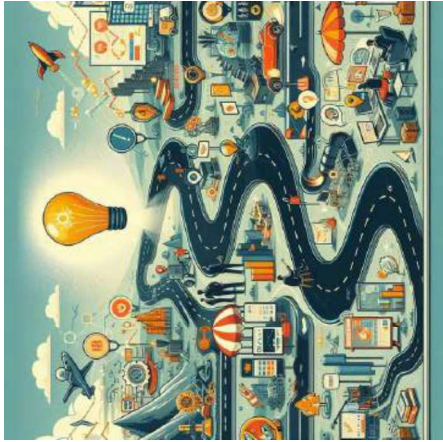




Hello and Welcome !
Please call me...



Today's
 Webinar
 Topic:

The Anatomy of a Typical Small Business Entrepreneurial Journey + *hindsight of 8 Lessons Learned*



Senior Business Adviser SBDC
 Growth Wheel Int'l Cert. Biz Adviser
 Adjunct Professor @ GMU's
 School of Engineering
 GMU Mentor in Residence

Mentor @ 3 NoVA Tech Accelerators
 Entrepreneur, Investor
 Co-Founder Marketing Strategy Firm

- Retired U.S. Navy Captain
- BS Engineering U. S. Naval Academy
 - Masters CMU
- Former Executive, ExxonMobil
- Kellogg, Thunderbird School
 - Lean Process GBelt
 - Published

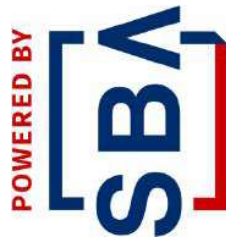




The Anatomy and Roadmap of a "Typical" Entrepreneurial Business Journey – and 8 Lessons Learned from the Entrepreneurial "Road"



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**Welcome pre-Venture
Startup Companies!**

Hello Early-Stage Companies !

Welcome Growth Companies!

**Good Day to our
Mature Businesses!**

No Cost 1-on-1 Business Counseling !



George Siragusa

Via
Zoom
Invitation



Mason Enterprise Center, FFX



In person
downtown
Manassas,
in Fairfax,
on
GMU's
Campus, via zoom



MIX "Mentor in Residence"

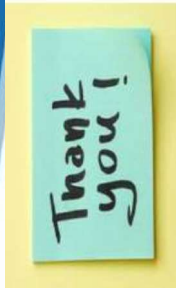
Horizon
Hall



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George Siragusa
Senior
Business
Adviser

<https://www.linkedin.com/in/georgesiragusa/>

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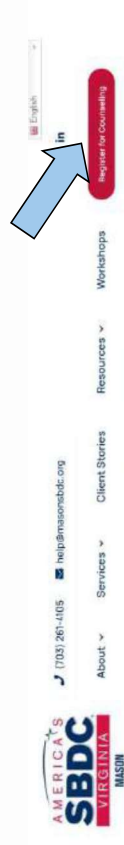
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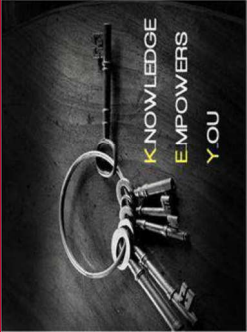
The Anatomy of a “Typical” Small Business Entrepreneurial Journey *and Hindsight of 8 Lessons Learned*

A step by step, “Birds Eye View”, of a typical
“Path Forward”

Discussion with

George Siragusa,
Adjunct GMU Professor and Senior Business Adviser
Mason Small Business Development Center



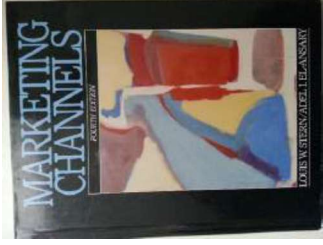
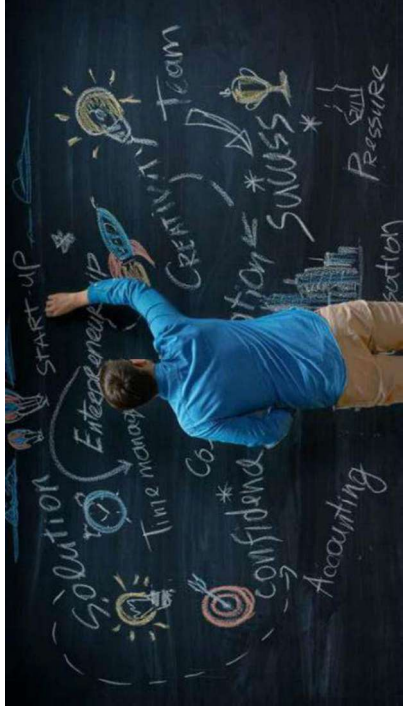


Today's Learning Objectives:

Upon completion of this discussion, entrepreneurs should be able to:

- ❑ see **“holistic view”** of a roadmap summarizing a **“typical”** business path forward
- ❑ assess their investment of time and \$\$\$\$, **earlier vs. later** in the process
- ❑ gain **insights into competencies, skills that may be needed** for each step
- ❑ understand “sequencing”, which steps may unfold in **parallel** versus in **series** flow
- ❑ benefit from the hindsight provided by **8 common lessons learned**
- ❑ find and seek out **mentors** and learn about helpful **resources**
- ❑ ...and some great dialog to learn from you all along the way

Combined with real-world professional experience, there is a large body of **Thought Leadership** we can also draw on, that helps guide us toward business success



...and many more!

