

HALF-WAY THERE... BUT WHERE ARE WE GOING?

Week 6 of Entrepreneurial Project

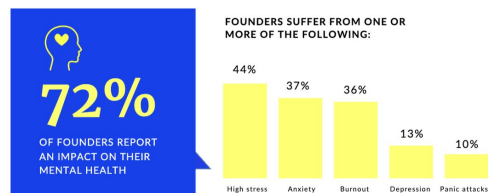
WARM UP

Discuss with a partner

- **What was most emotionally challenging** in your project so far? Why (personally)?
- **How do you respond with stress?** (both "healthy" and "unhealthy" ways)
- **How comfortable are you talking about:** High Stress | Anxiety | Burn Out | Depression | Panic Attacks ?

Key Insights

The startup grind takes a major toll on founder mental health



Hard has become even harder in today's uncertain markets

54%

OF FOUNDERS ARE VERY STRESSED ABOUT THE FUTURE OF THEIR STARTUP

Founders mask their stress and it catches up to them in the end



"THIS IMBALANCE IS NO WAY TO LIVE THE START-UP LIFE

AND IN FACT, IT'S DETRIMENTAL TO THIS KIND OF WORK.

THE ONLY WAY I SURVIVE THE DARK PERIODS IS BY CONSTANTLY RENEWING MYSELF AND MY PERSPECTIVE.

STARTING OVER IS PART OF THE PROCESS OF STARTING UP.

THAT'S SOMETHING THOSE IN THE ENTREPRENEURIAL COMMUNITY SHOULD UNDERSTAND BETTER THAN ANYONE ELSE.

Brad Feld
Co-founder of Foundry Group, Techstars

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IDEAS

Updates & Observations From Brian

Brian Tam CEO, Let's Make Great! www.letsmakegreat.com @letsmakegreat © Let's Make Great!

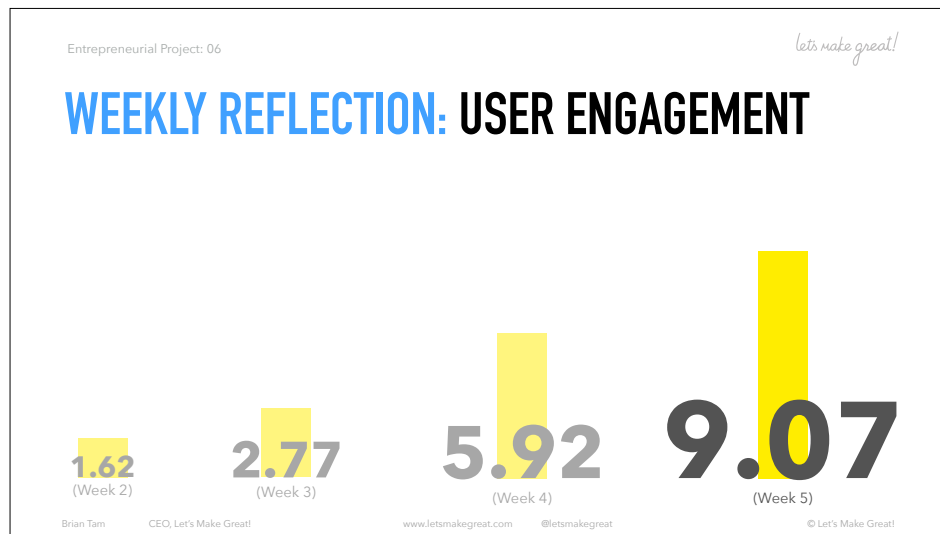
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EVENTS: STARTUP GRIND

MAR 21ST, 18:00 INCUBATION HUB
RUA DA PRATA 10, LISBON

startup grind 35i unicorn

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WEEKLY REFLECTIONS: OBSERVATIONS

What else I noticed:

- Manufacturing** 🤖
 - set up costs, MOQs, & investment
 - time, logistics, & delays
 - mistakes & miscommunication
- Getting creative**
 - building prototypes
 - crafting & experimenting
 - talking to users
 - having fun
- Team dynamics was a focus**
 - Establishing roles & expectations
 - Fixed team work day
 - Team contracts?
 - Everyone should be doing everything (intent is learning, not performing)
- Start community building now**
 - Light validation on social media
- Reflect:** are you validating your project or your self?

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NEXT WEEKLY REFLECTIONS: APRIL 1ST

(Not a joke)



Brad Feld

Cofounder Techstars
Cofounder Foundry Group

“THERE IS NOTHING
GOOD OR BAD
BUT
THINKING
MAKES IT SO.”

William Shakespeare

REFRAMING EXERCISE (1)

About this tool:

- **What is it?**
A way to *change perspectives*
- **When might we use it?**
 - Frustrated with an obstacle,
 - Surprised by bad news, or
 - Stuck in a thought loop
- **How do you reframe?**
 - 1) Observe the scenario
 - 2) Breathe + smile + say “great!”
 - 3) Ask “what else could this mean?”
(Brainstorm 3+ options)
 - 4) Choose one that resonates most and
take the next best action step

REFRAMING EXERCISE (3)

Note: not a cure-all but a helpful trick

Practice with a partner:

- 1) Lost earphones just before a long trip
- 2) Close friend moved far away
- 3) Phone died during an important call
- 4) Missed a meeting because of traffic
- 5) Failed an exam
- 6) Lost all your work before deadline
- 7) Client quits, writes horrible review publicly
- 8) During a live demo, prototype dies
- 9) Co-founder unexpectedly quits
- 10) Investor drops out just before signing

- How do you reframe?

- 1) Observe the scenario
- 2) Breathe + smile + say "great!"
- 3) Ask "what else could this mean?" (Brainstorm 3+ options)
- 4) Choose one that resonates most and take the next best action step

“THE ONLY DIFFERENCE
BETWEEN
A FLOWER
AND
A WEED
IS A JUDGMENT.”

Dr. Wayne Dyer

CASE

Mastermind Peer Exchange

Use phone timer to stay on track

MASTERMIND: AN OVERVIEW

1) Set Context

- ▶ Remind/Introduce project
- ▶ What is the idea?
- ▶ What's been done so far?
- ▶ What's the status?

▶ **1 minute per person**
(5 min total)

2) Share Challenges

- ▶ A) Focus on one founder
- ▶ That person shares:
- ▶ Goal for the week
- ▶ What's stopping them?
- ▶ What help do they need?
- ▶ B) Add value
- ▶ Help however you can
- ▶ Ask questions
- ▶ Share tools or ideas
- ▶ Brainstorm actions

▶ 1 minute:
present challenge

▶ 9 minutes:
discuss

Rotate & repeat
(40 minutes total)

3) Focus on Action

- ▶ Conclude:
- ▶ Summarize your thoughts
- ▶ What resonated most?
- ▶ What will you do?

▶ **1 minute per person**
(5 min total)

“**FOCUS ON YOUR CUSTOMERS' NEEDS,
NOT WHAT YOU WANT TO BUILD.**”

Robert Schlaff
Executive Director at JPMorgan Chase

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TEAM

Co-Working Time

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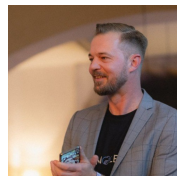
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GUEST MENTORS JOINING TODAY



Priscilla Dorresteijn

- Founder & CEO, Upside Out
- Former Google
- 16+ years of adventure!
- Head of JAPAC VC & Startup Ecosystem



Jo Smets

- Founder, BluePanda.pt
- Founder, kameleon.team
- Founder, Lisbon Late Shift
- Owner, JS Technologies

Brian Tam

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“**RECRUIT USERS MANUALLY. NEARLY
ALL STARTUPS HAVE TO.**”

**YOU CAN'T WAIT FOR USERS TO COME TO YOU.
YOU HAVE TO GO OUT AND GET THEM.**

Paul Graham
Founder of Y Combinator