Right Place! Right Time! --- Is there a?

- Yes and No
  - Be prepared, good enough is enough, juggling, uncertainty
  - Maslow’s hierarchy of needs
  - Events are happening all the time (Birthday problem)

- Activation energy
  - Swedish Scientist – minimum energy put into a chemical system for a chemical reaction to happen (Svante Arrhenius)

- Risk vs Reward
  - Every cloud has a silver lining
  - Learn far more from failures, but don’t make the same mistake twice
Entrepreneurial alertness (Kirzner)

Intentionality
Alertness
Self belief and confidence
Meet and network with people – build social capital
Circumstances (Silicon Valley – Silicon Fen?)
Family support
Develop skills and commercial know how
This means – when the time is “ripe”; when the idea “feels right”;
You will jump on it…and that is when people label the event as luck….But can luck visit you unless you are prepared?
It is a journey and a cake

• Un-met need or gap in the market
  • Entrepreneurs are looking for a difference
    • Cheaper, faster, smaller, more features, different business model

• Learn from different approaches
  • Commonalities as well as differences

• Journey starts with the first step
  • Destination can change

• The cloud had a sliver lining

• Matthew – what was your journey and what was your cake recipe?