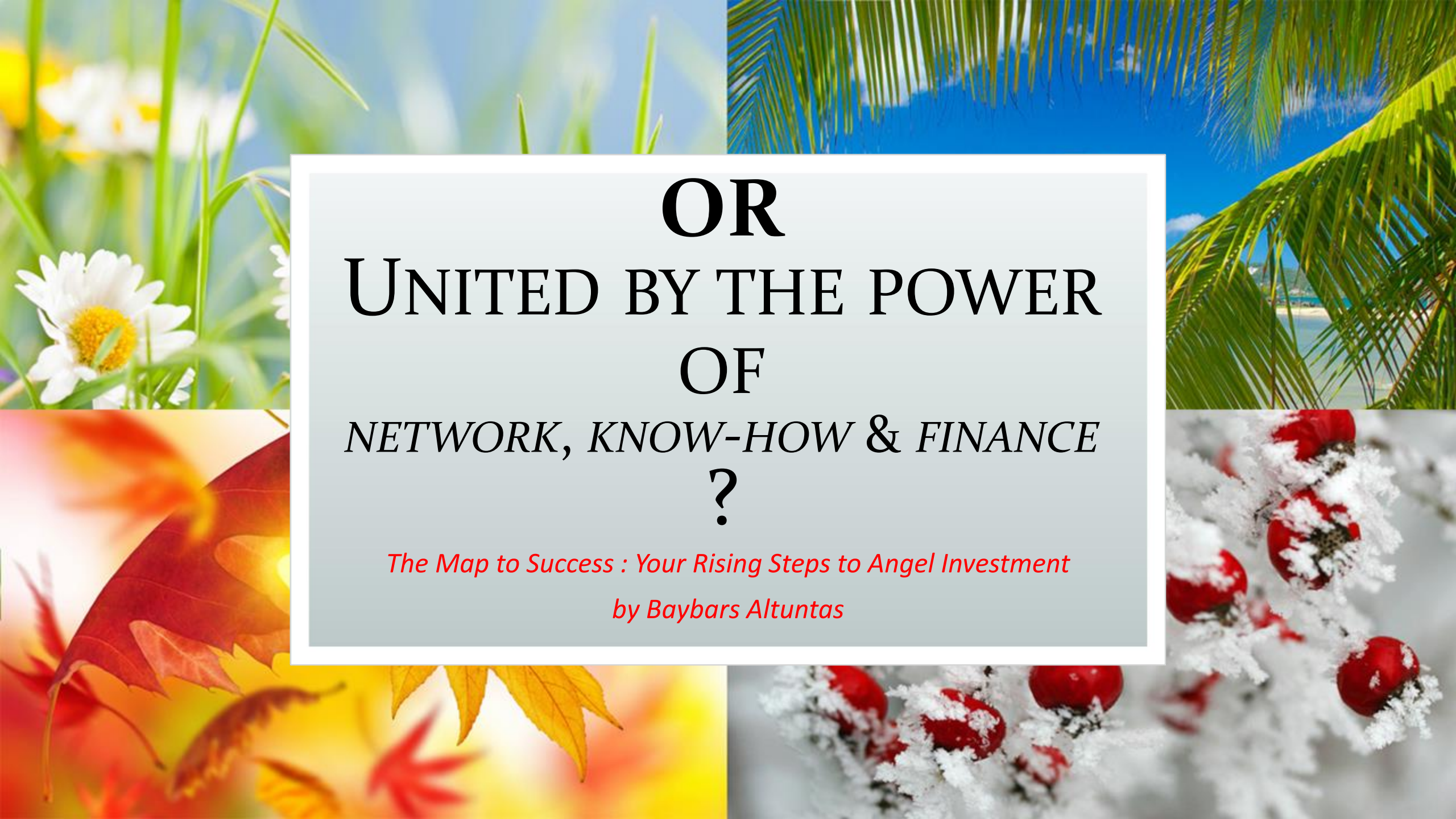




JUST
UNITED BY THE
POWER OF IDEAS ?



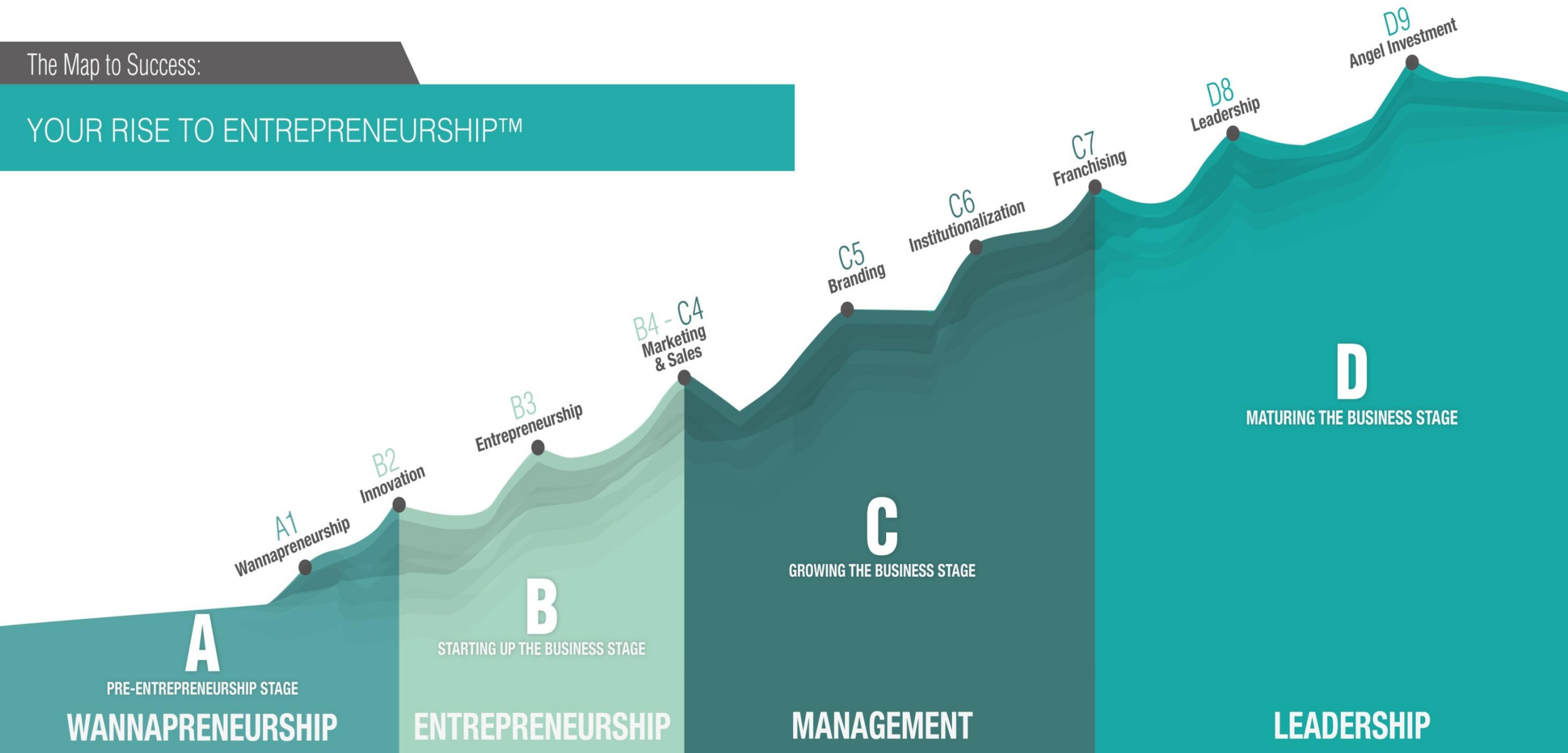
OR UNITED BY THE POWER OF *NETWORK, KNOW-HOW & FINANCE* ?

The Map to Success : Your Rising Steps to Angel Investment
by Baybars Altuntas



The Map to Success:

YOUR RISE TO ENTREPRENEURSHIP™



Hi !
I am living in
Serbia. I
wanna be an
Entrepreneur !



Fix

Things Up

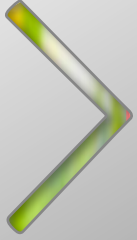


WANNAPRENEURSHIP



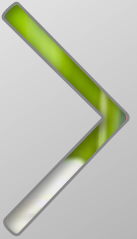
Step 1 : Wannapreneurship

1



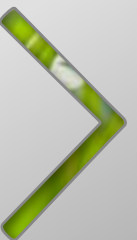
Look around for opportunities

2



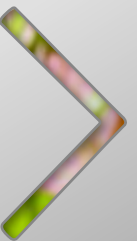
Develop business idea

3

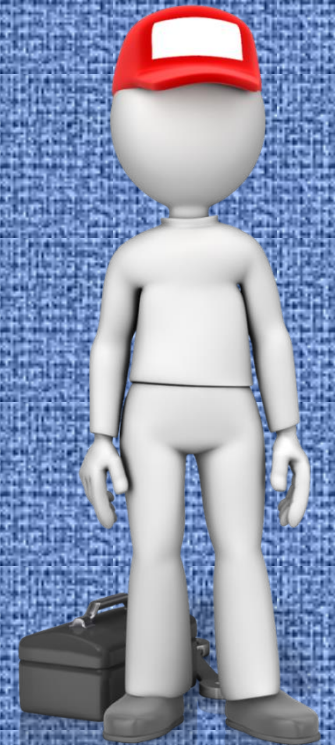


Develop business plan

4

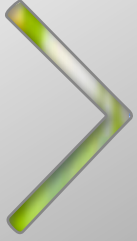


Develop business model



Step 1 : Wannapreneurship

5



Smell money



ENTREPRENEURSHIP



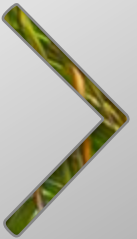
Step 2 : Innovation

6



Develop an innovative idea or assign an innovation to a product or service

7



Define your competitive advantage in the market



Step 3 : Entrepreneurship

8



Calculate your risk

9



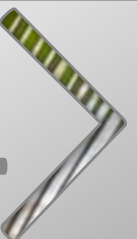
Ask: What do you have to lose?

10



Don't ask: What can I gain?

11



Ask everybody, but you decide!



Step 3 : Entrepreneurship

12



Develop your Plan B

13



Find the correct location

14



Find correct branding that can potentially open new doors in the future

15



Find the correct staff



Step 3 : Entrepreneurship

16



Trust yourself!

17



Set up your own company



Step 4 : Marketing & Sales



18

Find the correct price for your service or product

19

Find the correct channels to reach your client with a minimum budget

20

Develop a super slogan

21

Develop a marketing plan

Step 4 : Marketing & Sales

22



Develop a super sales team



MANAGEMENT



Step 5 : Branding

23



Care for your customer

24



Care for your staff

25



Give more than you promise to customers and staff

26



Develop an excellent customer service process



Step 5 : Branding

27



Keep track of who uses your branding and how it is used

Step 6 : Institutionalization

28



Develop your management skills

29



Develop an organizational structure

30



Define business objectives of your staff

31



Develop a powerful HR department

Step 6 : Institutionalization

32

Care about cash flow more than ever

33

Develop your company's manual

34

Get consulting services for HR, finance, accounting, branding, institutionalization

Step 7 : Franchising

35

Set up a franchising department

36

Develop a sample simulation for would-be-franchisees

37

Determine your standards

38

Prepare a training department to coach new franchisees

Step 7 : Franchising

39

Develop a franchise agreement according to legal requirements in your country

40

Select the correct entrepreneur

41

Monitor the performance of the franchisee

LEADERSHIP



Step 8 : Leadership



42



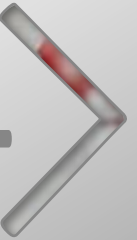
Decide whether to be your own life leader or your company's worker

43



Become a team member

44



Listen to your staff

45



Be patient

Step 8 : Leadership



46

Let them become the leader of what they do in the company

47

Care: giving to the world a piece of what you received from it until now

48

Deal with social responsibility projects

49

Write books

Step 8 : Leadership



50



Give speeches

51



Appear on TV programs

Step 8 : Leadership



52



Use the capability you gained while you differentiated your company from other companies in the market to differentiate yourself from other entrepreneurs.

53



Develop a new brand to support your company's brand. Become a celebrity!

Step 9 : Angel Investment

54



Invest in entrepreneurs, not projects

55



Listen to the pitches carefully

56

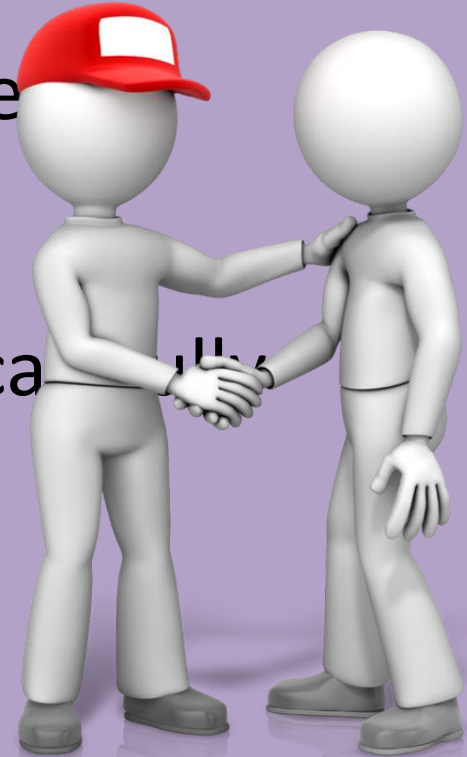


Carry out due diligence carefully

57



Prepare a term sheet



Step 9 : Angel Investment

58



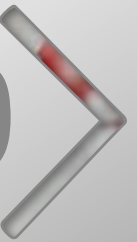
Value the company correctly

59



Know about exit strategies

60

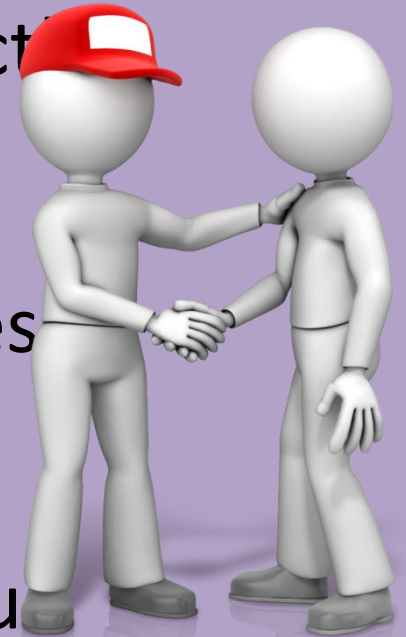


Open your network to your entrepreneur

61



Transfer your business know-how to your entrepreneur



Step 9 : Angel Investment

62



Become his mentor

63



Monitor the investment



MILESTONES OF ENTREPRENEURS



DECISION



MARKETING & SALES



LEADERSHIP OR CEO-SHIP

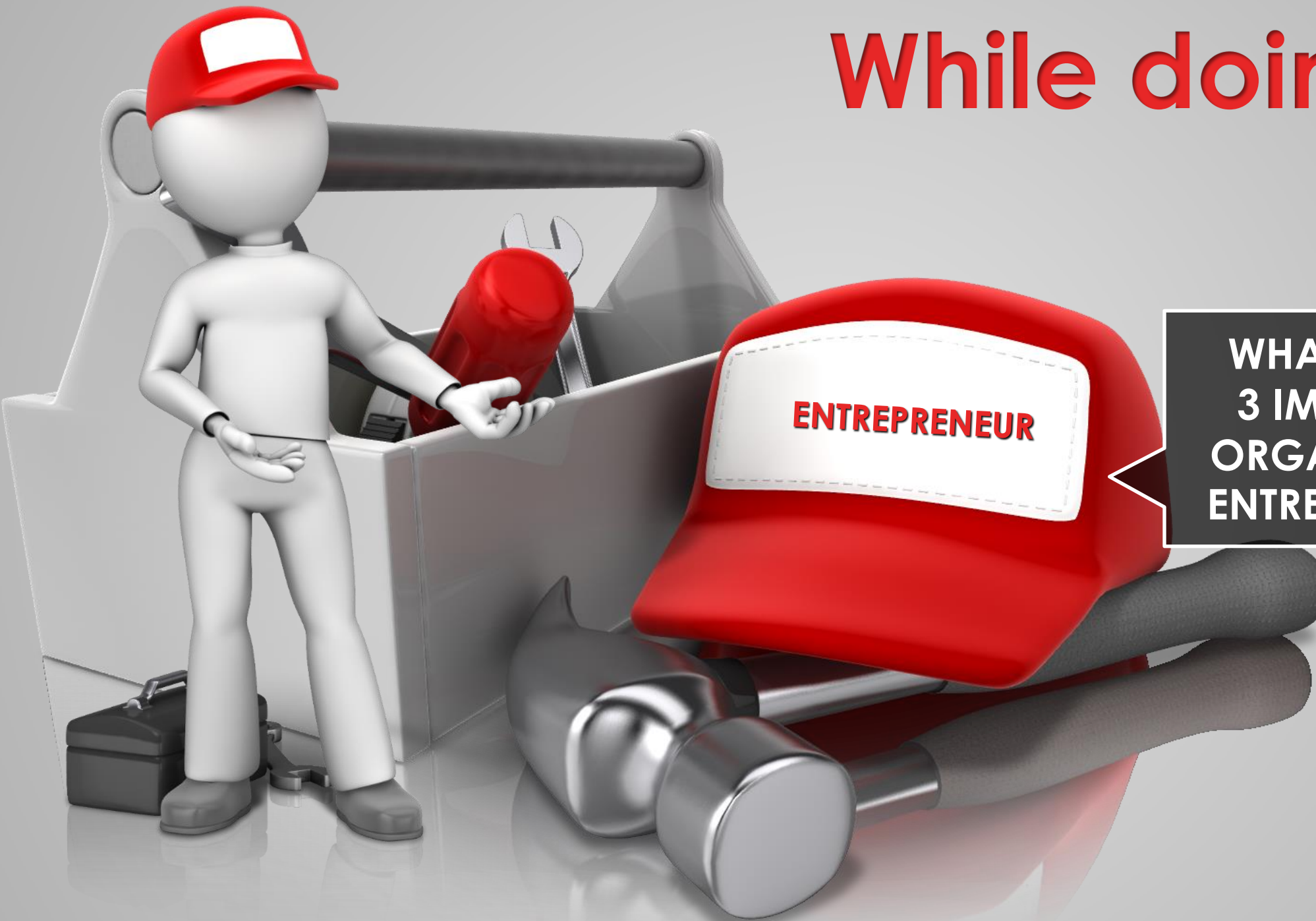
Getting the right tools for the job!



ENTREPRENEUR

DO IT !

While doing it !



WHAT ARE THE
3 IMPORTANT
ORGANS OF AN
ENTREPRENEUR ?

3 IMPORTANT ORGANS OF AN ENTREPRENEUR



EYES



EARS



NOSE

Don' forget my mottos !





EARN FIRST! SPEND LATER!



**REAL ENTREPRENEUR TAKES
REPLACEABLE RISK**



**DON'T MIX DREAMING &
ENTREPRENEURSHIP WITH
EACH OTHER**



LOVE THESE NUMBERS:
7 – 24 - 365

Deadlines

The Map to Success:

YOUR RISE TO ENTREPRENEURSHIP

CONVERTING IDLE
CAPACITY INTO
CASH !

REDEFINING 'SUCCESS'
AFTER WEALTH & SOCIAL
ENTREPRENEURSHIP

DIFFERENCES BETWEEN
ENTREPRENEUR –
BUSINESSMAN – INVESTOR –
SERIAL ENTREPRENEUR –
ANGEL INVESTOR

ACCESS TO FINANCE

12 Months

24 Months

36 Months

48 Months

Some entrepreneurs

Other entrepreneurs

Successful entrepreneurs

Angel Investors

A1
Wannapreneurship

A

PRE-ENTREPRENEURSHIP STAGE

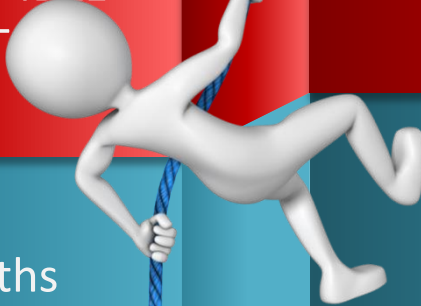
WANNAPRENEURSHIP

B

STARTING UP THE BUSINESS STAGE

ENTREPRENEURSHIP

MANAGEMENT



116

f Share

138

T Tweet

60

in Share

0

reddit

7

g+1

0

Submit

LEADERSHIP | 10/24/2013 @ 7:58AM | 1,988 views

7 Tips For Pitching Your Entrepreneurial Idea, Whether To Angels Or Sharks

[+ Comment Now](#) [+ Follow Comments](#)

Are you ready to present your [business](#) idea to the wealthy investors on the Shark Tank? Just remember that the five successful Sharks sitting across from you (or Dragons in the UK, Lions in Finland, or the original Tigers in Japan) were once in your shoes, and have all learned where to look, and how to pitch, to secure funding for their entrepreneurial ideas.

Baybars Altuntas is a shark, or rather a dragon on the Turkish version of the reality TV show. He is also a successful entrepreneur, and as an Ambassador of the World Entrepreneurship Forum, a global think tank dedicated to entrepreneurship, he has contributed a chapter to the book [Planet Entrepreneur](#), with advice on where to find potential investors, and [how to pitch to them](#).



Are you ready for the Shark Tank? Learn where to look, and how to pitch, to secure funding for your entrepreneurial idea. (Image credit: Getty Images via @daylife)

Challenging Question :

How can you adapt this 9-steps success system to online businesses ?

My answer:

Chapter 8 by Baybars Altuntas

“Hello Entrepreneurs! Goodbye Borders!”

Planet Entrepreneur by Wiley, New York

Thank you!

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