

*gina*  
2/17/09

TAX CONSIDERATION  
 LIABILITY EXPOSURE  
 START UP CAPITAL REQUIREMENTS  
**CONTROL**  
 BUSINESS GOALS  
 management Succession Plan  
 managerial ability

# INCUBATION is your START of your ENTREPRENEURIAL journey



FACTORS to consider

make profit  
 offer joint expertise  
 invest

PURPOSE



unlimited Liabilities  
 legal / biz Registration

**TERM!**

- FORMS of OWNERSHIP:
1. PARTNERSHIP
  2. CORPORATION
  3. JOINT VENTURE
  4. SOLE PROPRIETORSHIP
  5. PRIVATE LIMITED COMPANY

OWNERSHIP STRUCTURE

PRINCIPLES OF VENTURE CREATION

FORCES of INCUBATION PERIOD



MARKETING  
concept



4 Levels of Listening

DOWNLOADING  
autistic system

talking nice... (from **HABIT**)  
→ Reconfirming OLD OPINION and JUDGMENTS

DEBATING  
adaptive system

Open Mind (from **OUTSIDE**)  
→ Disconfirming NEW DATA

DIALOGUE  
self-reflective system

Open HEART (from **WITHIN**)  
→ EMOTIONAL Connection

GENERATIVE CONVERSATION  
Generative system

Open Will (from **SOURCE**)  
→ Connecting to the PRESENCE

- A** • Questions that Matters  
**S** • Questions to connect IDEAS  
**K** • Questions that CREATE forward movement

CASE CLINICS

D E V E L O P I N G  
E N T E R P R I S E

*Jina*

1 Understand

Market, Client, Technology, and Constraints

INNOVATION is the CENTERPIECE of the strategies of the most successful companies... they have to "OUT-INNOVATE" the "INNOVATORS" to be SUCCESSFUL.

# GENERATING INNOVATIVE Ideas

"We sometimes say "INNOVATION BEGIN WITH AN EYE because seeing someone ~~is~~ is a need even a need they themselves haven't expressed yet-- can be the first step in developing a new-to-the-WORLD IDEA,"  
Tom Kelley

2 OBSERVE

This is when the "WHY OR WHY NOT" questions are asked

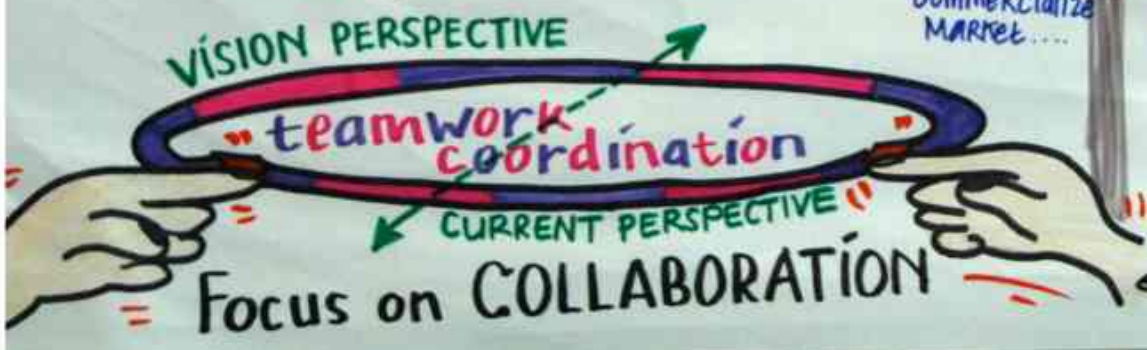
3 Visualize

How will our brain-formed solution solve the problem? Role play, storyboard!

4 Evaluate REFINE

PLAN on several Prototypes with Reiterations of #1 #2 #3!

5 Implement  
Commercialize Market....



05/09/08