



# Ignite Signature Talk

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**Clinton Day, MBA  
Entrepreneurship Professional**



# Unleashing the Power of Entrepreneurship

to Personal Happiness  
and Financial Freedom

Using the 40 Year Formula



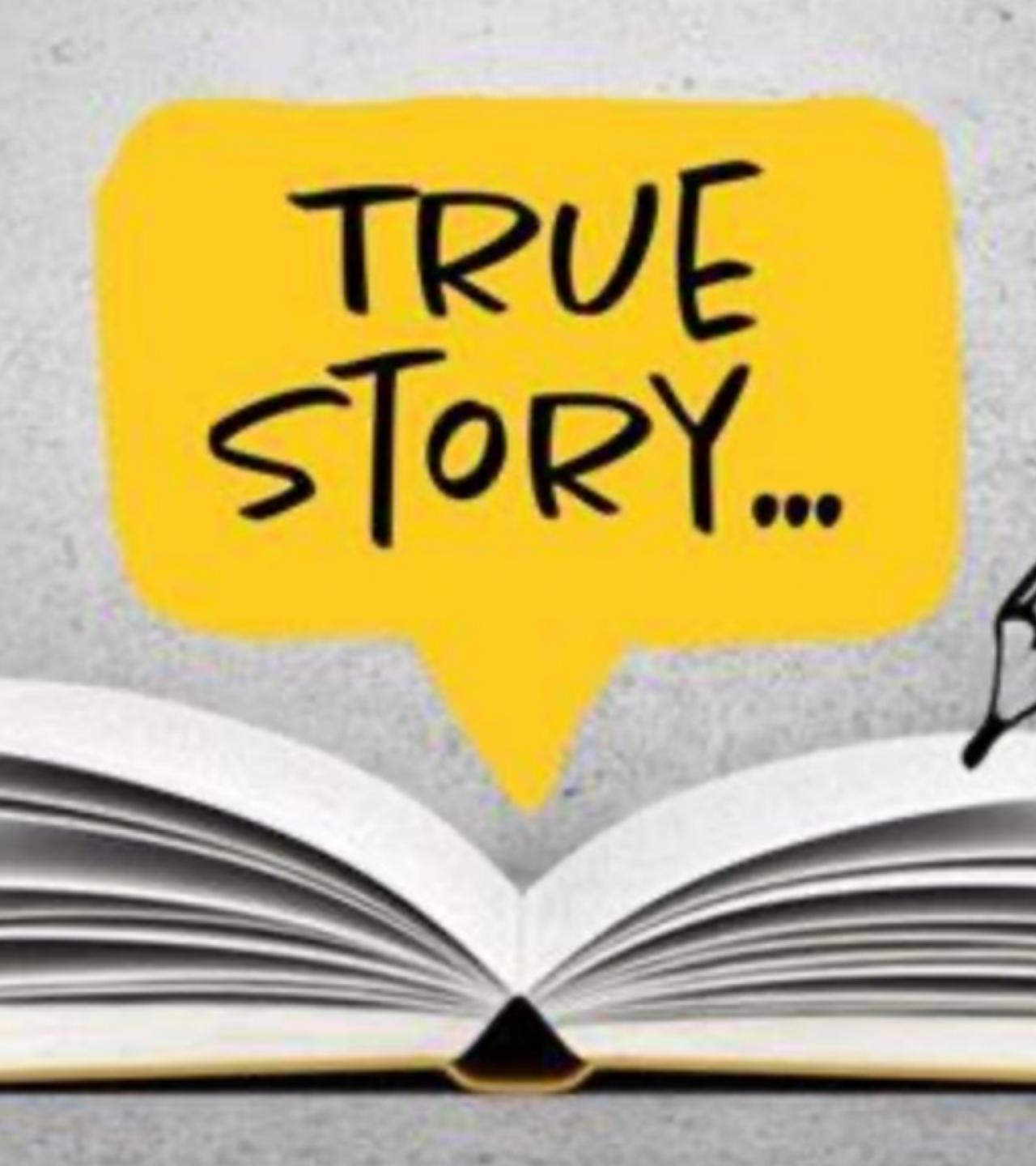


# Here is 40 Year Formula...

**Passionate Idea + Lean Startup = Success**

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





TRUE  
STORY...



Entrepreneurship  
Journey Began...







# Long Story, Short...

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## 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



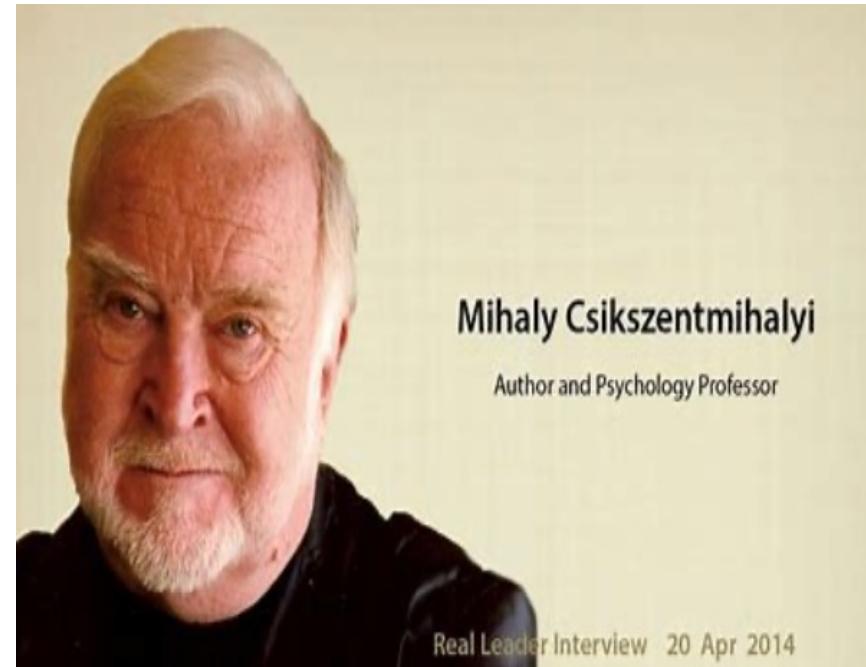
**Passion leads to belief which translates into positive expectation**

**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 –
  - Discovery*
  - Concept Development*
  - Resourcing*
  - Actualization*
  - 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
- 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Thoughts In Order
- Your favorite Interest, Hobby, Class  
Sport, Value, Strength



# The Lifestyle

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“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



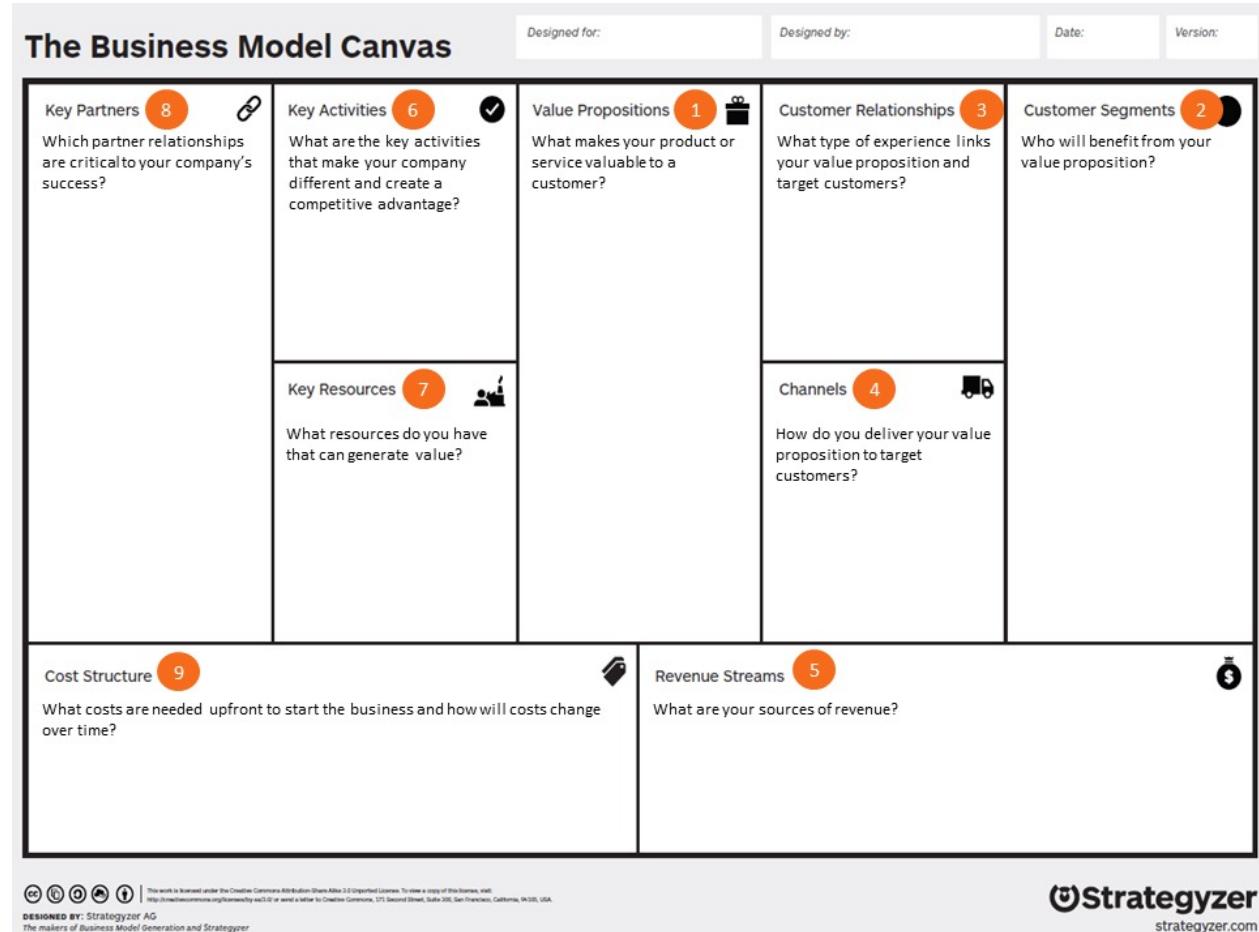
# Benefits of Lean Startup

## Questioning of End-User

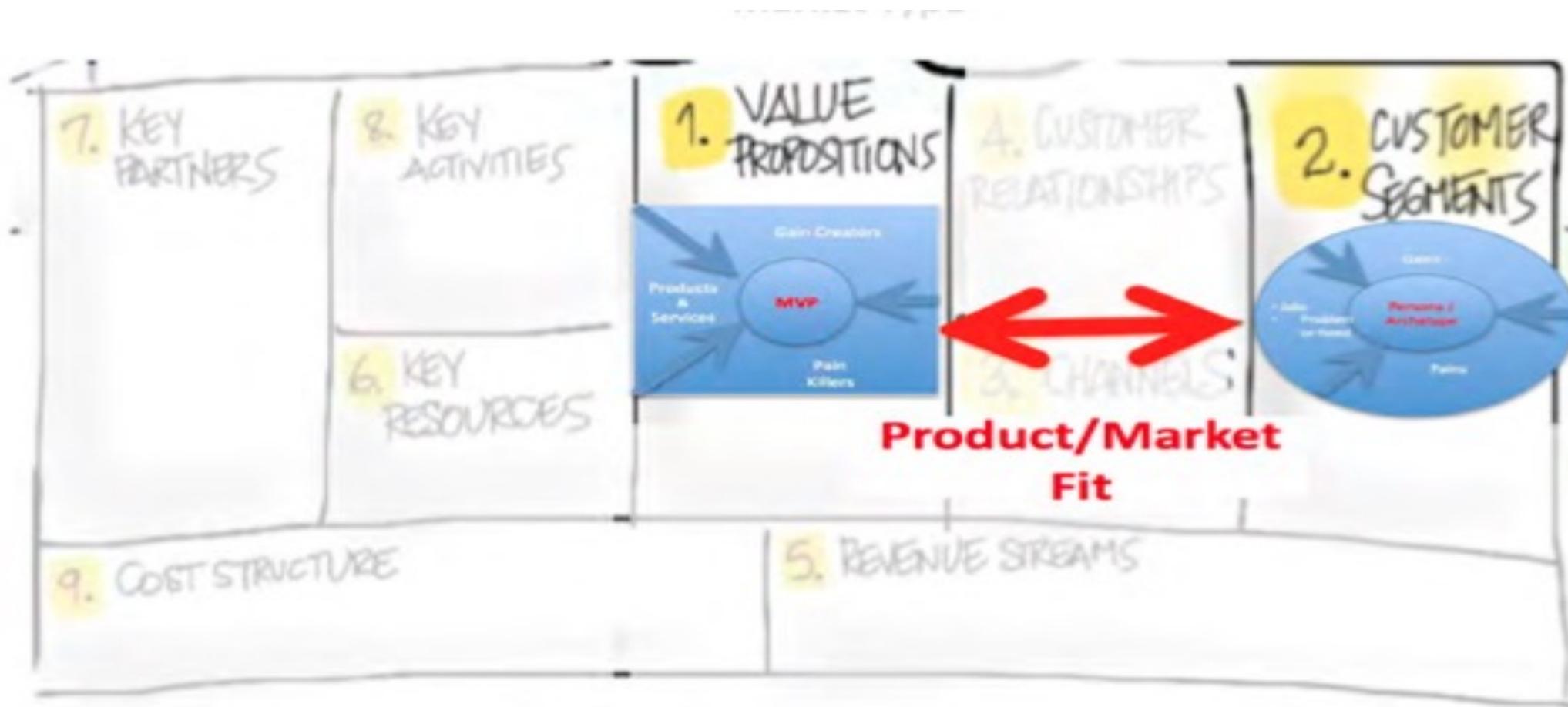
# Primary Tool of Lean Startup, Business Model Canvas

## 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



# 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**

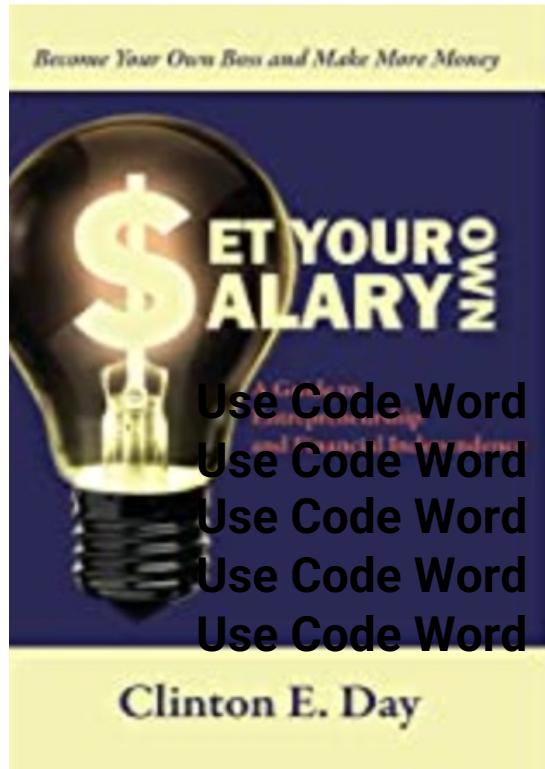
**Join TREP Club for Coaching, Team Members and Mentoring**

**One Stop, Startup Hub Site**  
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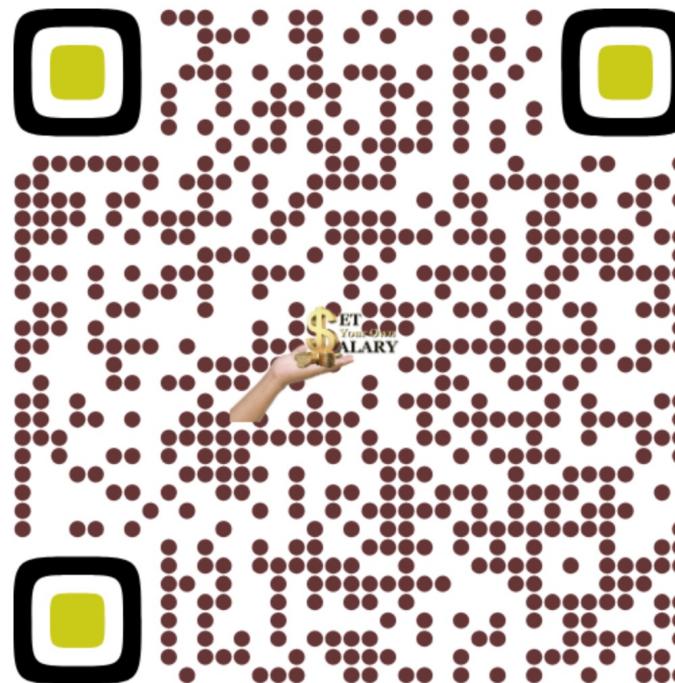


# Free Entrepreneurship Book

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Use QR Code

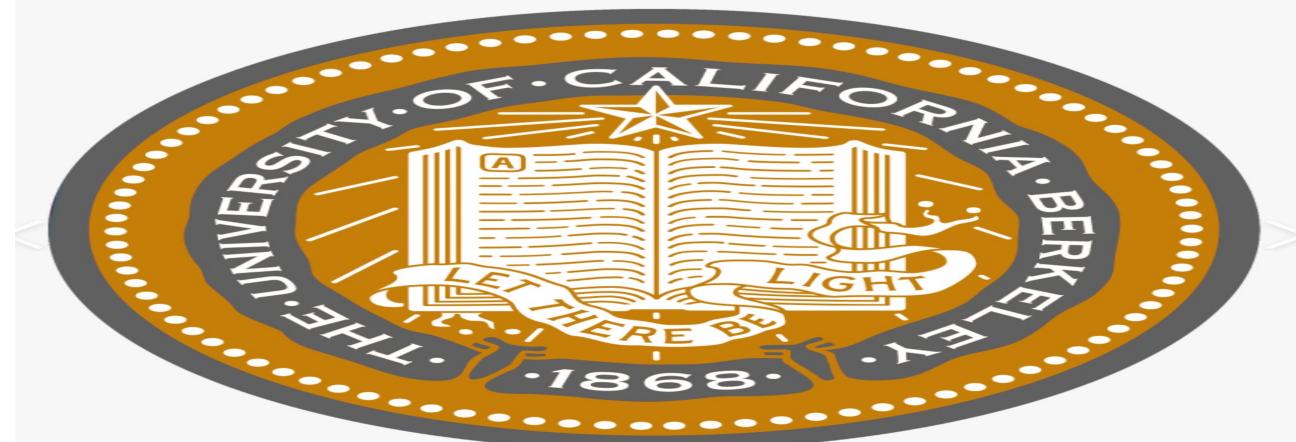


Enter Email & Use Code Word "Vegas"

# 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, CEDay, 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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# The Lifestyle

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By Providing a  
Product or Service  
that Helps Others

“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.”