

Lessons Learned & Shared from a
Start-up Entrepreneur
by
Fritz@HotSpaces.Net

Customer Solution

Tell an engaging story about your market solution...

Don't ask for investors to invest in just an "Idea"...have a demo product

Profits

Commit to starting & running a profitable business or go home...

Passion

Commit, at a level you never thought possible, to starting & running your own firm ...

Focus

Who are your customers, what are your markets, how do you get repeat business & referrals, what is the perception of your Firm...of YOU, how are your receivables, why do your key employees stay...?

Market Trend

Why will customers buy?

Is your solution compliance driven,
or riding a market wave? What are
the signs the buying trend is
changing and how do you pivot to
stay in business?

Repeat & Future Business

Be absolutely loyal, passionate and supportive to clients, especially the few who make up **80% of profits.**

Lean Team/Lean Build

Hire slow, fire fast, always be interviewing and only hire full time for critical roles – outsource the rest

Show Progress

Don't be stagnant!

Clients, potential investors,
employees, media, etc. – keep them
engaged and show forward progress
of your Firm.

Useful sites

LinkedIn, Answers Section

*

Stanford Entrepreneurial
Thought Leaders, Podcasts

*

Foundation Podcast

*

Jason Calacanis podcasts

Presented By Fritz Eichelberger

CEO of HotSpaces.Net

Fritz@HotSpaces.Net 813.765.6060

Founder of “*Pure & Shameless*” Tech Socials &
HotSpaces.Net, providing Recruiting & Consulting Services
since 1999