

# Entrepreneurial Mindset



Always ask "why?" and "what if..." to seek new and creative ways of learning and doing



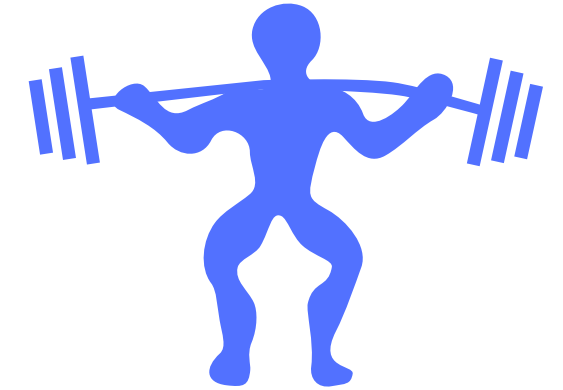
Recognize your potential to learn and accomplish anything you work hard to achieve



Dare to step out of your comfort zone to accomplish great things



Learn to work through failure to create solutions for the problems you are passionate about



Actively observe, identify, and act on circumstances where you can innovate or solve a problem



Proactively develop creative solutions to the problems around you



Learn to work through difficult moments and view failure as an opportunity to grow and learn something new



Be confident and hopeful in your ability to innovate and your potential for making an impact



Develop quick and clever ways to overcome challenges (and don't worry, you can always iterate!)



Think about other people's needs and feelings keeping these in mind when solving a problem



Make smart changes when challenges arise without losing heart or giving up



# Entrepreneurial Skillset

## 1. CREATIVITY

Being creative means being bold and imaginative and not limiting your thinking to what's already been done.

## 4. OPPORTUNITY ANALYSIS

Entrepreneurs look for and analyze different patterns and trends to see if an idea will be successful and if it's the right time to get started.

## 7. PROTOTYPING

Entrepreneurs create prototypes—simple models to explain their idea, get feedback, and learn how their product can be improved.

## 2. TEAMWORK

It's rare for someone to accomplish great things by themselves—seek out teams with diverse perspectives, skills, and talents!

## 5. MARKET RESEARCH AND CUSTOMER VALIDATION

It's important to gather information about your potential users so you can turn your idea into something that they will want!

## 8. BUSINESS MODEL METHODOLOGY

Business models help answer questions like: What will it cost to make your product? What should you charge?

## 10. PUBLIC SPEAKING

When you have opportunities to speak about your idea, you want to do so as effectively as possible (this takes practice!).

## 3. IDEA GENERATION

The key to innovation is to let your mind spread its wings and fly. The more ideas the better—wild and silly ideas welcome!

## 6. DESIGN THINKING

To develop effective solutions, entrepreneurs need to put the user first and seek out feedback in order to design with users in mind.

## 9. PITCHING

Rallying people around your idea is critical! Effective “pitches” to potential users and investors are clear, short and persuasive.