



## TenStep Supplemental Paper

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### The Three Point Entrepreneurial Formula

A burning desire to improve one's lot in life, the wherewithal to research and implement ideas, and a commitment to follow up on these ideas are necessary inputs for running a successful business. So is an understanding of these three elements:

**1. Passion:** Passion is a two-part process. The first part deals with the desire to start an enterprise. The second part is a fervent belief in the viability of the business - a 'can-do' approach. Money should not be the only reason for starting a business venture. Statistics reveal that only 2-10% of new businesses will survive the first year of operation. This implies that unless an entrepreneur is passionate about the venture, he should not begin it.

**2. Intelligence:** Combine passion with smarts. Do your research. Get accurate and comprehensive information about the industry. Find out about the profitability of the business venture. Understand the latest trends, study competition, and learn out about trademarks, patents and rights.

**3. Commitment:** One of the primary reasons for a failed business is the absence of an appropriate business plan. Prepare a comprehensive business plan that encompasses the sources of capital and product financials. Take the assistance of a legal expert to avoid any hassles later on.