Entrepreneurship As A Design Process

Mapping Mark Romera's Entrepreneurial Journey from Imagination To Production

Imagine



Choose Customer

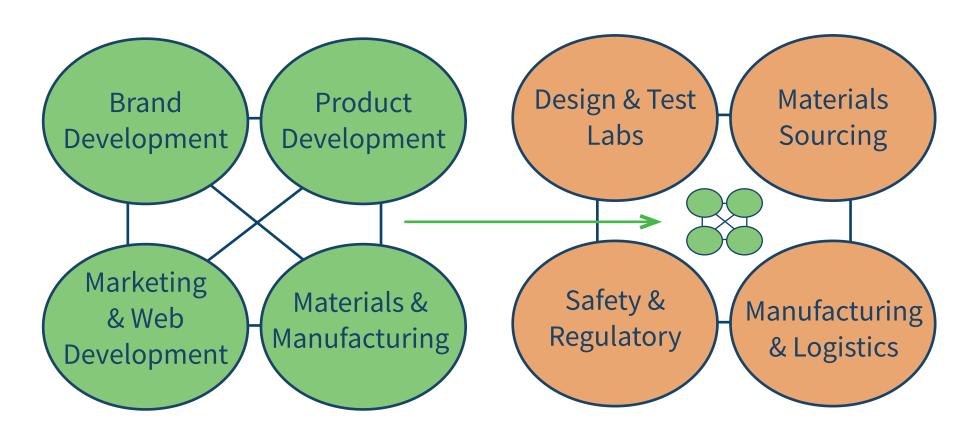


Assemble

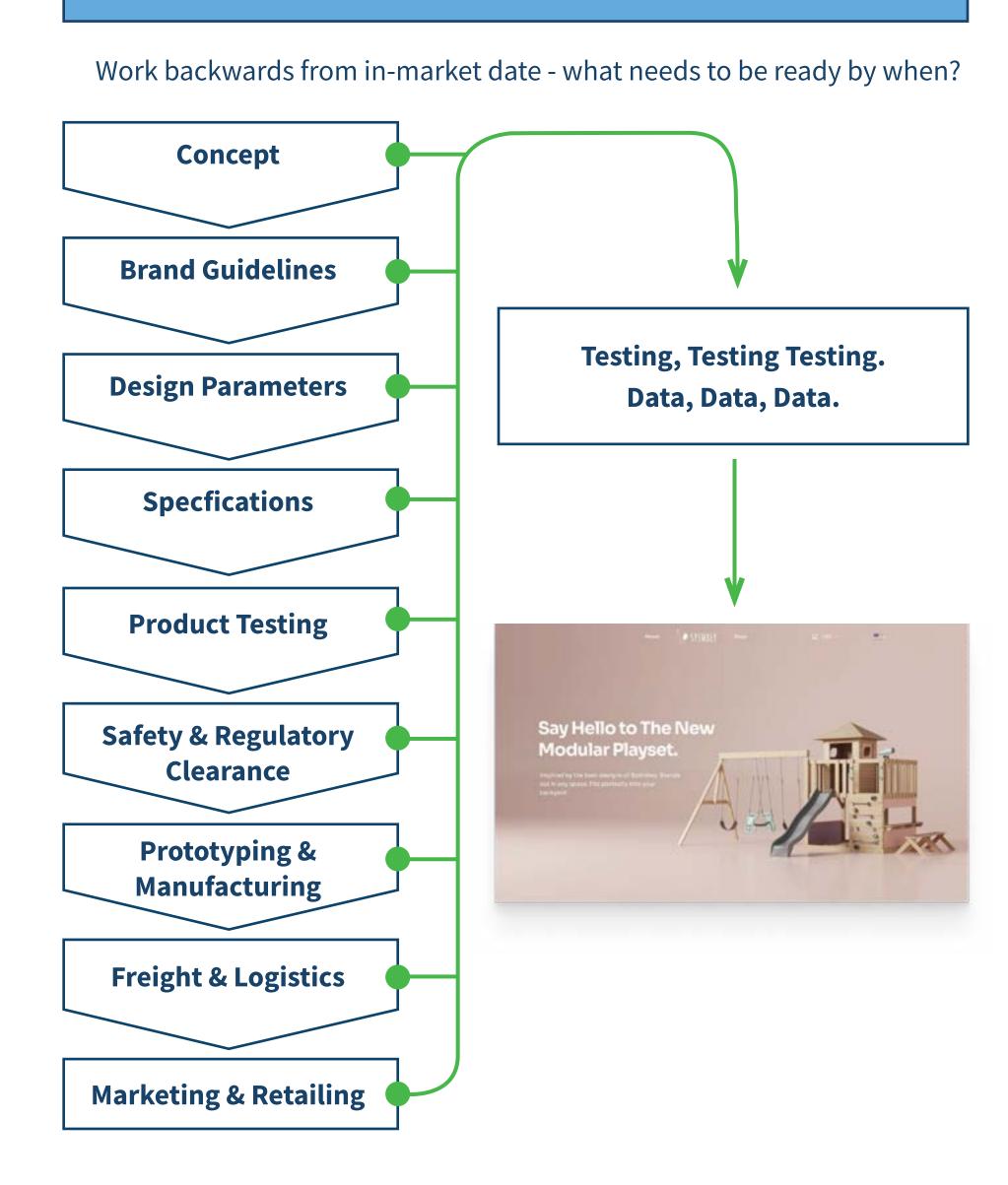
Work backwards from imagination - what resources do I need?

Values-aligned core team with requisite expertise and attributes.

Value network of independent specialists with requisite capacity.



Design-to-market





Economics For Business is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.