

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?**