





What is Entrepreneurship?

An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards.

Unicorns above rare, think corner grocer, plumber.

Any Business Model Can Be Replicated



Formula Basis

**A Passionate Idea
+ Lean Startup Process
= Success**

How Generate a Passion?

What is Lean Startup?



First Secret is Passion

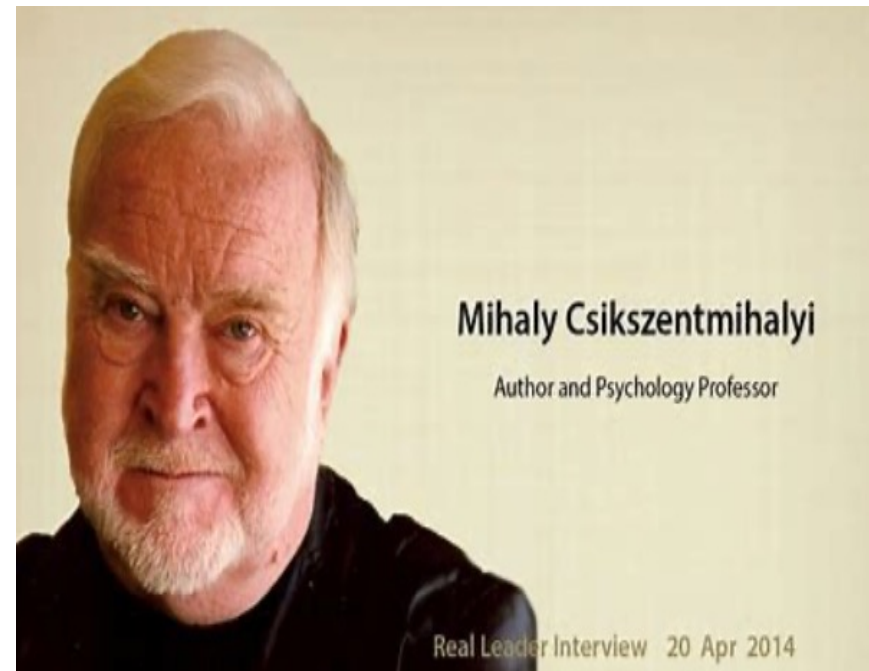


Passion leads to belief which translates into positive expectation
Helping others often is a social startup = examples Lady JB & Tom's

Hierarchy of Needs



Concept of Flow





Entrepreneurship taps the fundamental human need for autonomy and self-determination.

Maslow's self-actualization together with Csikszentmihaly's flow create the optimal experience where work becomes play.



Self-Actualization in Entrepreneurship

Steps in the Entrepreneurial Process

- Once the decision to become an entrepreneur is taken, the entrepreneurial process begins.
- The 5 stages of entrepreneurial process are –
 1. *Discovery*
 2. *Concept Development*
 3. *Resourcing*
 4. *Actualization*
 5. *Harvesting*

Actualization: *The stage in which the entrepreneur operates the business and utilizes resources to achieve its goals/objectives.*



Entrepreneurship Expresses Passion

Not Sure of Your Passion?

Task or Activity You Enjoy. A Hobby, Class, Sport,
Talent, Interest or Preference. **Can Be a Social
Good Popular with millennials.**



Exercise About You



- Take 3X5" Index Card, Write 3 Passions
- Don't think. . . Fill-in spontaneously
- 1st, 2nd and 3rd Thoughts In Order
- Your favorite Interest, Hobby, Class
Sport, Value, Strength



The Lifestyle



“Entrepreneurship is living a few years of your life like most people won’t so that you can spend the rest of your life like most people can’t.”

Silicon Valley CA 2008





Benefits of Lean Startup

Questioning of End-User

Primary Tool of Lean Startup, Business Model Canvas

Use of Order -2-1-4-3-5-7-6-8-9

- ✓ Value Proposition
- ✓ Customer Segments
- ✓ Customer Relationships
- ✓ Channels
- ✓ Revenue Streams
- ✓ Key Activities
- ✓ Key Resources
- ✓ Key Partners
- ✓ Cost Structures

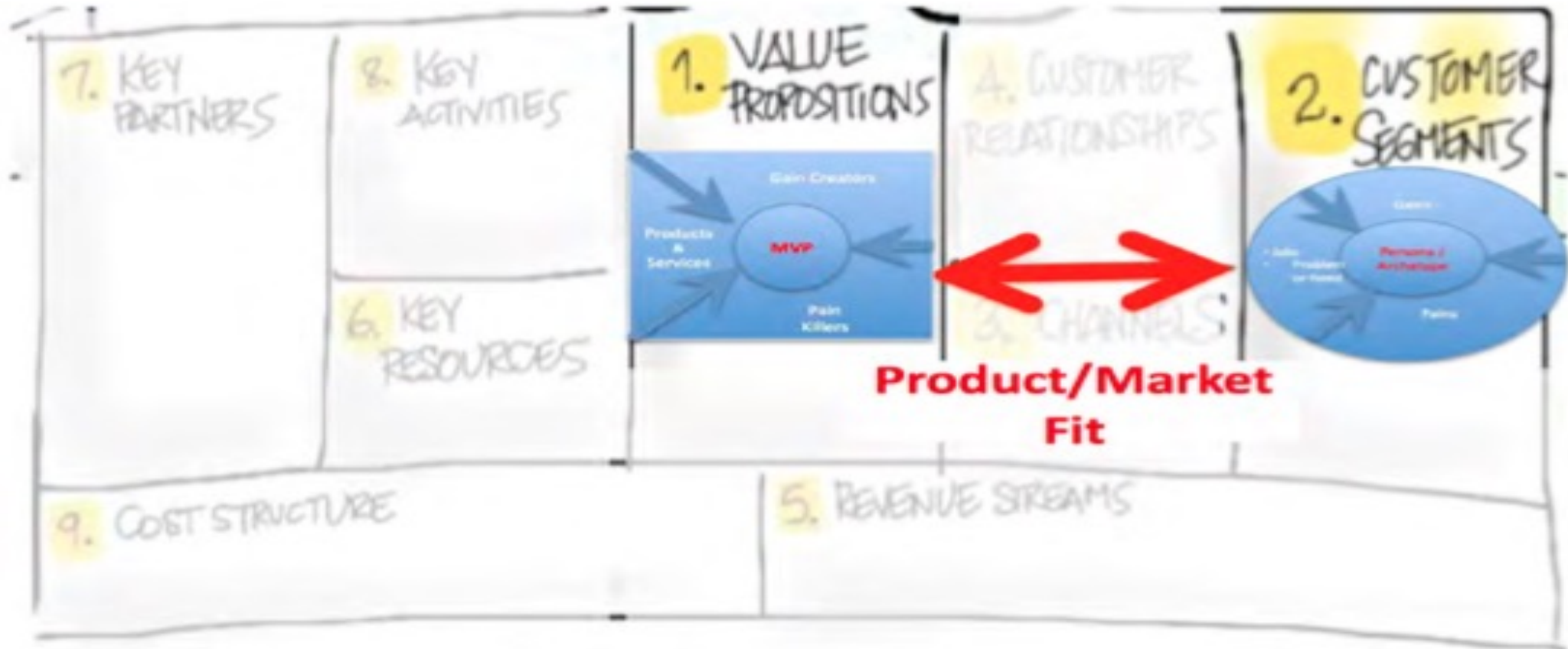
The Business Model Canvas		Designed for:	Designed by:	Date:	Version:
Key Partners 8	Key Activities 6	Value Propositions 1	Customer Relationships 3	Customer Segments 2	
Which partner relationships are critical to your company's success?	What are the key activities that make your company different and create a competitive advantage?		What type of experience links your value proposition and target customers?		
	Key Resources 7		Channels 4		
	What resources do you have that can generate value?		How do you deliver your value proposition to target customers?		
Cost Structure 9		Revenue Streams 5			
What costs are needed upfront to start the business and how will costs change over time?		What are your sources of revenue?			

DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

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Product/Market Fit



ACT to Make Passion a Startup Biz

Photo of QR Code for Book

**Use Hub Lean Startup Tool, Info
to Design Viable Business Idea**

**Join TREP Club for Coaching,
Team Members and Mentoring**

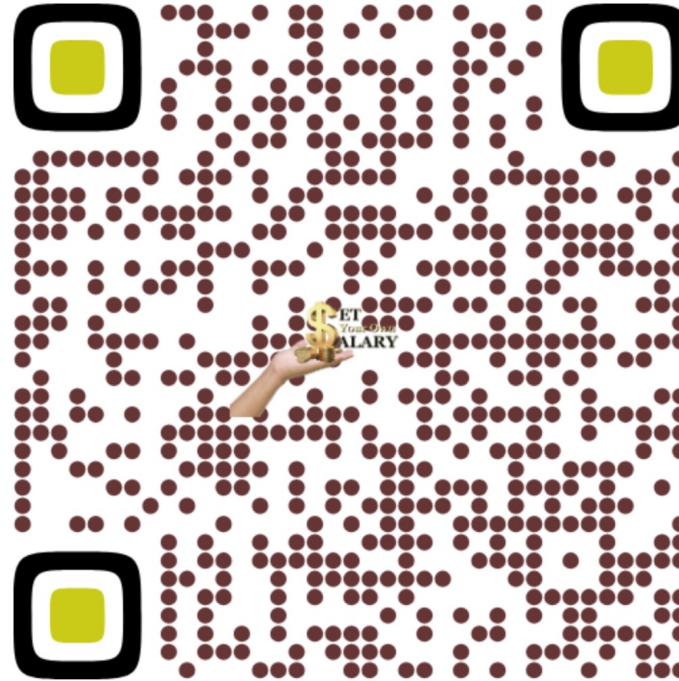
One Stop, Startup Hub Site
<https://setyourownsalary.com>



Free Entrepreneurship Book



Use QR Code

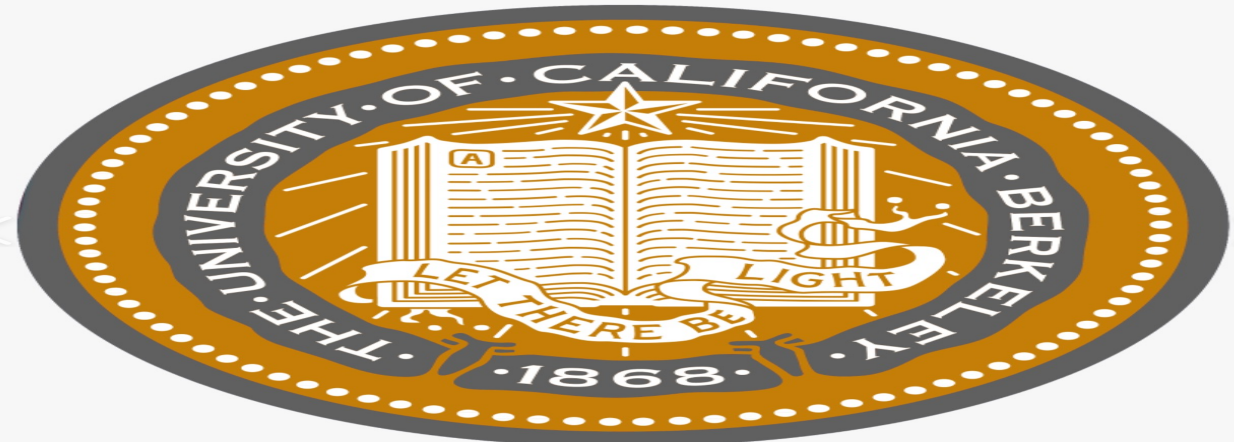


Enter Email & Use Code Word "Vegas"

Qualified Knowledge

Successfully started, built & sold four businesses in partnership with wife Donna Day, a Doctor of Physical Therapy. Taught & mentored several other student and incubator businesses to full bloom.

- ✓ MBA & 5 Certificates in Entrepreneurship
- ✓ Founded DDay, CEdDay, Trenton & NFUSE
- ✓ Wrote Entrepreneurship Quick Study Guide
- ✓ Blogged 10 Years Current in Entrepreneurship
- ✓ Founded Three Veterans Startup Programs



40 Year Formula for Small Business Success

Definition.

Equality: A mathematical statement in which two expressions are equal

**Intense Passion + Lean Startup
= Roaring Success**

--Each Side Equally Important to Result--

A passionate idea held in positive expectation because of belief designed in a business model canvas using facts verified by an end-user **succeeds**.



Questions?



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Email any time dayc@berkeley.edu

The Lifestyle



**By Providing a
Product or Service
that Helps Others**

“Entrepreneurship is living a few year of your life like most people won’t so that you can spend the rest of your life like most people can’t.”