

UNCERTAINTY AND ENTREPRENEURIAL ACTION AT READEO.COM...



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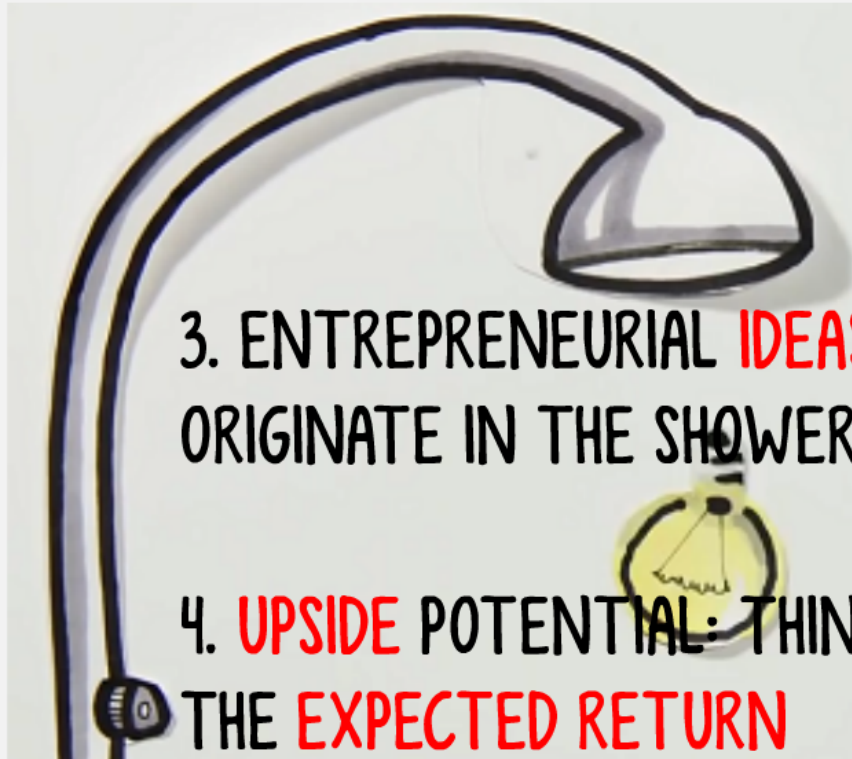
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1. ENTREPRENEURSHIP IS AN **EXTRAORDINARY**
PHENOMENON



2. STARTING POINT: FROM THE **OBJECTIVES**, THE
GOALS

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3. ENTREPRENEURIAL **IDEAS** DO NOT
ORIGINATE IN THE SHOWER

4. **UPSIDE** POTENTIAL: THINKING ABOUT
THE **EXPECTED RETURN**

5. **PROTECT** YOUR IDEAS FROM OTHER
PEOPLE INTERESTING
IN YOUR
VENTURE

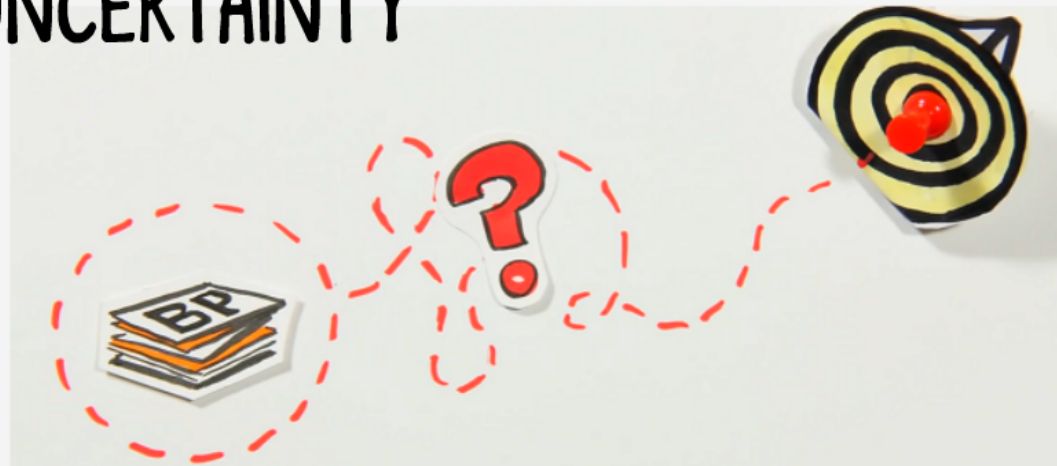


6. **NO CO-CREATION**, DEVELOPMENT OF
GOALS BY **YOURSELF**

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7. BUSINESS PLAN **REDUCES**
UNCERTAINTY



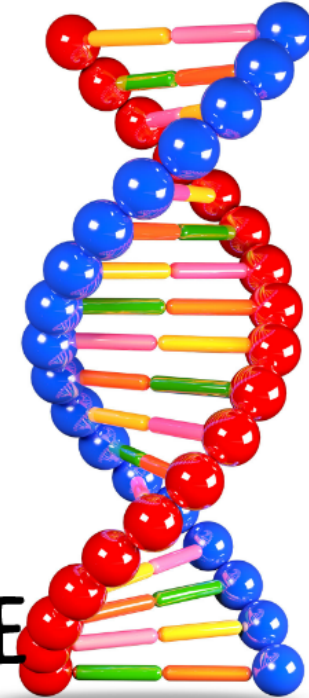
8. LUCK IS AN **INNATE** FEATURE



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9. ENTREPRENEUR IS **BORN** NOT MADE

10. ENTREPRENEURS
ARE **PROPHETS**,
THEY **PREDICT** THE FUTURE



1. Is entrepreneurship something written in
your DNA?

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2. Would you share your
entrepreneurial idea with
other people?

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