

Entrepreneur Jeopardy!

Row	ME	DEVELOPMENT	BUSINESS	FUNDING	MARKETING & SALES	PEOPLE	MANUFACTURING & DISTRIBUTION
\$100	Education	Ideas	Business Plan – Business Model	In-Kind	Message (Elevator Pitch)	Bankable CEO	Purchasing – Credit Terms & Obligations
\$200	ADHD or just promiscuous?	Patents & Trademark Assets	Advice Peddlers: Lawyers, Accounts & etc.	Credit Cards & Personal Loans	Public Relations – Creating Credibility	IP Assignments & Employment Contracts	Facilities, Equipment, Packaging, RMAs
\$300	Writing	Timelines & Man-months	Suicide & Sensitivity to Bad things happening	Banks & SBA loans, personal guarantees	Advertising, Magazine Reviews, Tradeshows, Telemarketing, Direct Selling	HR: Reviews, Communication, Hiring/Leasing, Termination & Turnover	Resellers & Dealers, Tie-ins and buying groups
\$400	Selling	Budgets	Compliance	Angels	Cost of Sales	Primadonnas & Assholes	Operations
\$500	Inventions	Rockstars	Traction vs Profit	Burn rate	CRM	Quality of Life	Specialization & Indolence
\$600	Where's the Pony?	Road Maps & Wish Lists	Insurance	VCs	Forecasts	Benefits, Incentives, Ownership & Options	Quality & Support
\$700	Wife-Kids-Grandkids	Product Life Cycles	Scale	Kids & Spouse	Positioning vis a vis competition	Managers	Inventory
\$800	Goals	Variations, Specials & One-Offs; <i>Diversions</i>	Form of Organization	Investor Relations	Magnifiers/Amplifiers: Website, VOIP, Virtualization, etc.	Parkinson's Law	Outsourcing & Offshoring
\$900	Risk Aversion – <i>not!</i>	Competition, Customer Input, Keeping it Real	Execution	Vendors & Customers	Vision	“People are Polynomials – Life is Non-Linear”	Control of the Channel
\$1,000	Mistakes	Documentation & Training (Sharing)	Timing & Luck	Inventory, A/R & Mistakes	Leveraging Alliances	Loyalty, Faith & Trust	Optimization vs Volume vs Continuous Improvement

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