

Negotiations for Start-ups

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Entrepreneurship: The Good, the Bad, and the Terrible

What is an Entrepreneur?

An individual who undertakes the risk associated with creating, organizing, and owning a business.

Personal Characteristics of Successful Entrepreneurs

- Persistent
- Creative
- Responsible
- Inquisitive
- Goal-oriented
- Independent
- Self-confident
- Risk taker

Skills Needed by Successful Entrepreneurs

- Communication skills
- Human relations skills
- Math skills
- Problem-solving & Decision-making skills
- Technical skills
- Basic Business skills

Entrepreneurship and the Entrepreneurial Process

Understand entrepreneurship and the entrepreneurial process.

Entrepreneurship vs. Entrepreneurs

ENTREPRENEURSHIP

The process of starting and running one's own business

This involves a considerable amount of risk.

ENTREPRENEUR

An entrepreneur is an individual who undertakes the risk associated with creating, organizing, and owning a business.

5 Steps of the Entrepreneurial Process

1. Discovery
2. Concept Development
3. Resourcing
4. Actualization
5. Harvesting

Step 1: Discovery

The stage in which the entrepreneur generates ideas, recognizes opportunities, and studies the market.

Entrepreneurs consider the following:

Hobbies or Skills

Consumer Needs and Wants

Conduct Surveys and Questionnaires

Study Demographics

Step 2: Concept Development

Entrepreneurs prepare the following in this step:

Develop a Business Plan

- A detailed proposal describing the business idea

Choose Location for the Business

- Is the business online or does it have a physical location for customers to visit to purchase products, services or combinations.

Decide if the idea will need a Patent or Trademark

- Patent –
- Trademark -

Step 3: Resourcing

The stage in which the entrepreneur identifies and acquires the financial, human, and capital resources needed for the venture startup, etc.

Entrepreneurs contemplate the following:

Identify Potential Investors

Apply for loans, grants and financial assistance

Hire employees

Step 4: Actualization

The stage in which the entrepreneur operates the business and utilizes resources to achieve its goals / objectives

Entrepreneurs prepare for the following:

Grand Opening of the Business

Day to Day Operations of the Business

Step 5: Harvesting

The stage in which the entrepreneur decides on venture's future growth, development, or demise.

Entrepreneurs consider the following:

Future Plans for the Business:

- Expansion to additional locations
- Company to change structure

Starting a Business

Understand the procedures and requirements for starting a business.

Starting a Business

1. Develop a Business Plan
2. Acquire Finances
3. Meet Legal Requirements

Develop a Business Plan

A Business Plan is a detailed proposal that describes a new business.

Business Plans are:

- Presented to potential investors and lenders
- Most business plans are 30+ pages

Purposes of a Business Plan

Business Plans are used to:

- Obtain Financing
 - Banks and Potential Lenders require a business plan
- Helps organize and analyze data critical to new business.
- Provides a start-up proposal
 - Provides an outline to follow when starting the business.

Components of a Business Plan

Executive Summary:

- Brief one to two page description of the key points of each section of the business plan

Product/Service Plan:

- Presents Product or Service being offered
- Unique features of the Product or Service

Management Team Plan:

- Qualifications of the Entrepreneur
- Qualifications of any Partners who may be involved in the business venture

Components of a Business Plan

Industry/Market Analysis:

- Analyzes the: Customers / Competition / Industry / Demographic / Geographic and Economic data

Operational Plan:

- Includes all processes involved in producing and/or delivering the product or service to the customer

Organizational Plan:

- Management philosophy of the business
- Key management personnel
- Key employment policies

Components of a Business Plan

Marketing Plan:

- Describes how the business will make its customers aware of its products/ services.
- The Market being served / Marketing Strategies / Promotional Plan / Marketing Budget

Growth Plan:

- Presents plan for future expansion of the business

Financial Plan:

- Includes financial statements that will help forecast the future financial health of the business.

Finance the Business

Identify Potential Investors

Examples:

- Family and Friends
- Other Businesses
- Employees

Contact Financial Agencies for loans, grants and financial assistance:

- Small Business Administration
- Banks / Credit Unions
- Insurance Companies

The Legal Environment

Additional Legal Requirements for some businesses:

Permits, Certifications or Licenses:

- an official document giving someone authorization to run their business under the extension of the direction of the Local, State and Federal Laws.

Contracts:

- a written or spoken agreement, especially one concerning employment, sales, or tenancy, that is intended to be enforceable by law.

Zoning Laws:

- specify the areas in which residential, industrial, recreational or commercial activities may take place.

Taxes:

- a enforced contribution of funds to state revenue, levied by the government on workers' income and business profits or added to the cost of some goods, services, and transactions.

Protecting Your Business

More Legal Documents to Protect Your Business:

Trademarks:

- Protects a business' name / logo.

Patents:

- Protects the invention of products or processes from theft.

Copyrights:

- Protects Creative Works: Literary, Musical, Dramatic, Artistic works

For More Information visit:

https://www.uspto.gov/trademarks/basics/trade_defin.jsp

Powerful Negotiating Strategies

Huntley and Brinkley

Turning Soviet

Roaring Brains

Needs vs. Wants Matrix

Unselfish Thinking Makes You Part of Something Greater than Yourself

“We try never to forget that medicine is for the people. It is not for the profits. The profits follow, and if we have remembered that, they have never failed to appear.” – George W. Merck

The lesson to be learned? Simple.

Instead of trying to be great, be part of something greater than yourself.

From *How Successful People Think* by John C. Maxwell

Exhibits



Exhibit A

		Is the Substantive Outcome Very Important?	
		YES	NO
Is the Relationship Outcome Very Important?	YES	TRUSTINGLY COLLABORATE	OPENLY SUBORDINATE
	NO	FIRMLY COMPETE	ACTIVELY AVOID NEGOTIATING

Exhibit B

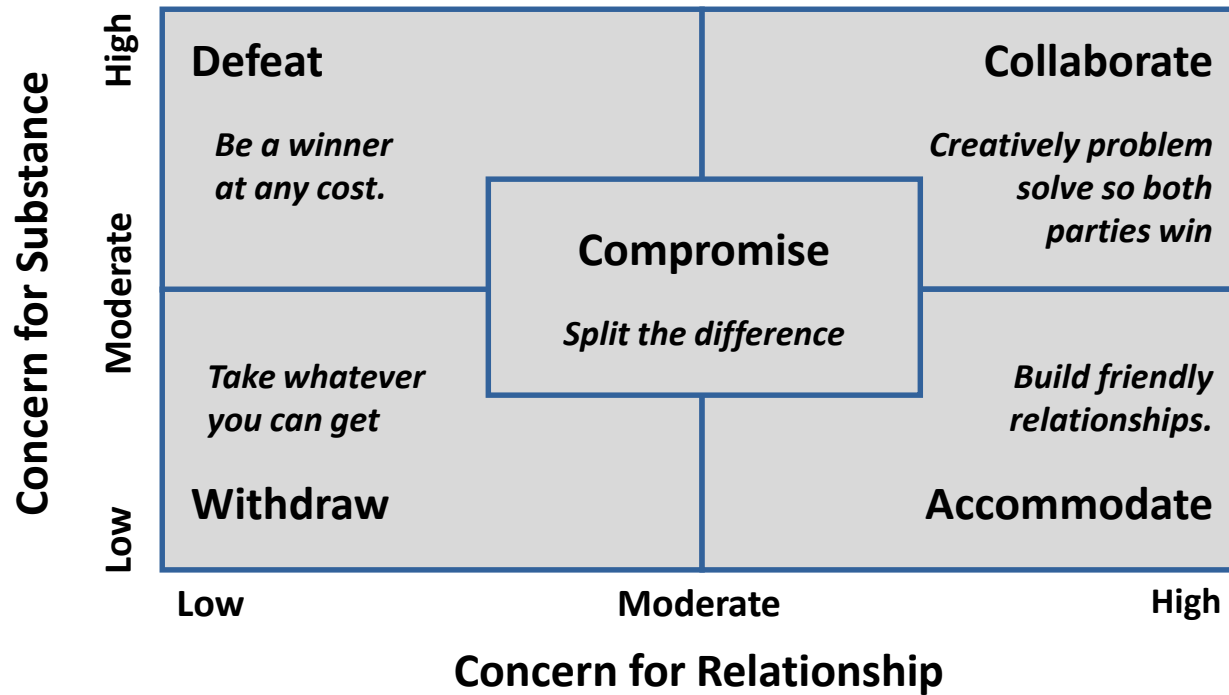


Exhibit C



THANK YOU, STUDENTS!!



References and sources

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