

10 Attributes of Investable Entrepreneurs and Businesses

A successful entrepreneur exhibits passion, perseverance, and intelligence.

1

Exhibit an entrepreneurial mindset.

2

Embrace uncertainty and ambiguity, avoid risk.

3

Curate your own unique knowledge space.

4

Understand the role of time and place – there are no awards for being **too** early.

5

Widen and deepen your knowledge space by searching far and wide for knowledge connections.

6

Understand business in general, not just your own specialty.

7

Assess your own personal qualities – especially your integrity.

8

Recognize that different personal qualities are appropriate for different stages of business growth.

9

Demonstrate your businesses capability for capital efficiency – a high revenue to capital ratio.

10

Most importantly, underpin your business model with deep empathic customer understanding.



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