

ENTREPRENEURSHIP 101

TOP 3 MINDSETS OF SUCCESSFUL ENTREPRENEURS

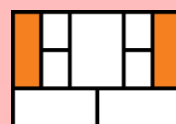
A MUST READ FOR ASPIRING FOUNDERS



IT'S NOT THE MONEY NOR THE SKILLS THAT MATTER MOST



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TOP 3 MINDSETS OF SUCCESSFUL ENTREPRENEURS

Authored by Ash Maurya, creator of Lean Canvas and founder of **LEANSTACK**

Mindset#1- Love the Problem, Not Your Solution*

One of the most important shifts is to remove your Innovator's Bias, where the thought of your idea will be the most sort after solution.

Identify and define clearly the problem that you're trying to solve, and one that's worth solving, is the first step to start your venture!

Mindset#2- Business Model is The Product

Yes, you heard it right, it's not your product or solution but the business model is the product.

Business model is an outline of how a company plans to make money.

It can largely be categorised into Direct to Customer, 2-sided or Multi-sided models.

Mindset#3- Traction is the Goal

Not Revenue because it is an after-effect.
Customer Traction is the goal post.

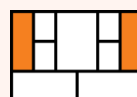
Traction refers to the rate at which a business model captures monetisable value from its users (who then became the customers).

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Question? We love questions! email us at vc@yourpivot.io



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