DISRUPTED, NOW WHAT?

YOU ARE NOW... WHO MUST NARROW THE GAP OF... AND BECOME AN... BY JOINING A... THAT...

Practice Professional
Senior Executive
Business Manager
Program Manager
Artisan or Trades
Early Career
Student or Young Adult
Entrepreneur
Rocket Ship Startup
Micro-Business
Partner
Professional Practice
Solo-preneur
Web-leveraged Home Business
Consultant
Exotic Boutique
Contractor
Work-an-Hour
Job Interview
Temp Agency
Direct Engagement
Back-to-Schoolers

KNOWING What to Do, When, and Why
DOING What's Needed Without Being Told

Types of Invention:
- Ideas / distinctions
- Social proofs / group dynamic
- Techniques / hacks
- Technology / tools

Innovation Types:
- Business model
- Product
- Process
- Social

Engines of Growth:
- Consumable (repeat sale)
- Multi-party (transaction fees)
- Paid (one-time sale)
- Performance (paid for results)
- Sticky (subscription with upsell)
- Viral (monetize with ads)

WHAT DO WE MEAN "INNOVATION"

Lesser Value Creation Greater

Small to Medium Enterprise Entrepreneurship
- Local-market trading area
- Family-based
- Little or no innovation
- Primarily services or retail
- Focus on cash flow or independence
- Concentrated ownership (family)
- "Non-tradeable" local jobs
- Little or no external capital
- Linear growth rates

Innovation-driven Enterprise Entrepreneurship
- Global markets
- Team-based
- Leveraged innovation
- Products
- Focus on wealth / world change
- Diverse ownership base
- "Tradeable" non-local jobs
- Diverse external capital base
- Exponential growth rates

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MORE @ http://startupready.net

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