



WHY ENTREPRENEURS FAIL

TECH RANCH
AUSTIN

@kkoym @techranch

Tech Ranch Austin 

Saturday, June 25, 2011

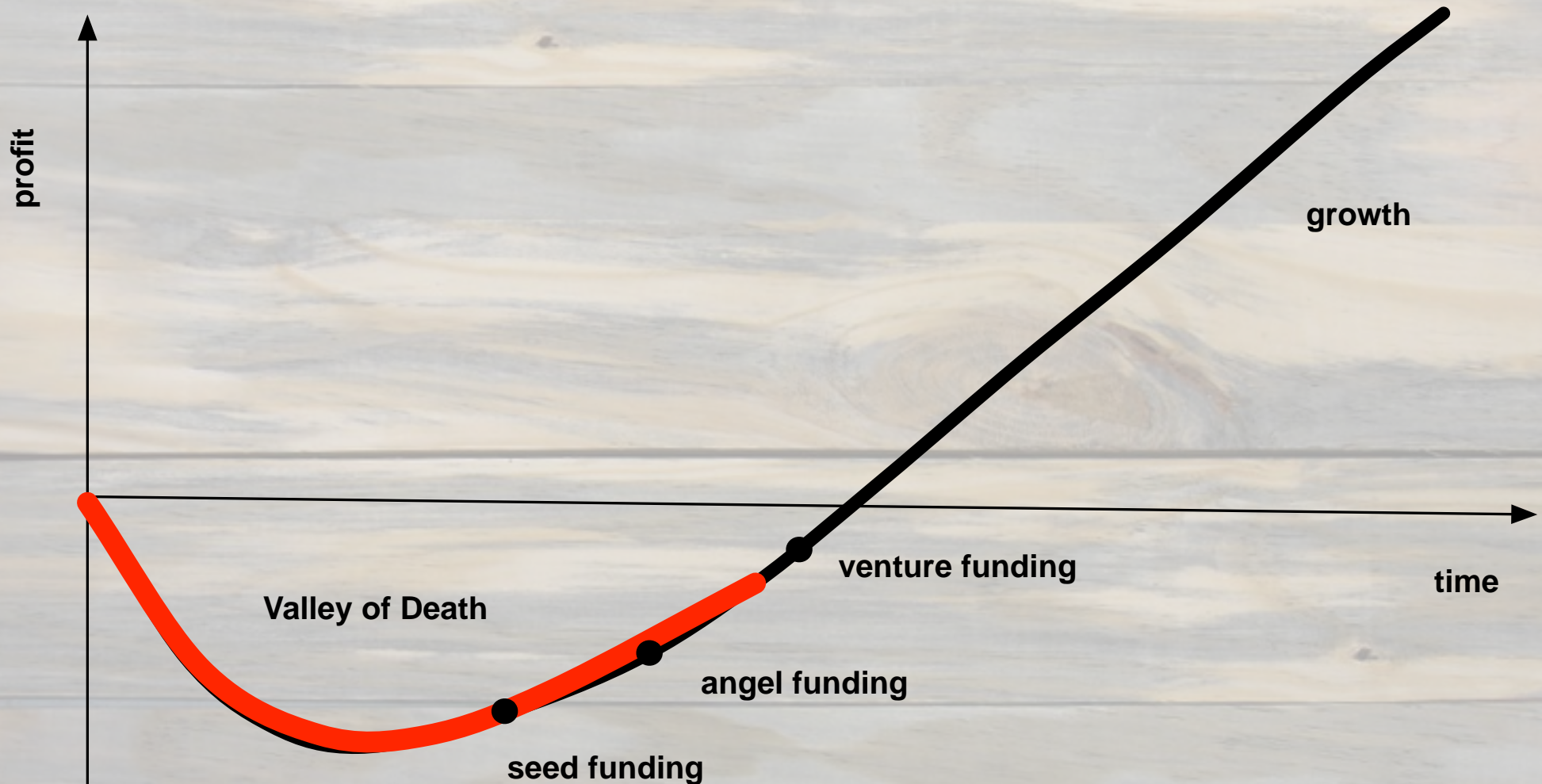
The Wall Street Journal



“The Next American Frontier”

MAY 19, 2008

The Venture Valley of Death



THE ENEMY?

COMPETITION

CASHFLOW

The Reality:

Unknown customer


Unproven product

Market not validated

Story #1



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The Perception



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The Real Problem

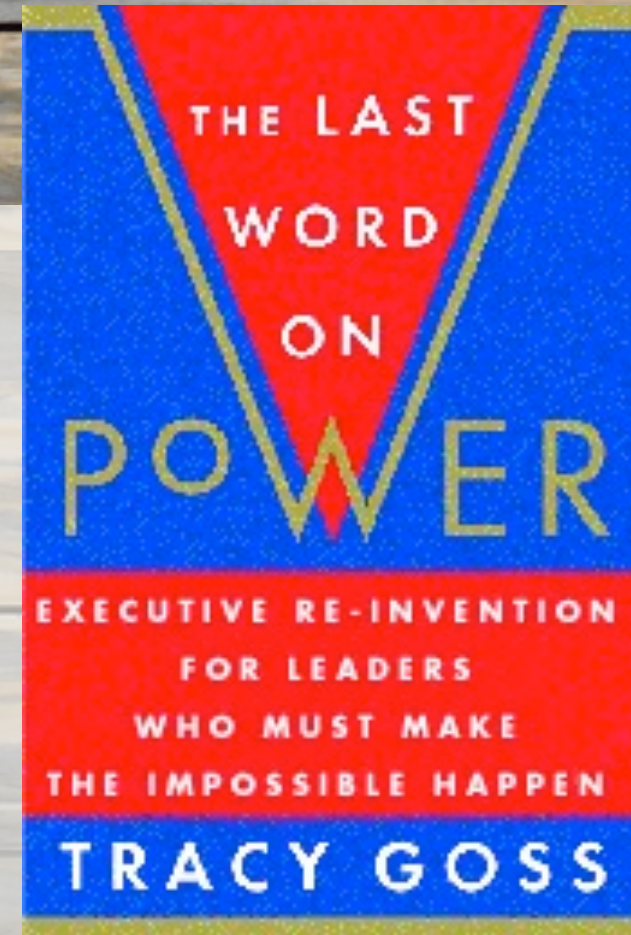
© Ed O'Keeffe



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The Reinvention Roller Coaster: Risking the Present for a Powerful Future

Story #2



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KILLER #2



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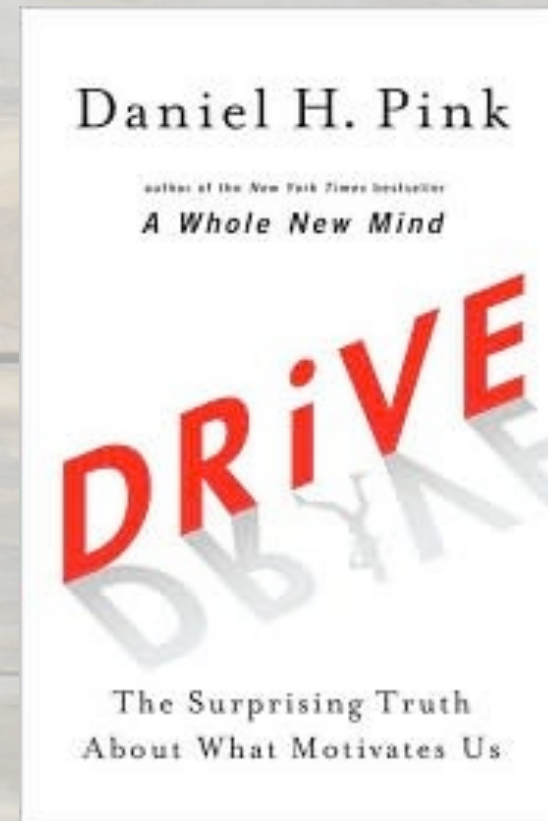
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Combine these:



Three Elements of Motivation

Autonomy
Mastery
Purpose



theWARofART

Break Through the Blocks
and Win Your
Inner Creative Battles



STEVEN PRESSFIELD

"A real gem...a kick in the ass" —Gigamonster

© 2007 by Steven Pressfield

You've Got to Go Pro

Story #3



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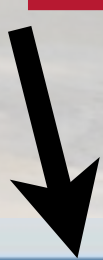
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Picking a fight you can't win



NEEDED



HOME

HOW TOs

VIDEOS

SHARE

COMMUNITY

MY PROFILE



EXTRA

CUSTOMER FOCUSED DELIVERY

DEMO



SELL



BUILD

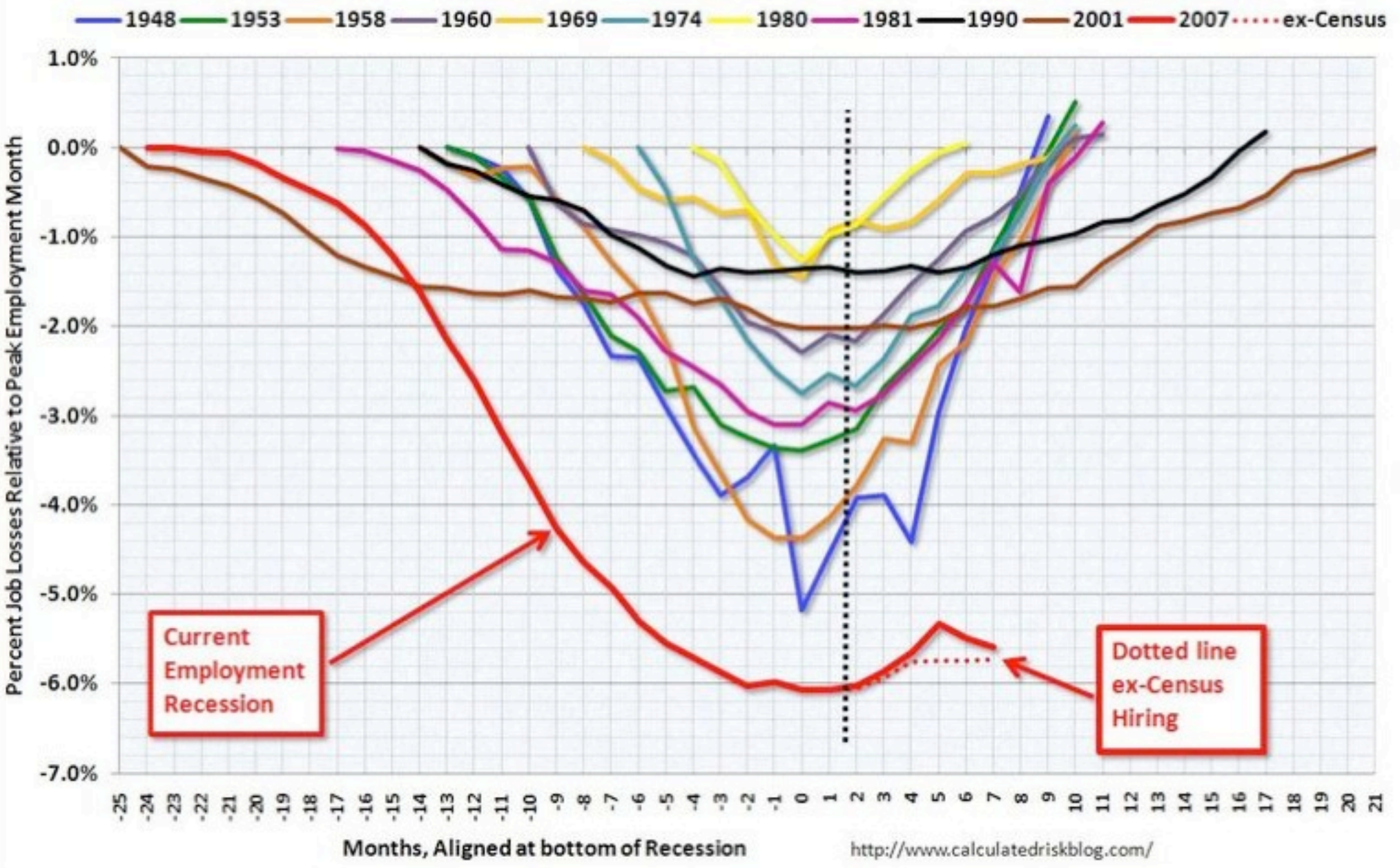
The Four Steps to the Epiphany

*Successful Strategies for
Products that Win*



Steven Gary Blank

Percent Job Losses in Post WWII Recessions, aligned at maximum job losses



<http://www.calculatedriskblog.com/>

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to start a startup**

**We're here to help
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JOIN OUR CAMPFIRE
Next Friday 3:30 pm

LIFE

