

Exploring ~~Four~~ Eight Types of Entrepreneurship

Laurie Barkman

SmallDotBig LLC | Stony Hill Advisors | Succession Stories Podcast

Meet Laurie Barkman



- TPR MBA '99
- Adjunct Professor of Entrepreneurship
- 5 corporate, 3 startups
- CEO with an exit
- Marketing + strategy executive
- Founder, SmallDotBig - Pre-M&A Value Building
- Partner, Stony Hill Advisors - M&A for lower middle market
- Host, Succession Stories Podcast

Today's agenda

- 8 Types of Entrepreneurship
- Choosing a Path
- Q&A

***“Success is
liking yourself,
liking what you
do, and liking
how you do it.”***

- Maya Angelou



600 million

Entrepreneurs in the world

20%

of new businesses fail during the first two years

Different types of entrepreneurship

1. Small business

2. Large company

3. Scalable startup

4. Social

5. Innovative

6. Hustler

7. Imitator

8. Buyer

Small Business Entrepreneurship

90%

of US entities are small and medium sized businesses

Small Businesses < 500 employees

- **30.7 million** small businesses in USA
- Account for **64% of new jobs** created
- **550,000 new small biz** launch monthly
- Create **2 out of 3 new jobs**
- Over **half of Americans own or employed by** a small business

Small Business Entrepreneur

Motivations + Incentives

- Be own boss
- Make a profit that supports their family and modest lifestyle
- High personal risk
- Typically hire local employees and/or family members
- Retail, real estate, trades, services, consultants, professionals

Large Company Entrepreneurship

Large company > \$100m revenue

Corporate Startups + Innovation Teams

- Corporate lifecycle
- Executive sponsorship
- Focused teams
- Incremental to transformative innovation
- Corporate Venture
- Build - Buy - Partner



Amazon Lab126

AMAZON LAB126



Gustavo Lopez
General Manager



Mary Beth Green
Chief Innovation Officer



Corporate Entrepreneur + Intrapreneur

Motivations + Incentives

- Innovators motivated to change the world, fix problems, and/or create new and better things
- Rewarded with increased professional freedom, promotions
- Low to moderate risk
- Financial incentives vary, typically different risk/reward model than a traditional startup

Scalable Startup Entrepreneurship

2729 \$11.3B

**# companies raising first-time funding in 2019,
*second highest amount of capital invested on record***

Scalable Startups

- Look for market needs or problems to solve and create solutions
- Funding from venture capitalists
- Hire specialized employees
- Technology-focused
- Seek rapid expansion and big profit returns



Tope Awotona
CEO + Founder



Don Charlton
Founder



Scalable Startup Entrepreneur

Motivations + Incentives

- Achieve vision
- High personal risk
- Get rich, personal financial freedom

Social Entrepreneurship

Social Enterprise

- “Business for good”
- Mission to solve social problems or affect social change
- Combines charitable consciousness with business strategy



Blake Mycoskie
Founder



Jessica Jackley
Co-Founder



John Miles
CEO & Co-Founder



Social Entrepreneur

Motivations + Incentives

- Making a difference is at the heart of being a social entrepreneur
- Care deeply about more than earning a profit

Innovative Entrepreneurship



Bill Gates
Microsoft



Steve Jobs
Apple



Sara Blakely
Spanx

Innovative Entrepreneur

Motivations + Incentives

- Take ideas and turn into business ventures
- Aim to change the way people live for the better
- Very motivated, passionate people

Hustler Entrepreneurship



Gary "Vee" Vaynerchuk
Vayner Media

Hustler Entrepreneur

Motivations + Incentives

- Start small, bootstrap their way to success
- Amazing work ethic
- Seem to explode onto the scene
- Willing to do what it takes

Imitator Entrepreneurship



Sam Walton
Wal-Mart



Barbara Corcoran
The Corcoran Group



Herman Cain
Godfather's Pizza

Imitator Entrepreneur

Motivations + Incentives

- Find business models and industries with potential
- Learn from past mistakes
- Capitalize on measurable demand and customer base
- Highly determined

Buyer Entrepreneurship



Chris Cynkar
Franchise Consultant



Len Caric
Uncle Charley's
Sausage



Jamie Van Buren
GT Entrepreneurs

Buyer Entrepreneur

Motivations + Incentives

- Buy into proven businesses
- Active in operations
- Focus on expanding market share
- Moderate risk

Choosing your path

What is motivating you to be an entrepreneur?

55%

Percent of respondents who said the biggest motivation for opening your own business is being your own boss.

Find your fit

- who you want to be
- what you want to do
- how you want to feel
- what you want to own
- who you want to associate with

Summary

- Consider your strengths, motivations, and fit for the type of entrepreneur you aspire to be and your risk/reward profile.
- Make time to think. Give yourself permission to struggle with the process.
- Be honest with yourself. If it doesn't feel right to you, it probably isn't.
- Find good partners and advisors along the way.

Laurie Barkman

lbarkman@smalldotbig.com

[LinkedIn/LaurieBarkman](#)

Connect
with me

Follow *Succession Stories Podcast* wherever you listen!

Q&A