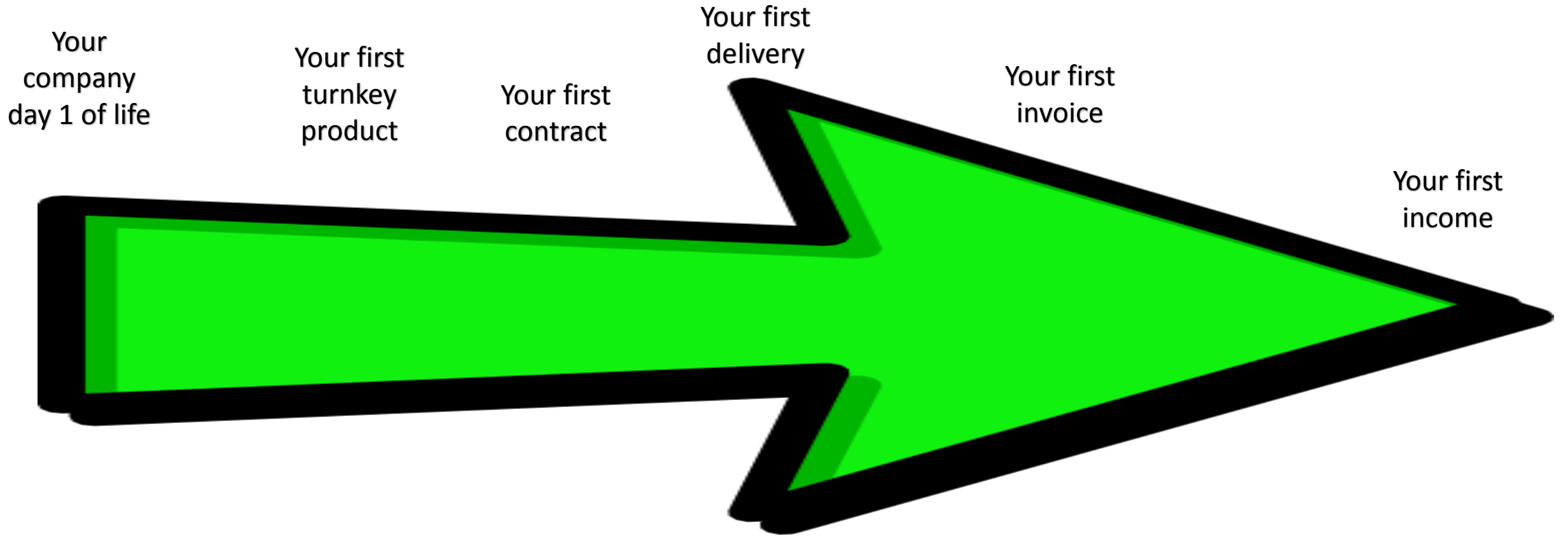
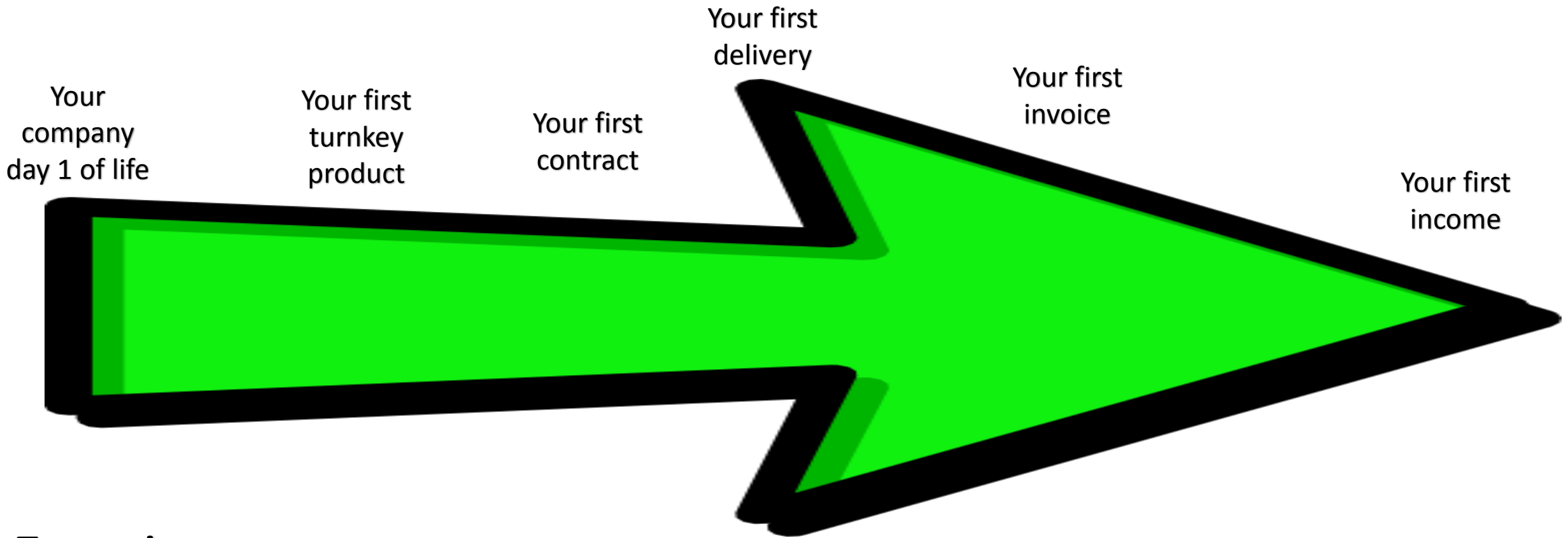


What is the key variable that the
Business Plan Canvas ignores?



Time...and time is money



Exercise

1. A realistic timeline

2. Based on that please answer the following questions

- a. What is going to be your salary and the one of your company mates?
- b. How much cash are you going to burn until you get your first income?
- c. What is the price of your product?

Some of the things I learned (the hard way)

An entrepreneur is someone doing boring stuff while dreaming.

The best client is not the one to become, but the one you got already.

It is expensive serving two kings at the same time (e.g. business development and project execution).

A start-up has toilet paper if you put it there.

Failing fast doesn't mean giving up in front of the first difficulty.

"Everybody has a plan until they get punched in the mouth." (Mike Tyson, great strategist).

If the coffee machine is an unsustainable overhead...it is time to pull off the plug.