

Startup Professionals May Summary



Selected ideas and assistance to entrepreneurs and startup founders in finding business ideas, funding, executive mentoring, and business networking to incorporate a business, file patents, add an advisory board, and address operational issues.

Greetings!

Thank you for your ongoing interest in the activities of Startup Professionals.

To give you some insight into our areas of interest, our background, and our expertise, I am providing below the abstracts for a small selection of popular articles that we and others published during the month just ended. Please feel free to click on the link at the end of each to access the entire article on the Internet.

Also feel free to contact me directly if you have any questions or comments.

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7 New Business Ideas Whose Time Has Come and Gone

As an angel investor, I sometimes worry that all the viable unique ideas must already be taken. Entrepreneurs keep talking to me about the Internet of Things (IOT), autonomous vehicles, inter-planetary travel, and other exciting opportunities, but the majority of real plans I get seem to be “me too” variations of several common themes that have already ... ([More...](#))

You Can Drop Out of School and Start a Business Right Now if You Have These 11 Key Competencies

Running a business is not rocket science. As a long-time business advisor, and occasional investor, I have seen many successful businesses lead by college dropouts and people with average intelligence. Investors don't look at CEOs for advanced degrees, but they do look for experience and emotional intelligence, often before they even evaluate the business plan. ([More...](#))

7 Elements of Company Culture That Ensure Your Business Keeps Improving

Many startups and entrepreneurs I advise still default to growing their business via the traditional top-down, order-taking culture. I'm convinced you can't stay competitive that way with today's customers and employees. It's time to insist that the people closest to the customer and the markets learn and make the decisions. ([More...](#))

Why You Shouldn't Be Fooled by Your Own Expertise (Mark Suster)

I am wired to discount people who have total assuredness in their point-of-view, have dogmatic positions or use data as a crutch or substitute for logic. I appreciate people who have strong opinions or conviction but expect them to constantly be testing their opinions and refining their approaches as they encounter new people, facts or logic. ([More...](#))

Customer Service Can Kill Your Customer's Experience

With the advent of the Internet, social media, and instant communication via texting, customer expectations for service, as part of their entire customer experience, have changed. They expect you to be there, to know their history as a customer, and to treat them with priority and respect. They tell their friends and the world everything, and a bad experience can kill your business. ([More...](#))

Doing Too Much Could Ruin Your Business. These 8 Exercises Will Help You Focus On What Really Matters

Every new business or product owner wants to attract the broadest possible audience, so they are prone to adding more features, multiple sales channels, and appealing to every demographic. Unfortunately, often the result is potential customers who are confused, the limited resources of your business are spread too thin, and customers and investors look elsewhere... ([More...](#))

8 Unconscious Biases Shape Your Business Decisions

Every boss and decision maker is convinced that he or she is able to look objectively at any problem, and make an unbiased decision. Some typically worry about biases in their team, but rarely think of themselves as a source of bias. In reality, everyone has biases, and needs to make sure they are researching objective data, and listening to alternatives, before making a decision. ([More...](#))

Facts Are Not The Antidote For Doubt (Seth Godin)

Drink enough water and you will cease to be thirsty. And yet, a doubting person can be drowning in facts, but facts won't change a mind that doesn't want to be changed. More facts don't counter more doubt. Someone who is shaking his head, arms folded, eyes squinted and ears closed isn't going to be swayed by more facts. ([More...](#))

3 Wise Sayings You Need To Stop Saying Today (Dan Rockwell)

Some 'wise' sayings are evil affirmations that staying the same is a good thing. They're dangerous because they're half true. #1. We did our best. Bull crap! You didn't do your best. You don't even know what your best is. "I did my best," is an opiate that affirms poor performance. Don't soothe it. Use it. Lean into discomfort. ([More...](#))

How To Put Fun And Satisfaction Back Into Your Work

It's time to take the drudgery and dread out of work at your business. You don't like it, millennials won't put up with it, and current productivity levels at work continue to decline. Only 32 percent of American workers are even engaged at work today. Most workers are still rushing to retirement, where they hope to escape to more stimulating activities with a real sense of accomplishment. ([More...](#))

7 Strategies For A Low Entry-Cost Sustainable Startup

If your dream has long been to start and manage your own business, there is no time like the present to get

started. The cost of entry is at an all-time low, working from home through an Internet website seen globally, turning a hobby or an invention into an online business. But don't be misled into thinking that long-term business success is assured and low risk. ([More...](#))

Even Bill Gates and Mark Zuckerberg Needed Mentors. 6 Steps to Finding and Working With One

Building a business is not rocket science, so there is no magic success formula. Some people think you need to get an MBA to get it right, while others are convinced that those who drop out of school early (Bill Gates, Mark Zuckerberg) have the advantage. In my experience working with startups, the best approach these days is to find and use a good mentor (been there, done that). ([More...](#))

Can Do Vs Must Do (Fred Wilson)

Over the past few months, I've been reminded about the difference between "can do" and "must do" and how companies often confuse the two. With the abundance of capital sloshing around the tech sector, our portfolio companies often have the resources to do more than they can and should do. They greenlight a bunch of projects that are "can do" projects but not "must do" projects. ([More...](#))

10 Behaviors That Highlight Your Leadership Ability

Based on my years of experience as a new business advisor, I always find leadership to be more important to business success than any new technology or innovative solution. The challenge is to adequately define leadership in terms of everyday activities. Most entrepreneurs believe they are leaders, even though the feedback I get from their team and partners ... ([More...](#))

5 Technologies Here Today That Will Change Your Life

As a new business advisor and technologist, I often think about the large array of opportunities for entrepreneurs as technology seems to be evolving faster and faster. Yet I still too often hear the question, "Can you give me a really sure-fire idea for starting my own business?" My standard answer is that ideas are a dime a dozen, and success is all about smart execution, not ideas. ([More...](#))

Marty Zwillig is the Founder and CEO of Startup Professionals, a Phoenix-based company which offers startups a range of offerings and consulting services. He is a member of the ATIF Angels group, where he serves on the Selection Committee. He is a mentor to startups through the Thunderbird School of Global Business Executive in Residence program, and has done guest lectures on entrepreneurship in their MBA program. He is also on the Board of a several startups, and has an extensive technology background with IBM and other large and small companies.