

It's All About You - and Your Team

The entrepreneurship world it's all about you. Why you? What's good about you? And if nothing good about you other than you are the one with the idea, who do you surround yourself with, and how are you going to get them, again first hire. But you show us how great you are, show us your creativity, your work ethic, grantee they'll ask you to show more. If you're not great what do you need to do? Pretend, good I do that on a regular basic. What else? Act like your grade, do it, Jedi mind tricks similar to pretending. Get people who support you, get other people to speak on your behalf, if you're not intellectual property person bring that person up as a part of your pitch, and show them off as your leaders. If you're not good at finance bring in a good finance person who can rattle off the number in support of you. Pretending sometime is different from lying, but acting if you know what you're doing gets you a long way to doing it.