



Soumodip Sarkar ©



entreSutra

BMDA- 2013





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No Sufficient Condition
all necessary conditions



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do not fall for the garage

TRAP



am i condemned?

the first thing i noticed when i was born!



are creative people born?

33 mens marathons of all time belong to runners born Africa. 27 of those times reign from just two countries Eastern Africa: Ethiopia and Kenya.

“Did any of your parents suffer from any known medical condition like diabetes, heart failure, cancer, ...?”

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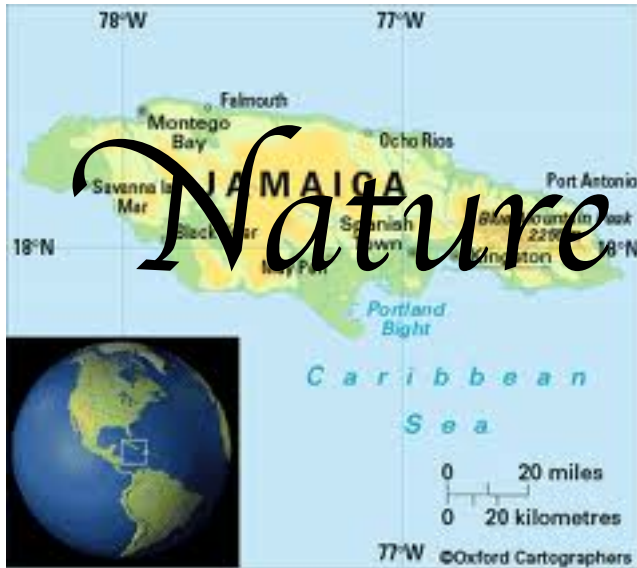
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all four sprint titles at the 2008
Olympic G



Nature versus Nurture



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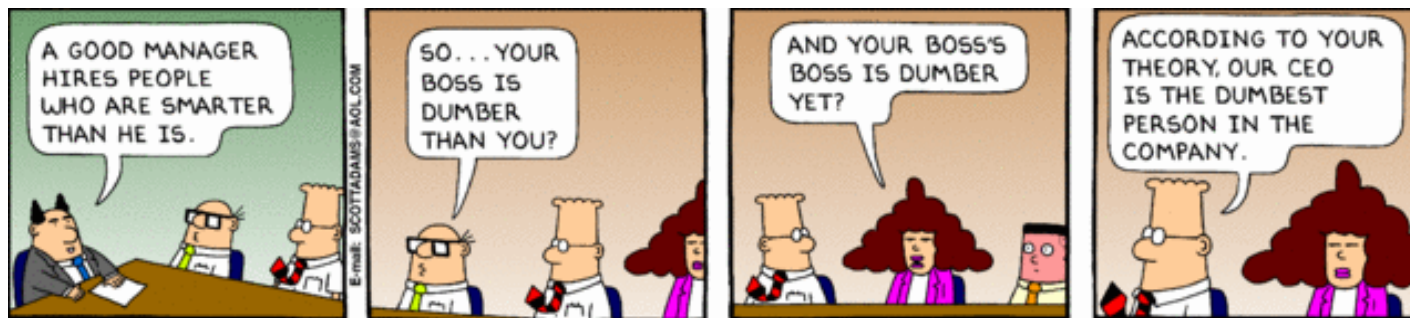
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Entrepreneurial Osmosis

1. Be among smart people



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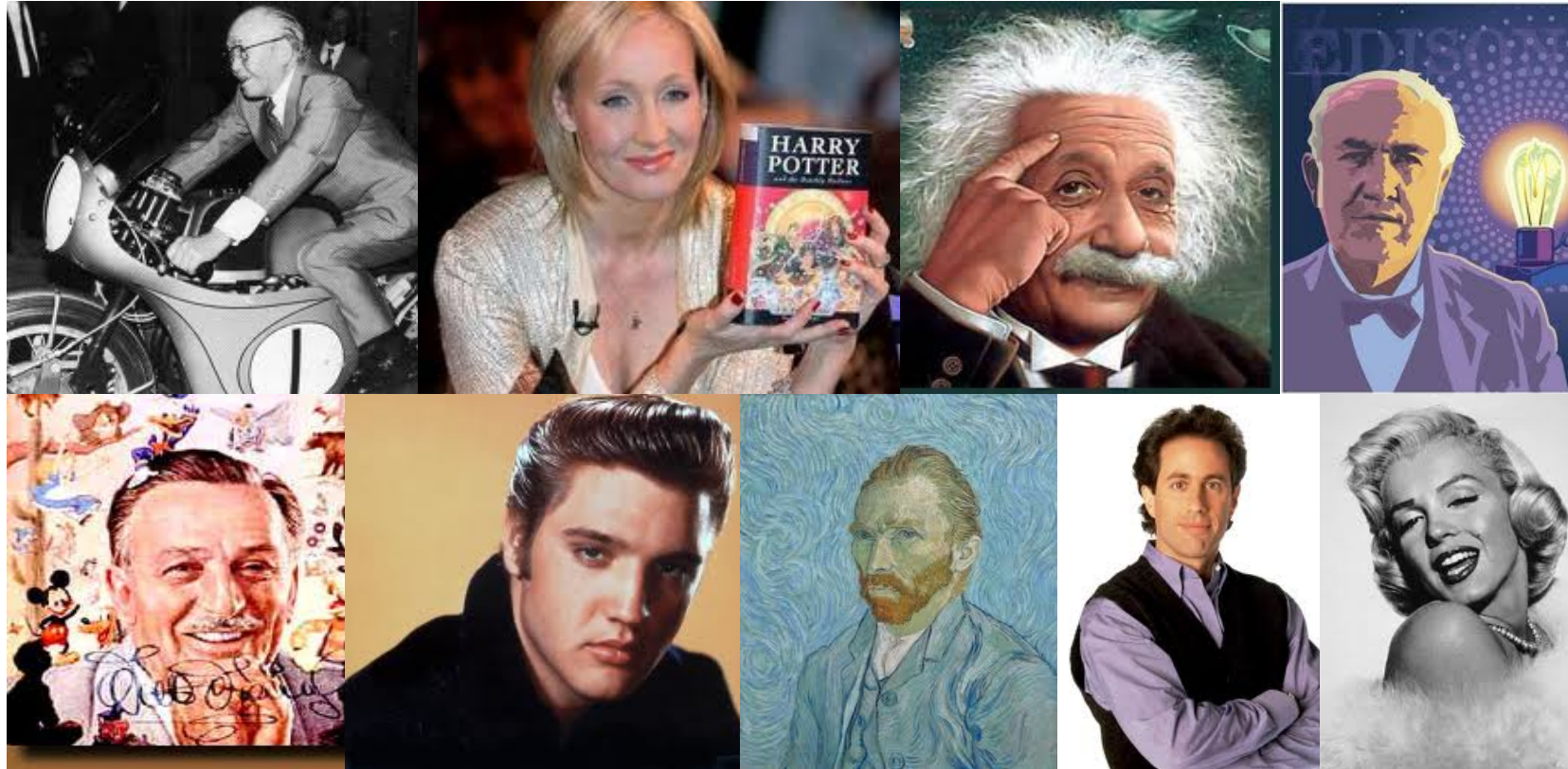
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“I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. 26 times I’ve been trusted to take the game winning shot and missed. I’ve failed over and over and over again in my life...and that is why I succeed.”

- Michael Jordan



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She knows there's no success like failure/and that failure's no success at all."

- Bob Dylan



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Fail Smart!



*What organizations strive for is
not what they have in their
mission statements!*



"We've considered every potential risk except
the risks of avoiding all risks."

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We want adventures, but we don't want to take risks

We want give employees freedom to innovate, yet we want to micromanage

We promote routines, but we ask for creativity

We want change without causing changes and it goes on...

The Heisenberg Principle

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“In Italy for 30 years under the Borgias they had warfare, terror, murder, and bloodshed, but they produced Michelangelo, Leonardo da Vinci, and the Renaissance.

In Switzerland they had brotherly love - they had 500 years of democracy and peace, and what did that produce?”

From: Orson Welles, with Harry Lime, in *The Third Man*

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the time is right for
Portugal!



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Remember

the Heisenberg Principle!



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om/watch?v=VmQyyCQxFwU

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It ain't easy!



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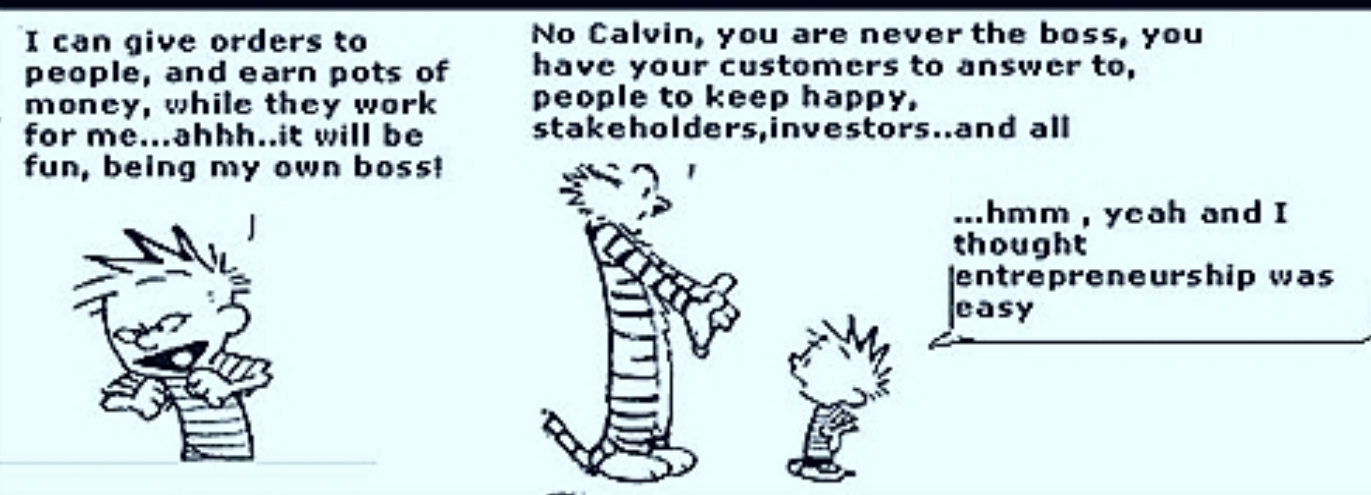
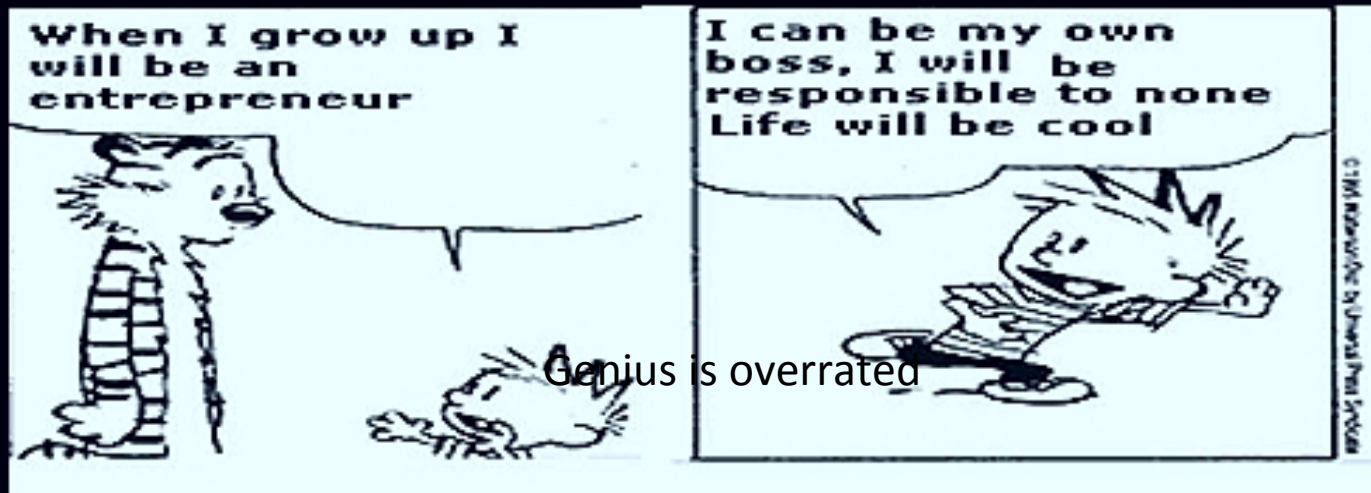
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Myths of Entrepreneurship? - 1





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nobody said it was easy...

“The emerging picture from such studies is that ten thousand hours of practice is required to achieve the level of mastery associated with being a world-class expert – in anything” writes the neurologist Daniel Levitin....It seems it takes the brain this long to assimilate all that it needs to know to achieve true mastery.”

- Outliers – The Story of Success by Malcolm Gladwell

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no one ever said it would
be so hard

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-Coldplay (The Scientist)

Some deadly sins

- *Going after easy money*
- *Thinking ideas are enough*

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*Nobody said it would be
easy*

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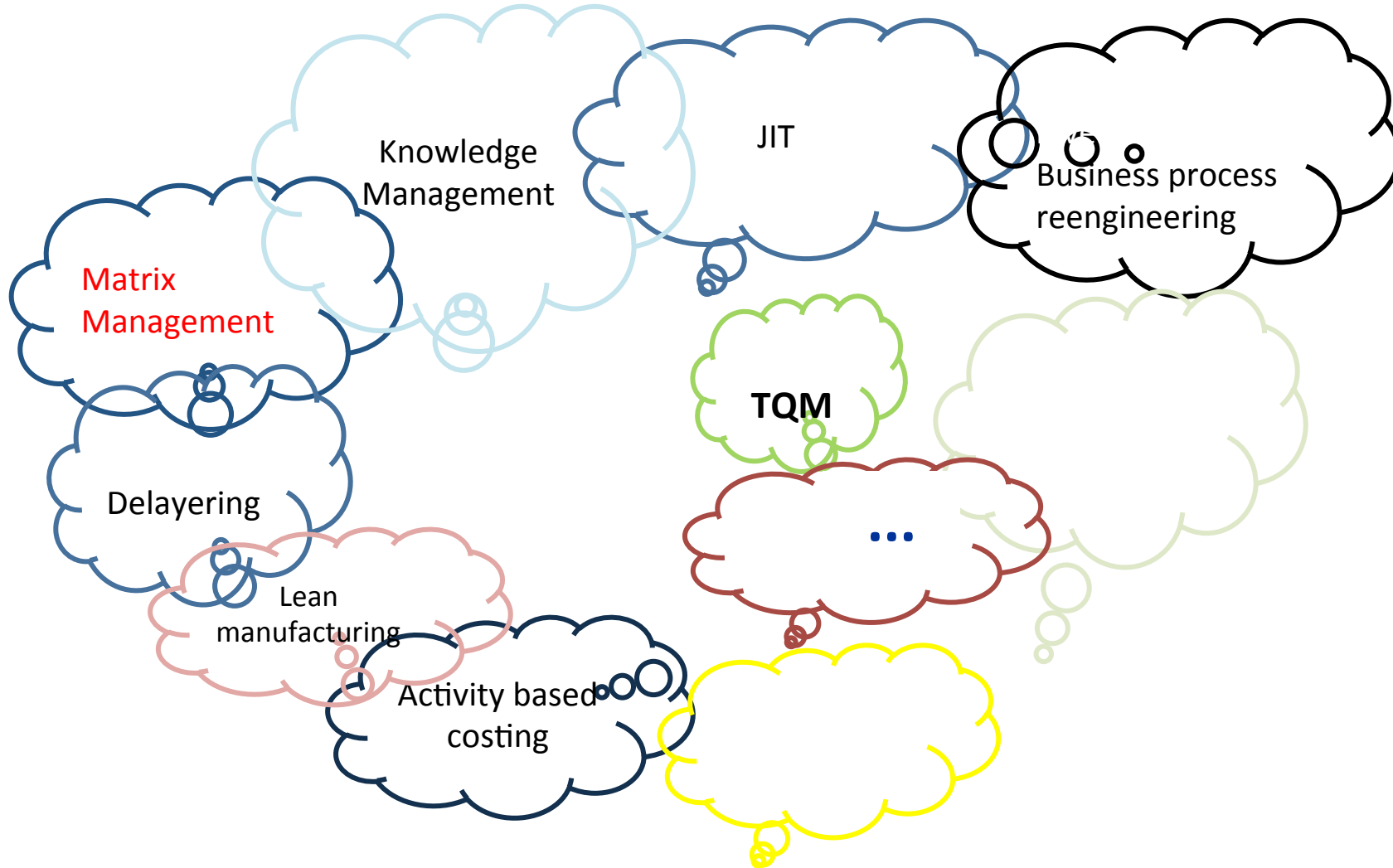
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All that buzz...



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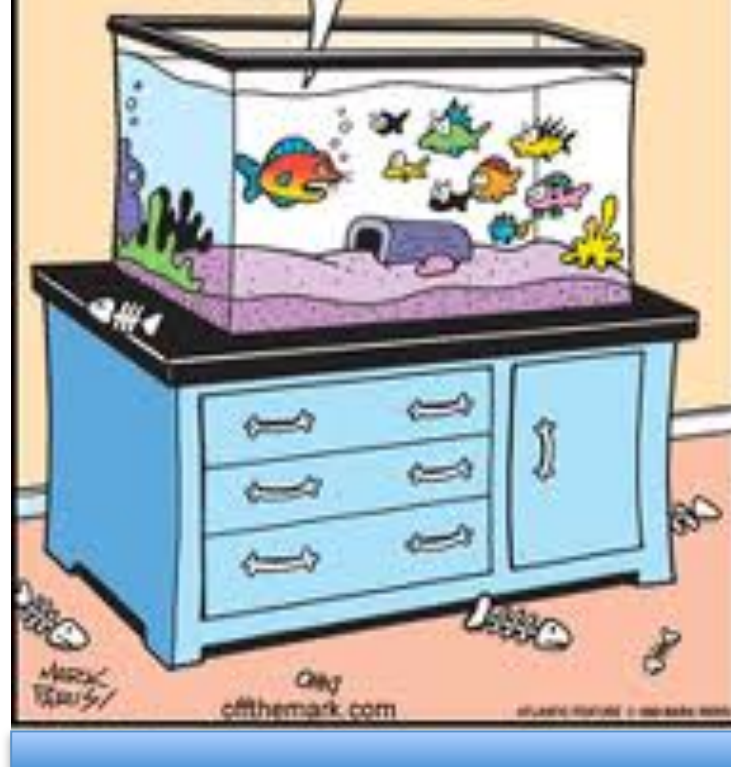


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off the mark.com by Mark Parisi

OUR "THINK OUTSIDE THE BOX" POLICY
HAS BEEN DISCONTINUED UNTIL
FURTHER NOTICE...



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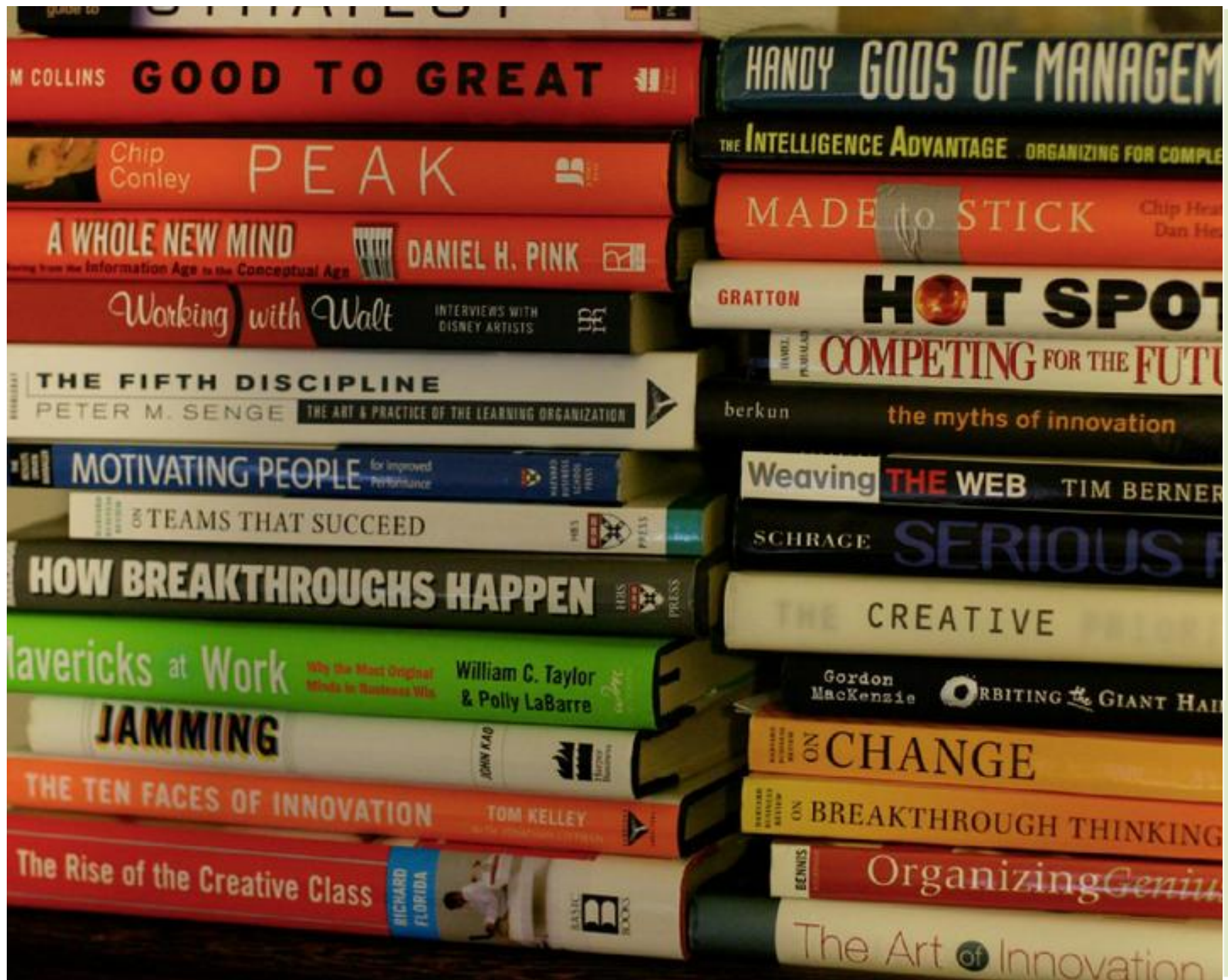
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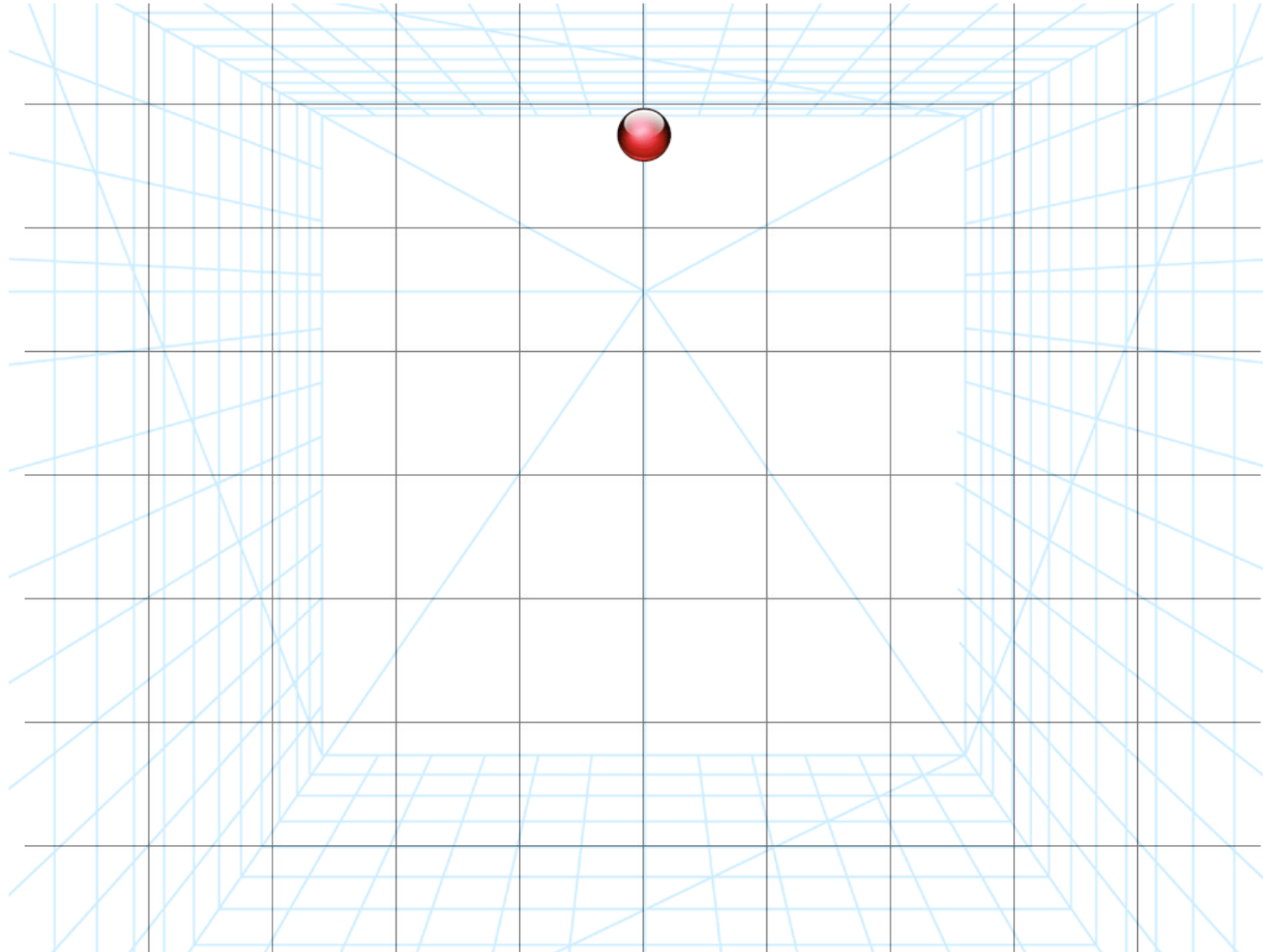
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Velocidade 1



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Then step onto the Nirvana space....

*What is it that you are
looking for?*



*Do you have what
it takes?*

find your own eSpot

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- *do not fall for the garage trap*
- *Entrepreneurial Osmosis*
- *Fail Smart*
- *Heisenberg's principle*
- *Nobody said it was easy*
- *Enter the nirvana space*
- **find your own eSpot**

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Thank you for your attention

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