



The Regional Entrepreneurial Innovation Imperative

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US Small Business Facts

- SME's employ over **55%** of the country's private sector workforce, hire 40% of high tech workers, such as **scientists, engineers, and computer workers.**
- The number of **women-owned firms** continues to grow at twice the rate of all U.S. **firms (23% vs. 9%)**
- 70% of SME's say retaining customers cheaper than getting new customers.
- **7 out of 10** new employer firms last about two years and about half survive five years.



Never Too Late!

A survey of 549 successful business owners found that most founders were middle-aged when they started their business.

Average Age: 40

Six Distinct Organizational Paths for Entrepreneurs

- Lifestyle Business
- Small Business
- Scalable Startup
- Buyable Startup
- Large Company
- Social Entrepreneur



Small Business Biggest Obstacles

- Lack of willingness or ability to take **risks**
- **Time and effort** required
- Raising **capital**
- **Business management** skills
- **Knowledge** about how to start a business
- **Industry and market** knowledge
- **Pressure** to keep a stable job

Keys to Small Business Success

Courage

The willingness to take risks

Perseverance

The capacity to power through tough times

Ambition

The insatiable drive to reach your goal

Understanding

The knowledge to make wise business decisions

Innovation

The ability to improve on existing ideas

www.entrepreneur.com/dbimages/blog/entrepreneurship-risk.jpg

3 Myths about Elevator Pitches

- **Myth #1:**

An elevator pitch is a sales tool

- **Myth #2:**

Pack your elevator speech with facts that will amaze the listener & demonstrate a mastery technical nomenclature

- **Myth #3:**

Once you've written & practiced your elevator speech, you're ready



The Art of the Escalator Pitch: 10 Great Tips

1. Keep it short
2. Have a hook
3. Pitch yourself, not your ideas
4. Don't forget the pitch
5. Don't overwhelm with technical or statistical terminology
6. Practice
7. Use the same tactics for print
8. Revise
9. Be involved in the startup community before you pitch
10. Listen



Bendis Pitches Do's and Don'ts

DO

- Strong Opening
- Be Succinct
- Be Factual
- Prove Relevance
- Be Realistic
- Confident
- Ask for Order



DON'T

- Leave Them Guessing
- Ramble
- B.S./Guess
- Be Conceptual
- Over Commit
- Be Cocky
- Be Vague

Six Entrepreneur Skills that Angel Investors Love

1. Talks & writes well
2. Networked & connected
3. Full disclosure attitude
4. Values intellectual property
5. Not in a heated rush
6. Realist

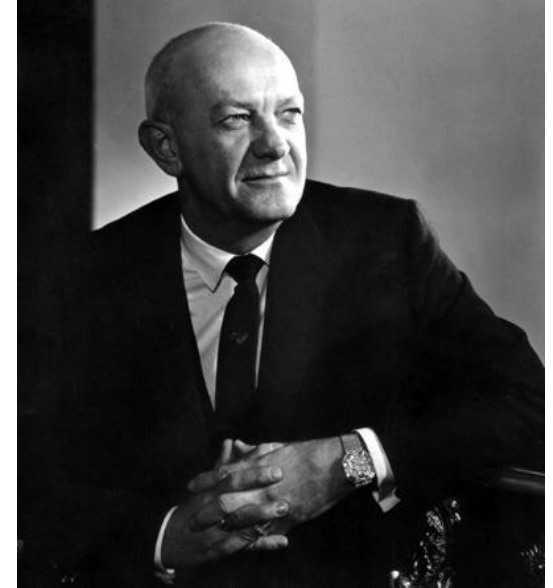


Ewing Marion Kauffman

“Treat others as you want to be treated.”

“Share life’s rewards with those who make them possible.”

“Give back to society”



Contact

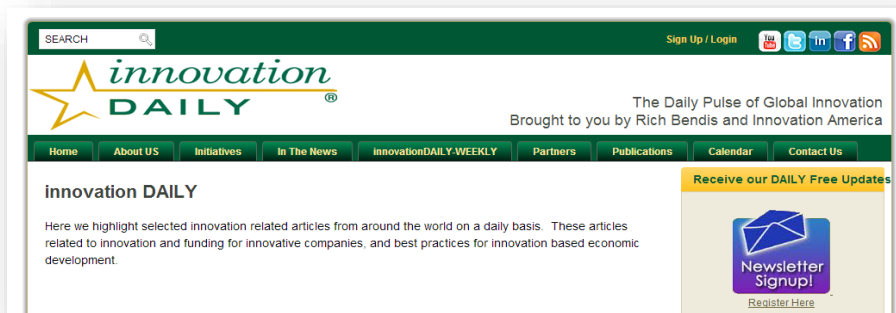
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