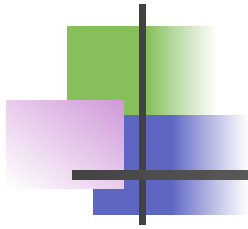


The New Entrepreneur



New Rules for the New Era of Innovation and Entrepreneurship

Bill Reichert
Managing Director
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Fermenting Innovation





The Pace of Innovation

“The pace of innovation is accelerating at an exponential rate.”

“The cumulative knowledge of mankind is doubling every four years.”



The Pace of Innovation . . .

If this were true ...

- The common cold would be cured
- My battery would last longer
- My cell phone wouldn't drop calls
- My car would get 100 mpg
- Energy would be cheap and clean.



Predicting the Future

“The future ain’t what it used to be!”

-- Yogi Berra

. . . Hint: It’s not about technology



The Engine of Progress

“The reasonable man adapts himself to the world;

the unreasonable one persists in trying to adapt the world to himself.

Therefore, all progress depends on the unreasonable man.”

-- George Bernard Shaw



Reasonable or Unreasonable?





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Top Ten New Rules for Unreasonable Success



1. Fundamental Objective

Old Rule:

- Make money

New Rule:

- Create value



2. Getting Started

Old Rule:

- Brilliant founder

New Rule:

- Brilliant team



The Brilliant Team . . .

A Parable:

- The Optimist, the Pessimist, and the Engineer



3. Management Style

Old Rule:

- Plan the work, work the plan

New Rule:

- Plan as you go



3. Management Style . . .

Garage 24 Hour Rule:

- You should only take 24 hours to develop your plan before you go out and start testing it



4. Focus

Old Rule:

- Failure is not an option

New Rule:

- Failure is a requirement



5. Business Model

Old Rule:

- Raise venture capital

New Rule:

- Bootstrap



6. Foundation of Innovation

Old Rule:

- Good old Yankee know-how

New Rule:

- Good new Global know-how



7. Competitive Advantage

Old Rule:

- First mover advantage

New Rule:

- Fast adaptor advantage



8. Marketing Strategy

Old Rule:

- Build it and they will come

New Rule:

- If they come we will build it



9. Pace of Change

Old Rule:

- The pace of change is accelerating

New Rule:

- Change takes time



Pace of Change . . .

Progress is slower than we think:

- Energy
- Software
- Bandwidth
- Medicine
- Transportation
- Television.



10. Source of Innovation

Old Rule:

- Technology drives innovation

New Rule:

- People trump technology



Bonus: Pitching to Investors

Old Rule:

- It's about the ROI

New Rule:

- It's about LOVE



Top Ten New Rules

1. Create value
2. It's all about the team
3. Plan as you go
4. Fail early and often
5. Learn to bootstrap
6. Go global day one
7. Be a fast adaptor
8. Build your business outside in
9. Be realistic about pace of adoption
10. People trump technology



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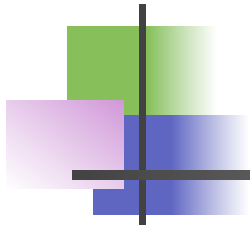
For questions, comments, or slides:

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Resources:

- Garage website: www.garage.com
- “**Art of the Start**,” the classic book
- “**Enchantment**,” the new book

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