DISRUPTED, NOW WHAT?

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YOU ARE NOW...	...WHO MUST NARROW THE GAP OF...	...AND BECOME AN...	... BY JOINING A ...	... THAT ...
Practice Professional	KNOWING What to Do, When, and Why AND DOING What's Needed Without Being Told	Entrepreneur	Rocket Ship Startup	Scales the Business to a Epic Heights
Senior Executive		Partner	Micro-Business	Searches for Product / Market Fit (Sells Itself)
				Keeps it Local or Small
Business Manager			Professional Practice	Shares the KIll with Partners and Subcontractors
Program Manager		Solo-preneur	Web-leveraged Home Business	Innovates a Breakthrough Business Model
			Exotic Boutique	Keeps Money Just Rolling In
Artisan or Trades		Consultant	Work-an-Hour Paid-for-an Hour Marathon	Always Keeps Selling
			Project-as-Job Interview	Parlaying it into a Full-time Job
Early Career		Contractor	Temp Agency	Keeps You in No-Growth Contracts
			Direct Engagement	Gives You Only 6-month Engagements
Student or Young Adult		Job Seeker	Ranks of the Employed	Results from a Lucky Find
			The Down Shifted	Comes with a Big Pay Cut
			Back-to-Schoolers	Re-skills You for a New Career

STARTUP READY
Where Opportunity Meets Preparation

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Invention
X Commercialization
Innovation

TYPES OF INVENTION
- ✓ Ideas / distinctions
- ✓ Social proofs / group dynamic
- ✓ Techniques / hacks
- ✓ Technology / tools

INNOVATION TYPES
- ✓ Business model
- ✓ Product
- ✓ Process
- ✓ Social

ENGINES OF GROWTH
- ✓ Consumable (repeat sale)
- ✓ Multi-party (transaction fees)
- ✓ Paid (one-time sale)
- ✓ Performance (paid for results)
- ✓ Sticky (subscription with upsell)
- ✓ Viral (monetize with ads)

WHAT DO WE MEAN "INNOVATION"

LESSER — **Value Creation** → GREATER

Small to Medium Enterprise Entrepreneurship
- Local-market trading area
- Family-based
- Little or no innovation
- Primarily services or retail
- Focus on cash flow or independence
- Concentrated ownership (family)
- "Non-tradeable" local jobs
- Little or no external capital
- Linear growth rates

Innovation-driven Enterprise Entrepreneurship
- Global markets
- Team-based
- Leveraged innovation
- Products
- Focus on wealth / world change
- Diverse ownership base
- "Tradeable" non-local jobs
- Diverse external capital base
- Exponential growth rates

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