OVERCOMING FEAR, FINDING SUCCESS, AND BUILDING A MORE WOMEN-FRIENDLY STARTUP COMMUNITY

Lynn Yanyo
Chem E ’81
ISBM
De Novo Ground
Practical Elegance
First Question – interested?
Was it ever this?
Today’s Buzzwords

Invention
Innovation
Entrepreneurism
Start-ups
Incubators

How are these related?
What really matters?

Invention – IP – Patents
Innovation – truly new

Profit and Cash Flow

MAGIC HAPPENS
What really happens

Idea → Prototype

Prototype ← Market Research → Customer Test

“Final” Prototype
Then the real work...

Capital $$$

Make it

Fix it

Market it

Sell it

Profit

Staffing
Supply Chain
Inventory
Regulations
Taxes

Profit
And your biggest challenge?

Money

+ 

TIME

+ 

PEOPLE
What do we need in People?

- Idea Generators
- Prototyping
- Market Research
- Testing
- Customer interactions
- Investor interactions - Pitches
- Manufacturing
- Purchasing
- Marketing
- Financial Acumen
- Legal Acumen

Average Start-up has 3 People
Question 2 – Jack or Team Builder
Look inside Yourself

Lynn’s Theory on Risk Tolerance
Question 3 – Start or Join
Joining?
Do Due Diligence

- People
- Cash flow
- Plan flexibility
- Multiple markets
- Your personal needs
Question 4 – interested?
Overwhelmed?