

How to become a successful entrepreneur ?



There is no Magic Pill for becoming a
Successful Entrepreneur

How to become a **successful entrepreneur**

- What is success?
- When is an entrepreneur successful?
- What skills does the entrepreneur need?

Entrepreneurship

built on...

- Vision
- Innovation
- Strategy
- Finance
- Leadership

Characteristics of the entrepreneur

- Huge drive
- Willing to take risks
- Able to develop new ideas
- Able to get on with people
- Strong leader (driven followers)
- Dominant person
- Has problems with a manager above

Psychological aspects

The entrepreneur...

- ...wants to prove himself/herself more than others
- ...has the pressure to reach something
- ...wants to be in control
- ...is convinced he/she can do it better
- ...is not afraid of taking risks

Sociological view

- Entrepreneurship can't exist without the entrepreneurs network and the social skills of the entrepreneur
- The entrepreneur has to have the creativity to find combination in the weak ties in his network

Motivation for venture creation

- Make a daily living
- Achieve social and economic security
- Work for oneself, not for others
- Commercialize a particular idea, technology or skill
- Focus on the business
- Becoming market leader

Another recognition

- High motivation for success
- Innovate ideas and concepts
- Collective sharing of results
- Commercialization of highly sophisticated technology
- Try to control the market rather than the company
- Growth by acquiring; global alliances

How to succeed?

- Spin offs have the biggest change for success
- It is not the new technology that concurs the market, but
 - the combination of technologies
 - the modified product that suits in the market
 - the ability to get it in the market
- It not the inventor but refiner of the technology who knows how to penetrate the market, who succeeds

The entrepreneur has...

- ...to have a vision about:
 - the market
 - the needs in the market
 - products or combinations that fill those needs
 - how to penetrate the market
- ...to be creative
- ...to be independent
- ...to translate his vision in words for
 - investors
 - buyers
 - partners

Kisah Pengusaha Sukses



Success Story of Facebook

Short History



Cameron Winklevoss, Tyler Winklevoss, and
Divya Narendra



Mark Zuckerberg

- Fall 2003: three Harvard students planned to develop social website for students and alumny of Harvard University.
- They appointed Victor Gao, to program HarvardConnetion.com
- In the middle, Victor resigned from the project and proposed his friend, Mark Zuckerberg, a 19 year old 2nd graduate student.
- Winklevoss and friends agreed to appoint Zuckerberg, because of his ability to popularize social website and attract public attention.

Short History

- Zuckerberg made a controversy by delaying HarvardConnetion.com. In the same time, he developed his own project, thefacebook.com.
- The first investor of thefacebook.com was Eduardo Saverin. He invested \$15,000 for 30% shares.
- Summer 2004, Zuckerberg dropped his study and continued to run thefacebook.com in Silicon Valley.
- The second investor of thefacebook.com was Peter Theil, CEO of Pay-Pal, who invested \$ 500,000.
- Thefacebook.com started to grow rapidly.

The Investors

- Since its growing, many companies started to invest in face book.
- 2005: \$ 12,7 mio in venture capital from Accel Partner, and 27,5 mio from Greylock Partner.
- 2006: Theil indicated that Face Book's internal valuation was around \$ 8 bio.
- Oct 2007: Microsoft invested \$240 mio for 1.6% shares. Google also expressed interest in buying Face Book' shares.
- Nov 2007: Li Ka-Sing invested \$60 mio in Face Book

Demographic Profile of Visitors to Select Social Networking Sites

Percent Composition of Total Unique Visitors

August 2006

Total U.S. – Home/Work/University Locations

	Total Internet	MySpace	Facebook	Friendster	Xanga
<i>Unique Visitors (000)</i>	173,407	55,778	14,782	1,043	8,066
Percent (%) Composition of Unique Visitors					
<i>Total Audience</i>	100.0	100.0	100.0	100.0	100.0
<i>Persons: 12-17</i>	9.6	11.9	14.0	10.6	20.3
<i>Persons: 18-24</i>	11.3	18.1	34.0	15.6	15.5
<i>Persons: 25-34</i>	14.5	16.7	8.6	28.2	11.0
<i>Persons: 35-54</i>	38.5	40.6	33.5	35.4	35.6
<i>Persons: 55+</i>	18.0	11.0	7.6	8.1	7.3

What Make Face Book Difference?

- Simple and professional user interface
- Explanation for being added as a friend
- Unique groups or communities
- Security of user's profile and information
- Many other fun applications

Where Are the Social Networks' Strengths?

	motif	close friends	social acquaintances	friends from past	shared interests	co-workers	professional network
	everyone's social graph						
	hipsters, hookups						
	find a job						
	roll your own						

	As of 1/04/09		As of 1/04/2010		
Gender	Users	Percentage	Users	Percentage	Growth
US Males	17,747,880	42.2%	43,932,140	42.6%	147.5%
US Females	23,429,960	55.7%	56,026,560	54.3%	139.1%
Unknown	911,360	2.2%	3,126,820	3.03%	243.1%
Total US	42,089,200	100.0%	103,085,520	100.0%	144.9%
Age	Users	Percentage	Users	Percentage	Growth
13-17	5,674,780	13.5%	10,680,140	10.4%	88.2%
18-24	17,192,360	40.8%	26,075,960	25.3%	51.7%
25-34	11,254,700	26.7%	25,580,100	24.8%	127.3%
35-54	6,989,200	16.6%	29,917,640	29.0%	328.1%
55+	954,680	2.3%	9,763,900	9.5%	922.7%
Unknown	23,480	0.1%	1,067,780	1.0%	4447.6%
Geography	Users	Percentage	Users	Percentage	Growth
New York	1,622,560	3.9%	2,934,580	2.8%	80.9%
Chicago	797,040	1.9%	1,803,620	1.7%	126.3%
Los Angeles	636,160	1.5%	2,166,840	2.1%	240.6%
Miami	627,840	1.5%	1,113,540	1.1%	77.4%
Houston	560,520	1.3%	1,361,820	1.3%	143.0%
Atlanta	535,300	1.3%	1,967,720	1.9%	267.6%
Washington DC	526,460	1.3%	1,429,760	1.4%	171.6%
Philadelphia	498,220	1.2%	1,181,760	1.1%	137.2%
Boston	440,500	1.0%	872,460	0.8%	98.1%
San Francisco	264,460	0.6%	583,460	0.6%	120.6%
Current Enrollment	Users	Percentage	Users	Percentage	Growth
High School	5,627,740	13.4%	7,989,620	7.8%	42.0%
College	7,833,280	18.6%	3,521,900	3.4%	-55.0%
Alumni	4,756,480	11.3%	32,350,260	31.4%	580.1%
Unknown	23,871,700	56.7%	59,223,740	57.5%	148.1%
Interests	Users	Percentage	Users	Percentage	Growth
Sex	72,100	0.2%	844,600	0.8%	1071.4%
Drugs	25,440	0.1%	28,800	0.0%	13.2%
Rock and Roll (Music)	3,901,600	9.3%	1,375,080	1.3%	-64.8%

Contact: Peter Corbett, Peter@iStrategyLabs.com

Source: Facebook's Social Ads Platform

Company Figure

- More than 400 million active users
- 50% of our active users log on to Facebook in any given day
- More than 35 million users update their status each day
- More than 60 million status updates posted each day
- More than 3 billion photos uploaded to the site each month
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 3.5 million events created each month
- More than 3 million active Pages on Facebook
- More than 1.5 million local businesses have active Pages on Facebook
- More than 20 million people become fans of Pages each day
- Pages have created more than 5.3 billion fans

Pantang Menyerah



