

THE WORLD TRENDS OF ENTREPRENEURSHIP



BY
LON SAFKO



WWW.LONSAFKO.COM



Biography

- Star of the PBS Television Special “Social Media & You... Communicating In A Digital World”.
- Invented the “First Computer To Save A Human Life”.
- 18 Inventions & 30,000 personal records in the Smithsonian Institution, Washington, D.C.
- Spent most of my career as an entrepreneur, innovator, president and CEO.
- An innovator for more four decades founding 14 start-up companies.
- Invented the first voice recognition and the first home automation for the disabled.
- Invented the first three-dimensional virtual environment.
- Invented the first integrated computer system for the physically disabled.
- Invented the archetype for Apple Newton and Microsoft’s Bob operating systems.
- Invented “Tool-Tips”, and first software user’s guides.
- Has 14 Inventions in the Computer History Museum, Mountainview, CA
- Awarded 3 patents on three-dimensional Internet advertising and “Virtual-Electronic-Retailing”
- Awarded 125 software copyrights, trademarks, a dozen signature marks.
- Recipient of The Westinghouse Entrepreneur of the Year Award.
- Recipient of The the Arizona Software Association’s Entrepreneur of the Year Award.
- Recipient of The the Arizona Innovation Network’s Innovator of the Year Award.
- Recipient of The Public Relations Society of America’s “Mark of Excellence” Award.
- Recipient of The A.A.P.A.’s Award of Excellence for the Western Hemisphere.
- Twice nominated Entrepreneur of the Year by Ernst & Young / Inc. Magazine.
- Recognized by the Department of Veteran’s Affairs and the Phoenix Mayor’s Council.
- Featured in Entrepreneur Magazine, Inc. Magazine, PC Novice, Popular Science, & NY Times.
- Appointed USA Today CEO Advisory Board, the first SCORE Ambassador.
- Author of the bestselling book “The Social Media Bible”, Third Edition, hit #1 on Amazon, \$2m+
- Author of the bestselling book “The Fusion Marketing Bible”, hit #3 on Amazon & Patent Pending!
- Author of the bestselling book “Innovative Thinking, Cracking The Creativity Code”.
- Nominated for a Pulitzer Prize.

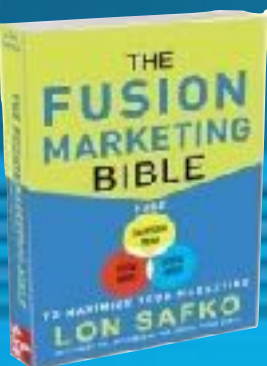
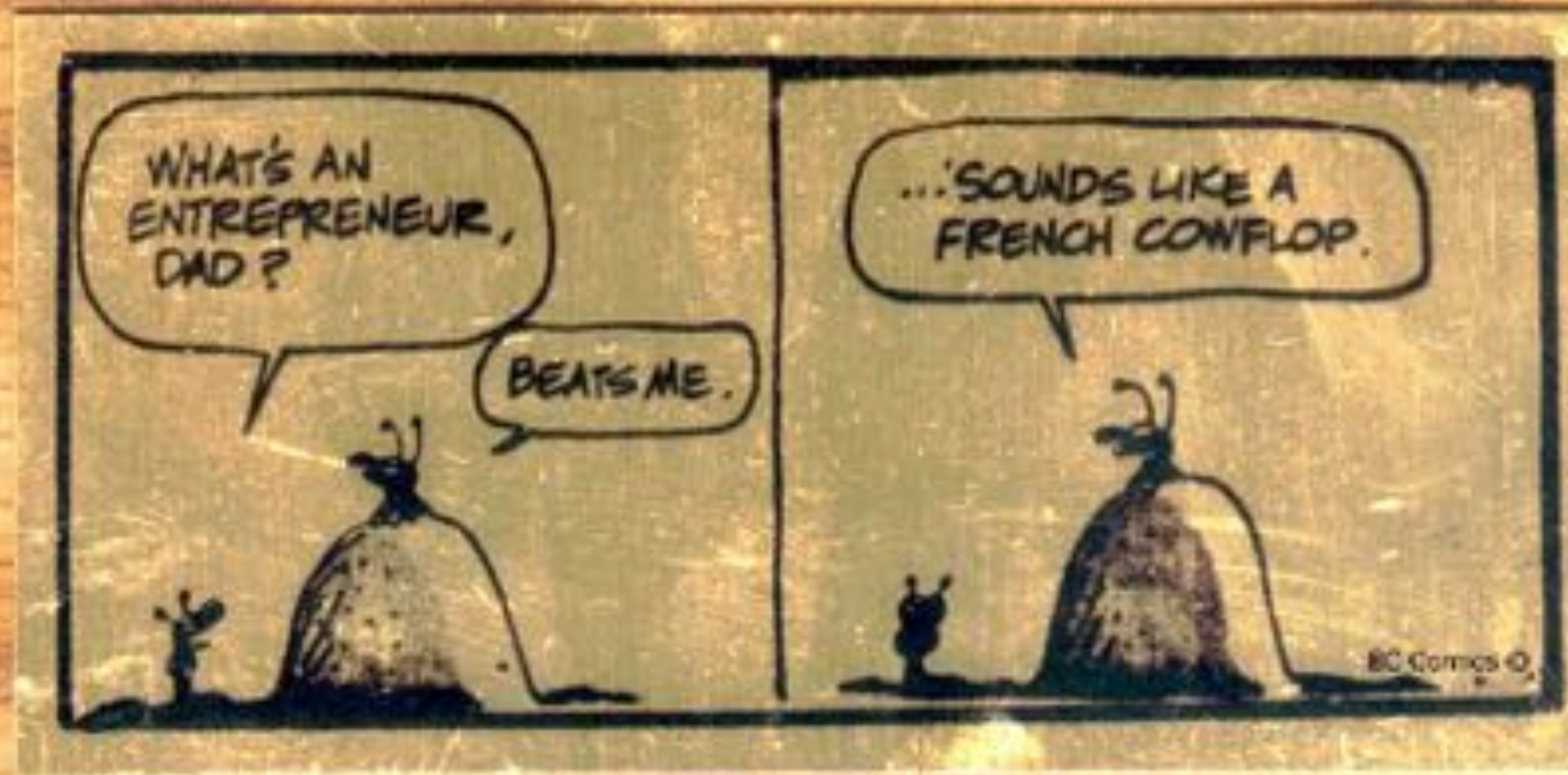


World Trends

U.S Centric
Opportunities
Cultural
Economic
Regulations
Taxes
Protection
Lending & VC
Manufacturing
Distribution
Internet
Social Media



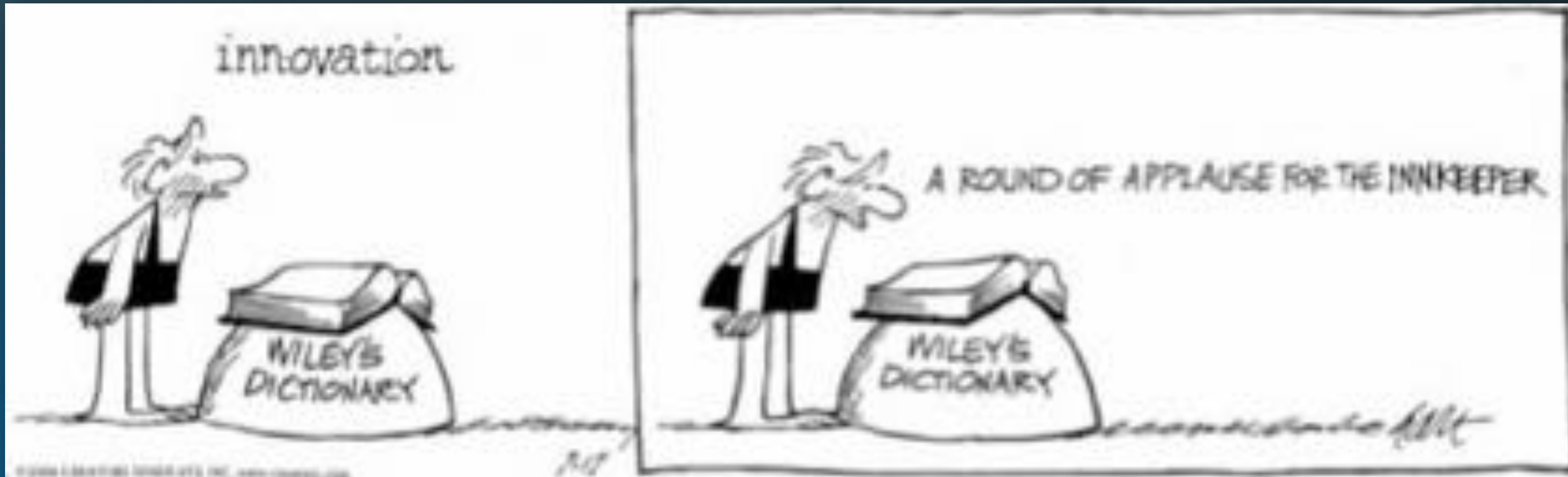
ENTREPRENEUR



"SUCCESS EQUALS A LITTLE VISION, FOLLOWED BY A GREAT DEAL OF TENACITY!"
- LON SAFKO



INNOVATION



“ANTICIPATION HAS MORE VALUE THAN SURPRISE.”
- LON SAFKO



Definitions

01 in·no·va·tion

,inə'vāSH(ə)n/

noun

Definition: The action or process of innovating, a new method, idea, product, etc.

02 cre·a·tiv·i·ty

,krēā'tivədē/

noun

Definition: The use of the imagination or original ideas, especially in the production of an artistic work.

03 in·ven·tion

in'ven(t)SH(ə)n/

noun

Definition: The action of inventing something, typically a process, device, or design.



"Five qualifications for success; training, experience, talent, passion, and luck."
-Lon Safko



INSPIRATION

WHEN TWO OR MORE COMMON CONCEPTS FIT TOGETHER
TO FORM A UNIQUE SOLUTION.

INSPIRED

● GREEK	=	INSIRITU
● ITALIAN	=	ISPIRATO
● ROMANIAN	=	INSPIRAT
● GERMAN	=	INSPIRIEREN
● FRENCH	=	INSPIRÉ
● DUTCH	=	INSPIREREN
● SPANISH	=	INSPIRAR
● PORTUGUESE	=	ISPIRATO
● SWEDISH	=	INSPIRERAD...



...IN-SPIRITED



INVENTOR, ENTREPRENEUR, INNOVATOR

AN INVENTOR...

Creates something new, exciting, and never before seen.

AN ENTREPRENEUR...

Builds a company around something new and exciting.

AN INNOVATOR...

Creates something new, exciting, never before seen, builds a company around it, and makes money at it.



“CHANGE FORCES GROWTH.”
- LON S. SAFKO



INVENTOR, ENTREPRENEUR, INNOVATOR

AN INVENTOR...

- THOMAS EDISON, INNOVATOR & PROLIFIC INVENTOR
- 1,093 SUCCESSFUL PATENTS

AN ENTREPRENEUR...

- WARREN EDWARD BUFFETT, CEO OF BERKSHIRE HATHAWAY
- A BUSINESS MAGNATE, INVESTOR, AND PHILANTHROPIST

AN INNOVATOR...

- STEVEN PAUL JOBS, APPLE COMPUTER, INC.
- APPROXIMATE PERSONAL NET WORTH WAS: \$10.2 BILLION

AUGUST 2, 2018
APPLE HIT \$1
TRILLION MARKET
CAPITALIZATION



“IF YOU CAN'T MAKE AN IMPORTANT DECISION, DECIDE TO WAIT. YOU DON'T HAVE ENOUGH INFORMATION.”
- LON S. SAFKO



TWO APPROACHES TO INSPIRATION

INTELLECTUAL INNOVATION

ARRIVING AT THAT MOMENT OF INSPIRATION
THROUGH A METHODOICAL MENTAL PROCESS.
ARCHEMEAIES - EUREKA!

THERE'S TRIAL AND ERROR

TRIAL, ERROR, ITERATION
THOMAS EDISON: "I HAVEN'T FAILED. I JUST FOUND
10,000 NOT TO CREATE A
LIGHT BULB."



TWO APPROACHES TO IMPLEMENTATION

JUST GET OUT THERE



FIRST TO MARKET

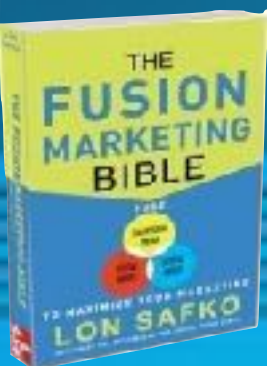
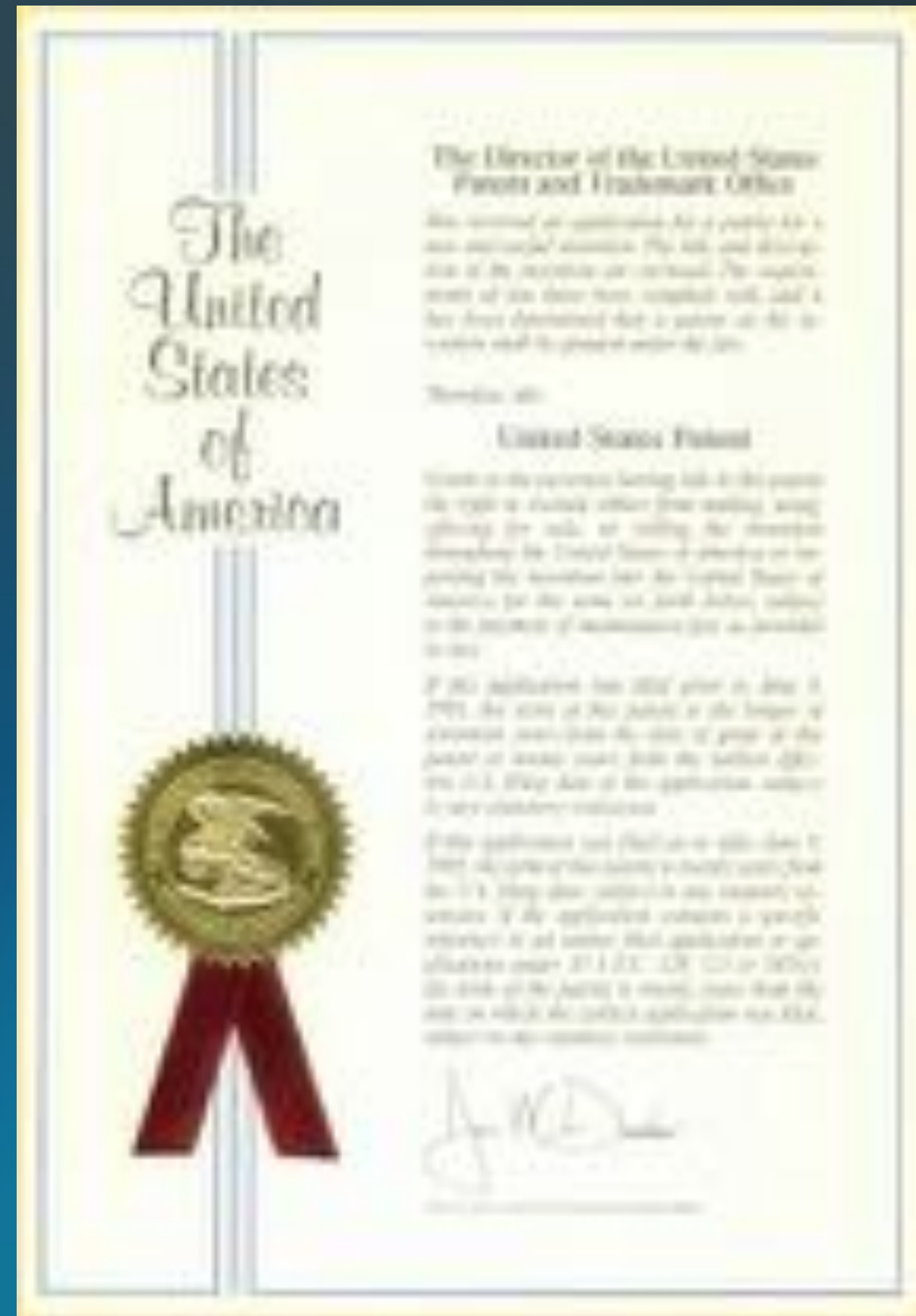
WAIT FOR BACKUP



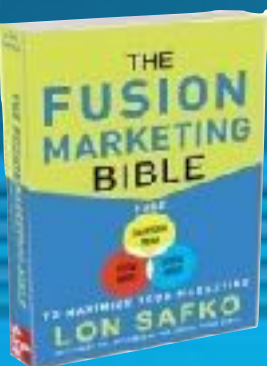
WAIT FOR I.P. PROTECTION



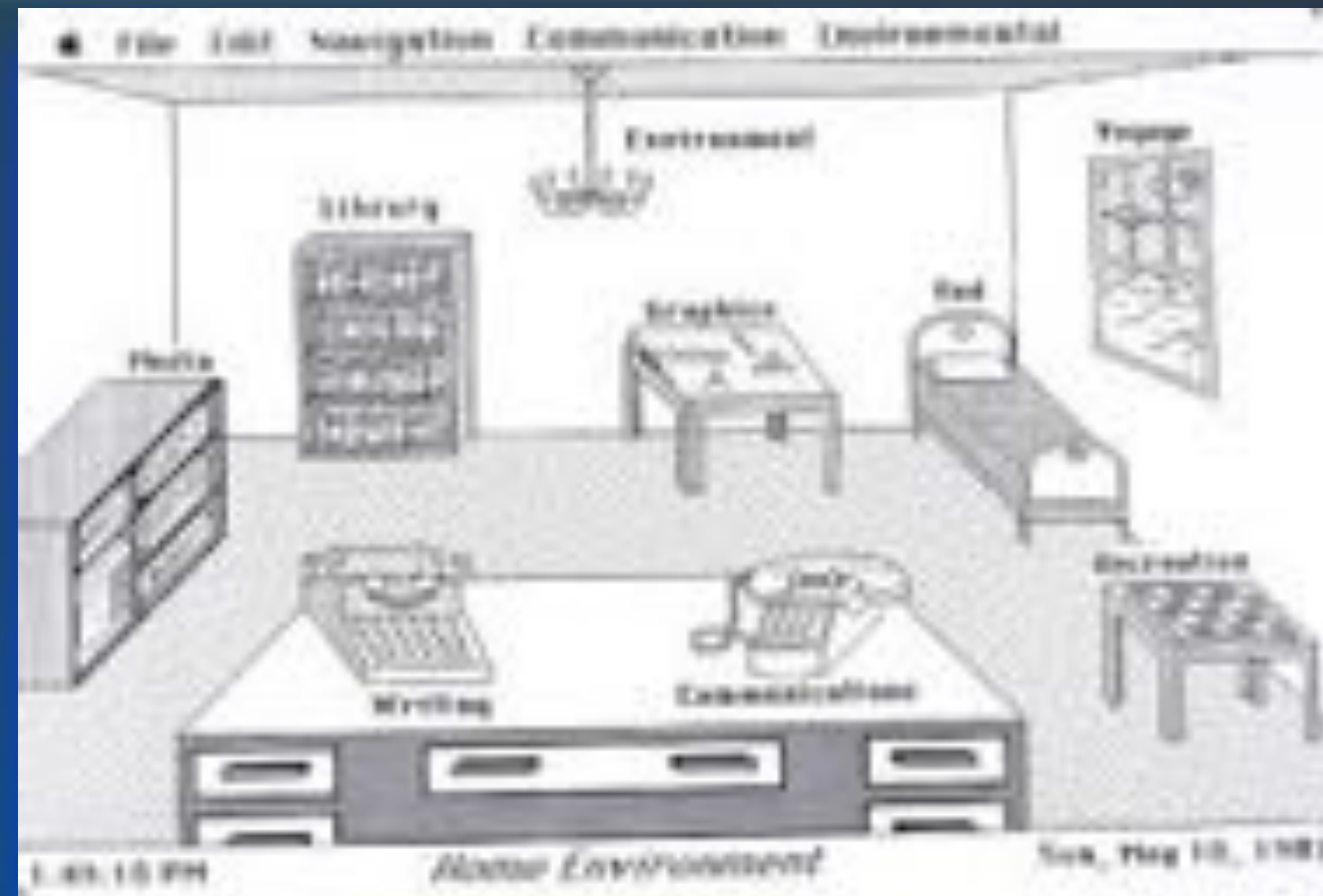
USE PROTECTION



POOR MAN'S COPYRIGHT



THE INEVITABLE...



**1995
APPLE'S
NEWTON**



**1995
MICROSOFT'S
BOB-O.S.**



THE INEVITABLE INFRINGEMENT



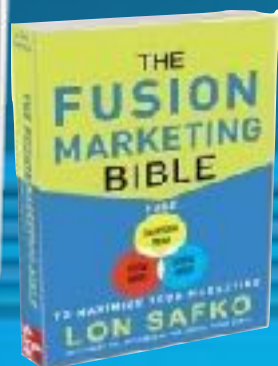
1994 SENSEI



2010 APPLE'S IPAD



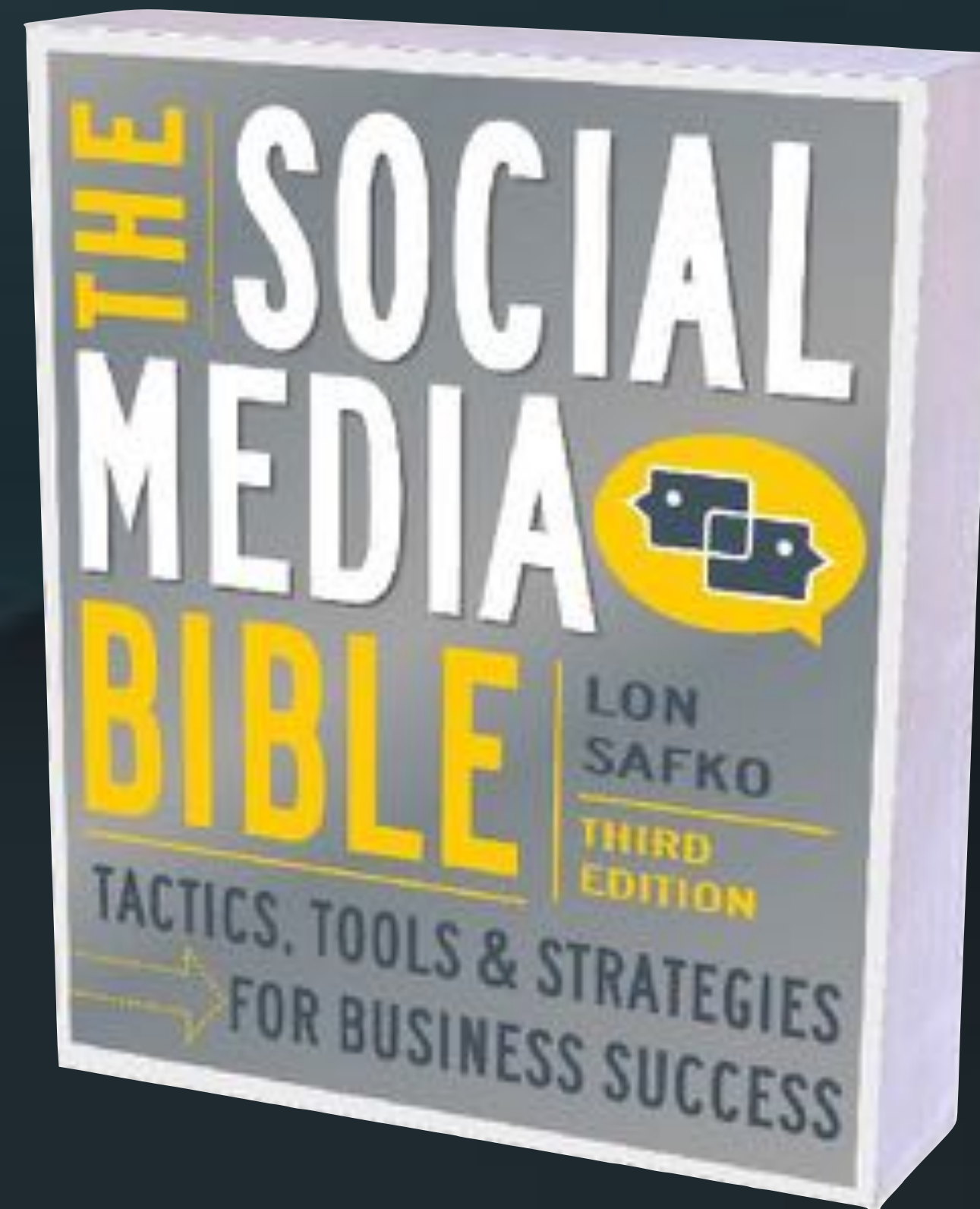
SOMETIMES YOU WIN... KINDA



STUDY YOUR INDUSTRY ASK YOUR CUSTOMERS

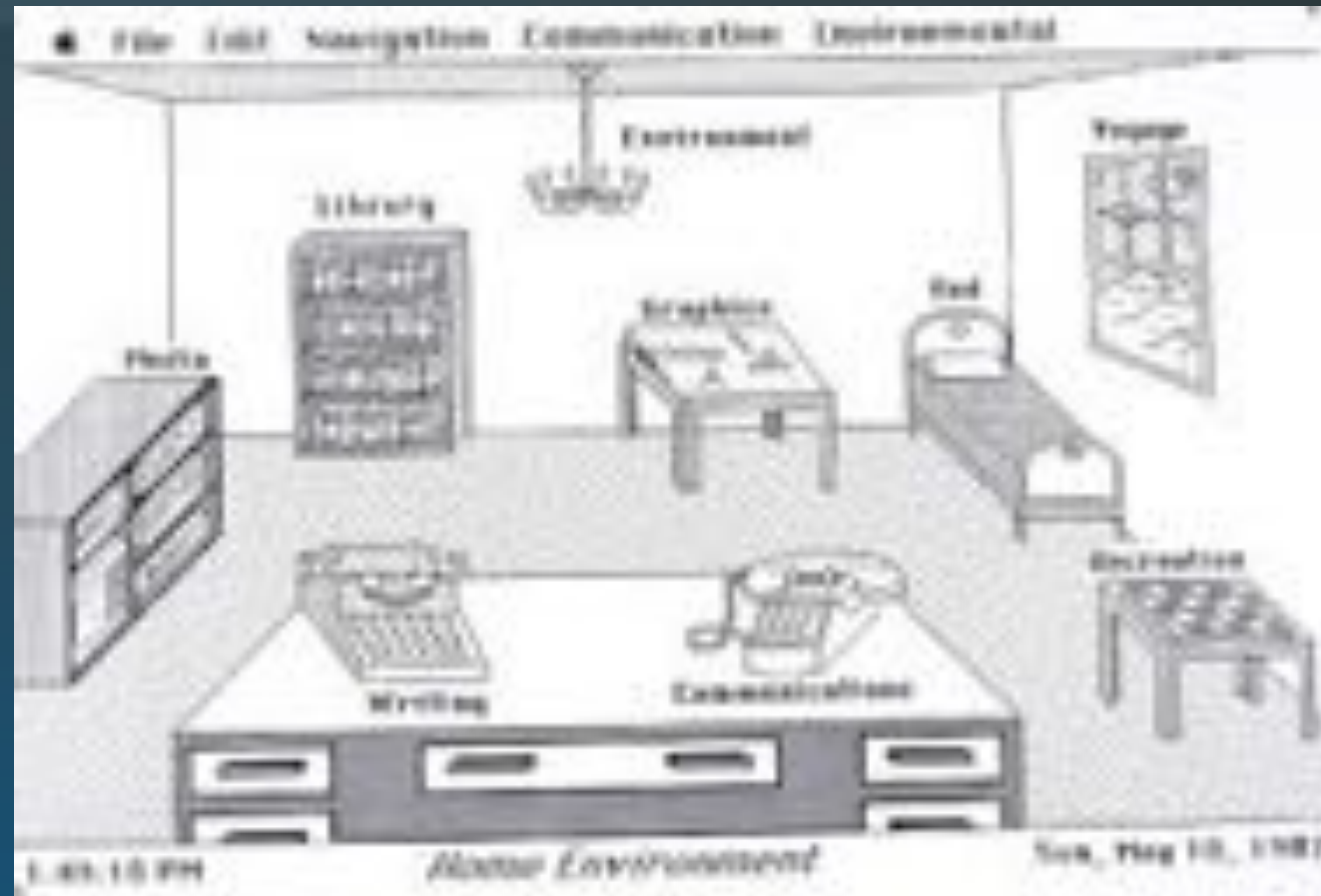


SurveyMonkey

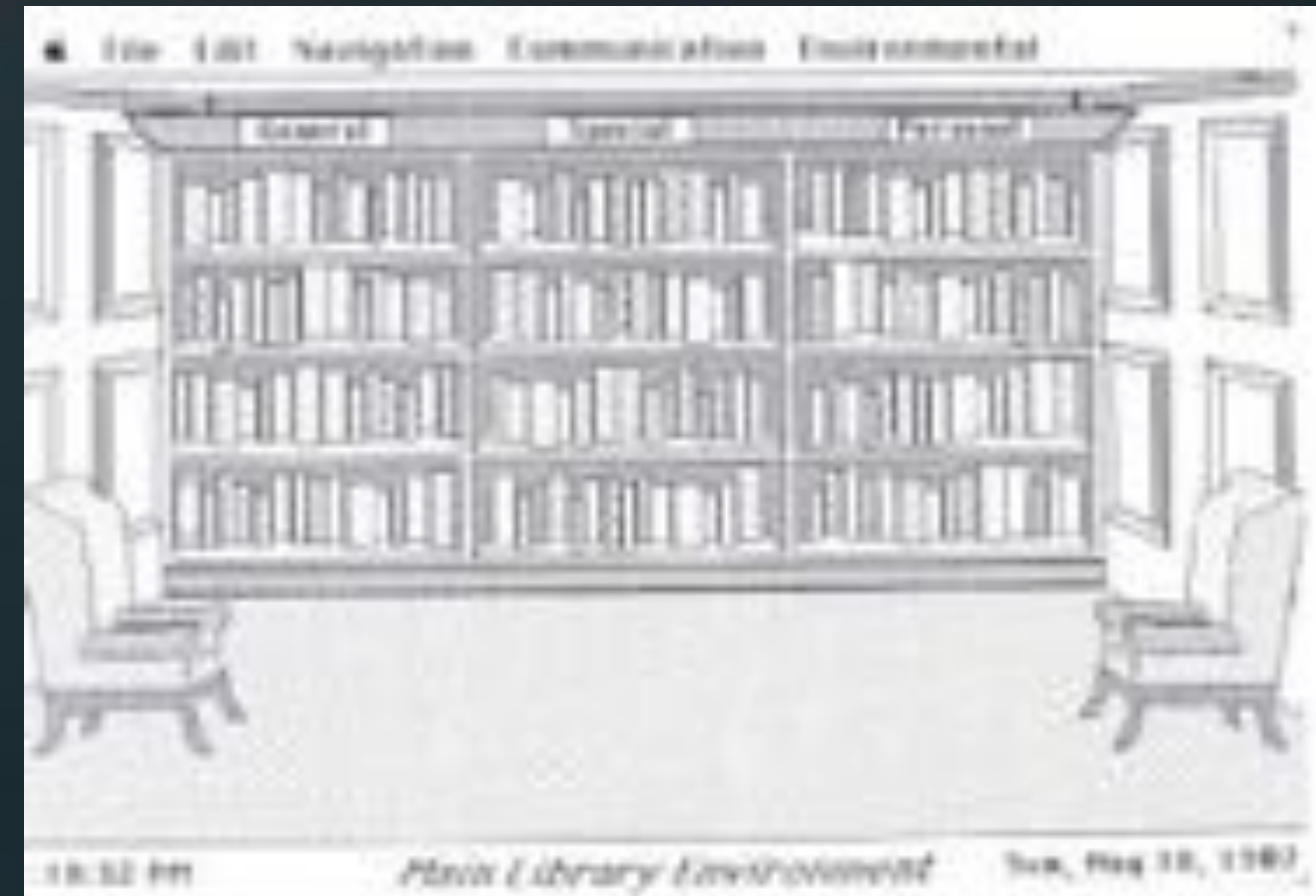


REITERATE & IMPROVE

1.0



2.0



3.0



4.0



STRATEGIC PARTNER



APPLE - CUPERTINO



MICROSOFT - REDMOND

GOOGLE - MOUNTAINVIEW

TELNOVA - SWEDEN



Правда

pravda.rs

FREE INK

МК



Н О В Ы Е
ИЗВЕСТИЯ



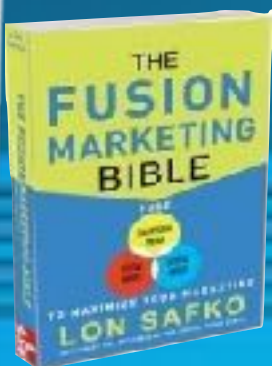
the
moscow
news

POPULAR
SCIENCE

НОВАЯ
газета

The New York Times

ВЕДОМОСТИ
INC.



FREE ELECTRONS



INFLUENCERS



TRADITIONAL, DIGITAL, & SOCIAL FREE & PAID MARKETING

facebook

Linked in

twitter



GROUPON



FREE

PAID

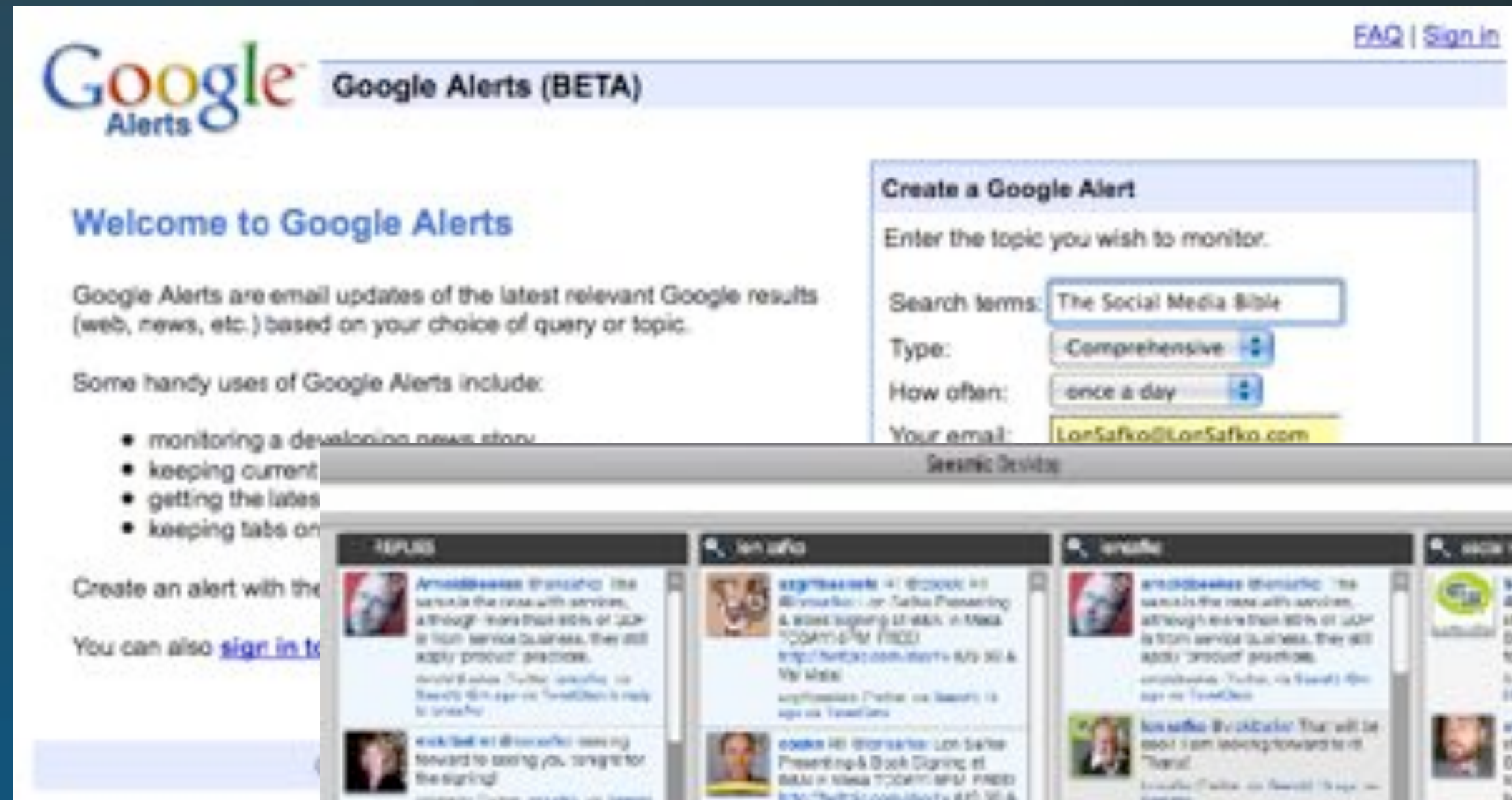


ANALYZE GOOGLE & SOCIAL



CYBER-SURVEILLANCE

GOOGLE ALERTS



- AGORAPULSE**
- BRANDWATCH**
- BUFFER**
- BUZZSUMO**
- CROWDBOOSTER**
- EDGAR**
- GOOGLE ANALYTICS**
- HOOTSUITE**
- SPROUTSOCIAL**
- SNAPANALYTICS**
- ICONOSQUARE**
- BUZZSUMO**

HOOTSUITE



PREPARE FOR GROWTH



FUNDING: V.C./ANGEL
EMPLOYEES
OFFICE SPACE
INVENTORY
CONSULTANTS



LEVEL OF COMFORT



HUGE UPS & DOWNS

AN ENTREPRENEUR WILL WORK 80 HOURS A WEEK TO AVOID WORKING 40 HOURS PER WEEK.

STEADY AS SHE GOES

1001 - 1000 0000		Pay Period 01/01/10 to 01/31/10		Employer Information	
Summary				Employee Number: 00000	00000
Hours	Rate	Gross Pay	Tax	Net Pay	000.00
40.00	12.50	500.00	100.00	400.00	
Hours Pay		400.00	100.00		
				Health Insurance	00.00
				Dental	00.00
				Retiring	00.00
				Net Pay	400.00
				Gross Pay	500.00
				Tax	100.00



RESPONSIBILITIES

HUGE UPS & DOWNS



- WIFE**
- CHILDREN**
- PARENTS**
- DEBT**
- MONTHLY EXPENDITURES**
- SECOND INCOME**
- MENTAL STABILITY**



EXIT STRATEGY





YOU CAN'T LOOSE IF YOU DON'T QUIT!



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Thank you!

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