

TYE –SESSION 1 – THINK

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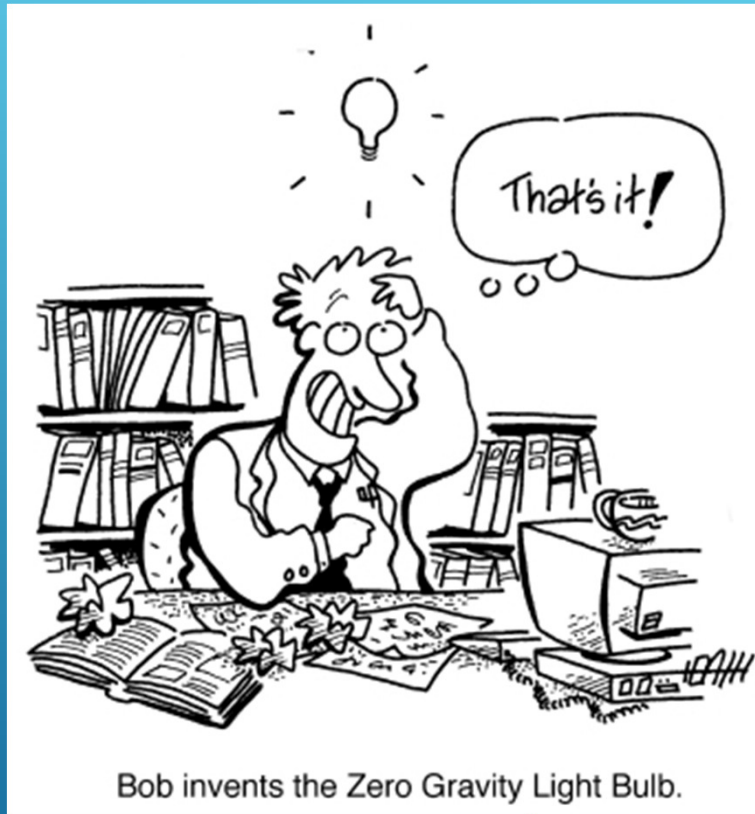
- ▶ Cofounder at Experion Technologies.
 - ▶ Software products (FieldMax, xPort)
 - ▶ Provide product engineering services for our customers.
 - ▶ Mobile, Web, IoT, Cloud and Analytics.

YOURS TRULY

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- ▶ Converting an idea into a profitable business.

WHAT IS ENTREPRENEURSHIP ?



Bob invents the Zero Gravity Light Bulb.

▶ **What frustrates you?**

- ▶ BookRenter (2007)- A frustrated student. Lack of access to cheap textbooks.

▶ **What concerns you?**

- ▶ Ivory poaching---→ Whitenife
- ▶ Lack of drinking water → Charity: Water (Scott Harrison)

▶ **Find a niche need**

- ▶ Hot Picks (2003) – collectible guitar picks. 1000 stores and growing.

▶ **Find a category lacking recent innovations:**

- ▶ Example : Method

▶ **Can we make a cheaper version of an existing product ?**


- ▶ Warby Parker (2010). NY based. Sells eyeglass at one third price. Employs 100+ employees today

WHERE IDEAS “COME FROM”

- ▶ More sagely advice..
 - ▶ Walk (yes, long walks provide ideas)
 - ▶ Weird places
 - ▶ Meditate
 - ▶ Talk to shoppers...and other sources for ideas

WHERE IDEAS COME FROM

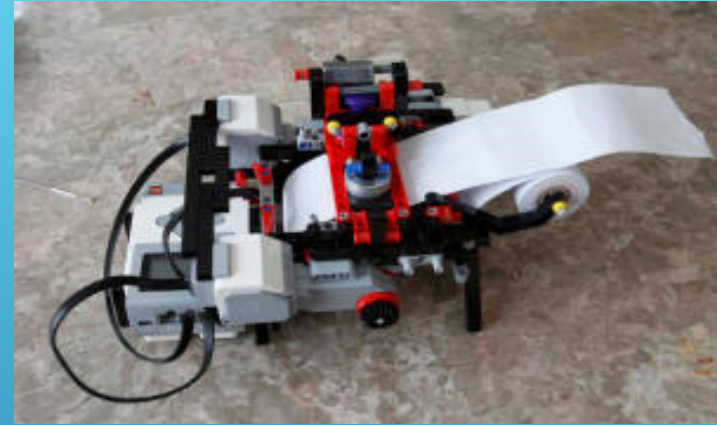
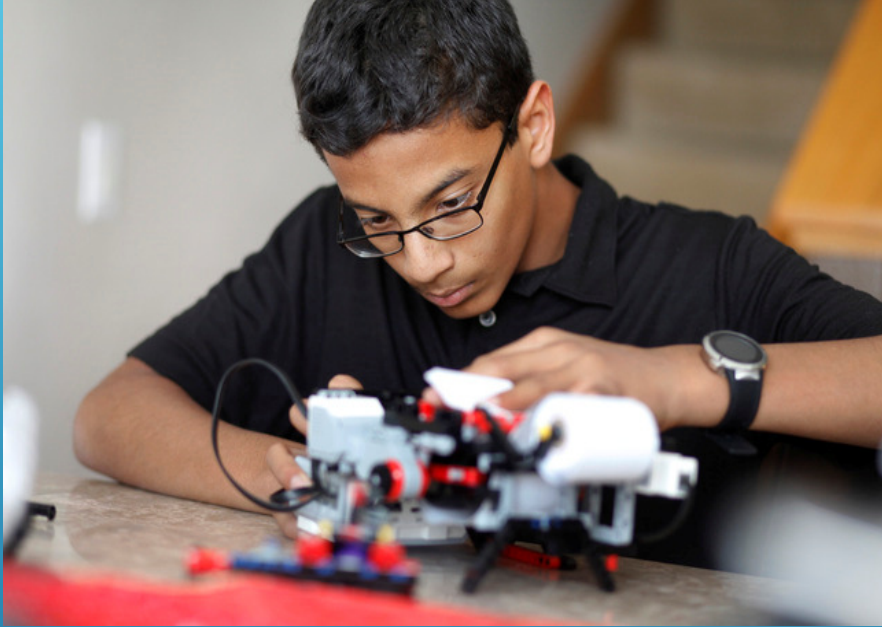
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- ▶ Unclaimed Baggage
 - ▶ FlightCar
 - ▶ iLumi
 - ▶ Vinli
 - ▶ Uship
- 

- ▶ Nick D' Aloiso – 15 years- Summly (sold to Yahoo for \$30 million)
- ▶ Moziah Bridges – 11 years (Mo's Bows)
- ▶ Leanna Archer – 17 years (Leanna's Hair)
- ▶ Shubham Banerjee- 13 years (Braille Printer Labs)

THOSE RISING STARS

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BRAILLE BOY AT WORK

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=
N7FU5UCVQSS](https://www.youtube.com/watch?v=N7FU5UCVQSS)



Noah Stryker (Author and ornithologist)

Moustapha Akkad (Lion of the Desert)

Gary Slutkin (Cure Violence)

Malcolm Gladwell

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- ▶ Wired for Care- Dev Patnaik
- ▶ Made to Stick- Chip Heath and Dan Heath
- ▶ Brilliant Crazy Cocky- Sarah Palin
- ▶ A Path Appears- Nicholas Kristoff
- ▶ Unthinking - Harry Beckwith

FEW BOOKS