

THE IGNITION PLAN

Fire Up your Startup!



INTRODUCING THE IGNITION PLAN

Greetings!

I'm thrilled to announce the launch of my newsletter, ***The Ignition Plan***. Many of you know that I have been thinking about writing a newsletter for a while in order to share my experiences, offer advice and promote networking opportunities to help hard working entrepreneurs. Unlike a traditional newsletter, this will be an interactive forum where you drive the content. It's a resource for entrepreneurs by entrepreneurs so you are in charge!

At the beginning of each month you will receive an issue with a "Lessons Learned" thought piece from my experiences as an entrepreneur, and the ever popular "Ask Craig Anything" feature where I answer a question from the community.

At the end of each month I will answer the question and will provide another valuable tidbit to help you on your entrepreneurial journey. Soon, I will also be launching a live "Founders Forum" webinar where we will discuss issues important to you as well as create networking opportunities for participants.

Here we go! Enjoy the first issue of the Ignition Plan and please drop me a note to let me know what you think.

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LESSONS LEARNED: THE GOOD, THE BAD & THE UGLY

Back in the early days of my medical robotics startup, the company's lead investor and I would talk every Thursday. The goal for the call was to catch up on company progress, celebrate our successes, work through problems/issues and ensure that the company was heading in the right direction in terms of our strategic plan.

He called this, "sharing the good, the bad and the ugly" and I found it to be tremendously helpful for the company (and for me). His perspective was that he was a partner and an asset to the company and that I should access his expertise and experience to put the company in the best position to be successful. He further emphasized that people typically delay sharing the "bad and the ugly" but that he was going to find out eventually so why not get out in front of any issues and work them out together? Even though I sometimes found it challenging to carve out an hour every week from my packed schedule, it turns out that my investor was 100% correct! I came out of many of these meetings re-energized, empowered and confident in the company's strategy.

The lesson here is two-fold: it's so important to surround yourself with intelligent and experienced people who are willing to roll up their sleeves to

help and, don't be scared to put yourself out there. Sharing the bad and the ugly (along with the good) is part of the deal when you are an entrepreneur.

Craig



Let's face it, no one has all the answers (even if we must act like we do) so this is your opportunity to, "ask Craig anything". Submit a question and I will select one to answer and discuss in the next Ignition Plan issue. I am here to answer whatever burning question is on your mind, ranging from fundraising, founder issues, sales strategies, etc.

Submit your question here



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