

Real time entrepreneurship

- Please take one news story, randomly
- If your neighbor has the same story, feel free to discuss
- In 5 minutes, I will ask you for two things:
 1. A one sentence description of a business you could reasonably pursue, based on an idea you got from your news story
 2. The first thing you would do to pursue your idea (getting information doesn't count – that's not doing anything)

Questions/Transitions

- What do these stories have in common?
- Where does opportunity come from?
- What do your peers show you about how to pursue an idea?

Conclusions

- Ideas come from everywhere
- Ideas are cheap
- Ideas are not just from technology
- Constraints help
- Ideas are a function of means (different people look at the same news story and come up with different business ideas)
- Action is what matters
- Action is always effectual