

Subject Relevance

Entrepreneurs often start out without a clear vision, or understanding of their goal or knowledge of what they really want to achieve. When this happens, purpose often translates to financial goals such as minimum profitability and/or company valuation. But making money is not the purpose of a business. Money is simply fuel that allows a business to go places.

Meaningful success in business requires entrepreneurs to combine passion with work. Chasing money may bring short-term satisfaction but over the longer term, the pursuit proves hollow if it not linked to a personal cause. Increasingly, social enterprises with clear purpose are drawing entrepreneurial attention. The key for these organisations is to attract sustainable funds.

In this Episode...

What Startup Success really means
Entrepreneurial fulfilment and meaning
The value of money and giving first
Scaling socially conscious enterprises

**STARTUP
SURVIVAL
STARTS HERE...**

Podcast – Content & Learning Outcomes

By listening to this podcast, people learn how to go about finding entrepreneurial success and what success really means. The episode includes two interviews with entrepreneurs, George Deriso and Meg Pagani.

Former Apple employee, George, is a serial entrepreneur who as a result of being in New York on 9/11 decided to stop chasing money and start chasing meaning. Returning to his home-town (Boulder, Colorado) George started working for the local university, teaching students about start-up and entrepreneurship. For 4 years George chose to work (give) as a volunteer and as a result developed his own style of teaching that focuses primarily on working with the individual. George's words help to conclude the final episode by defining what he believes to be the '2 flavours' of start-up success.

TedX speaker & former professional volleyball player (Meg Pagani) shares her work with 'Impacton', an organisation which helps to develop and scale socially conscious ideas around the world. Meg talks about Impacton and how it decentralises and accelerates the global reach of best

practices, bringing together knowledge transfer, technology and sustainable development.

To understand our own personal entrepreneurial passions and find success, Meg recommends that all startups tune into themselves and listen to the signs, signals and codes that only they can hear.

This episode includes the poem 'Journey' (a creative piece all about entrepreneurship) and also references important texts by Carol Dweck and Angela Duckworth.

Finally, the book recommendation for this episode is 'Give and Take' by Adam Grant. As a fitting finale to the series, this book analyses society 'givers', 'takers' and 'matchers' and demonstrates how and why the power of giving first is a trait success-seeking entrepreneurs should adopt.

If you have any other queries, get in touch. Meantime, go well. Peter.
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