

AD

VENTURE



AN **OUTSIDER'S** INSIDE VIEW OF
GETTING AN ENTREPRENEUR TO MARKET

MOIRA VETTER

ADVENTURE

**An Outsider's Inside View Of Getting
An Entrepreneur To Market**

by MOIRA VETTER



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There Is No Truer Adventure Than Enterprise	7
WIIFM	10
So, What Is An Entrepreneur?	19
Vision – The Astronaut	27
Passion – The Miner	39
Speed – The Daredevil	49
Risk – The Navigator	61
Reward – The Mountain Climber	73
Results – The Lion Tamer	85
Growth – The Body Builder	97
Every Ending Is A Beginning	109
About The Author	117

(What's In It For Me?)

WIIFM

**IF YOU
INVEST IN
ENTREPRENEURS**

Entrepreneurs are the engines of industry.

If you are an angel investor or private equity firm, you'll have different motives for investing in a venture. Some of you are interested in betting on the horse itself. Daymond John said that he puts his money on the man, because the man who has one great idea can come up with another one. Some investors, however, particularly the larger PE firms, are interested in one idea or company and not the entrepreneur at all; they may need the idea or assets for a broader portfolio objective. No matter which, this book can help you get in and get return on your investment sooner.

Regardless of your investment reasoning, there will invariably be an entrepreneur in the company you invest in. And that entrepreneur is a unique animal. You may be one and understand perfectly the mindset that drives a creator and assembler of things or people.

What is most important, and what this book can help with, is understanding how important and diverse the teams around the entrepreneur are and how they change in different settings. You will see the attributes identified in your entrepreneurs. You will likely see the dynamics described and the challenges they pose for the teams that surround them. This book can help with much more than understanding the situation, but understanding is the first key to making progress.

You want a return. You will get that return faster if you are able to assess not only the value of the current entrepreneur, brand, team and company...but also the challenges and timeline you've set aside for transforming the asset (the man or the machine) into what you want it to be. The quicker you can find partners who understand not only your goals, but what must happen to achieve success given the dynamics of the organism in your hands, the sooner you can realize that valuation and earn your return.

This book can help you see what DNA exists in your entrepreneur and the challenges they are facing based on organizational dynamics so you can help them be more effective. While every investment and every entrepreneur is special—as the old saying goes,

**“EVERYONE
AND NO ONE
IS SPECIAL.”**

History does repeat itself and many of the patterns described in this book can help you quickly identify challenges, the potential path to success and the partners you need to help you achieve it.

THIS MATERIAL IS EXCERPTED FROM
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OF GETTING AN ENTREPRENEUR TO MARKET**
BY MOIRA VETTER.

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