

# Welcome to our eTrack Luncheon Series

**When to Jump:**

**Real Life Advice on Becoming a Full Time Entrepreneur**

**August 13, 2009**

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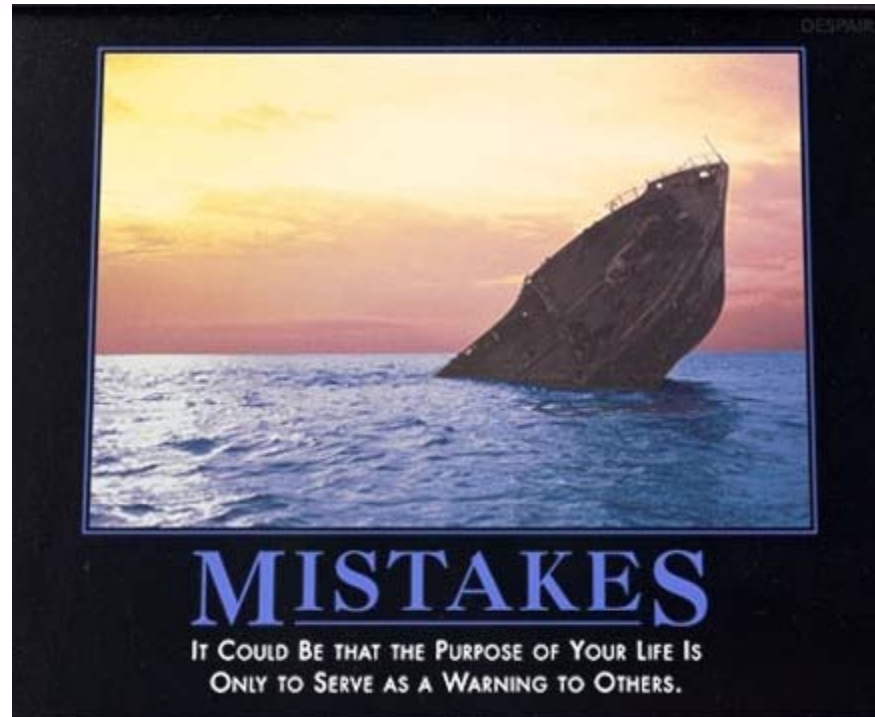
# Panelists

- **Alan Homewood:** Founder and CEO 2Checkout.com
- **Greg Yoakam:** Founder and CEO Kidslinked.com
- **Wendy Gadd:** Co-Founder and CEO Gadd Household

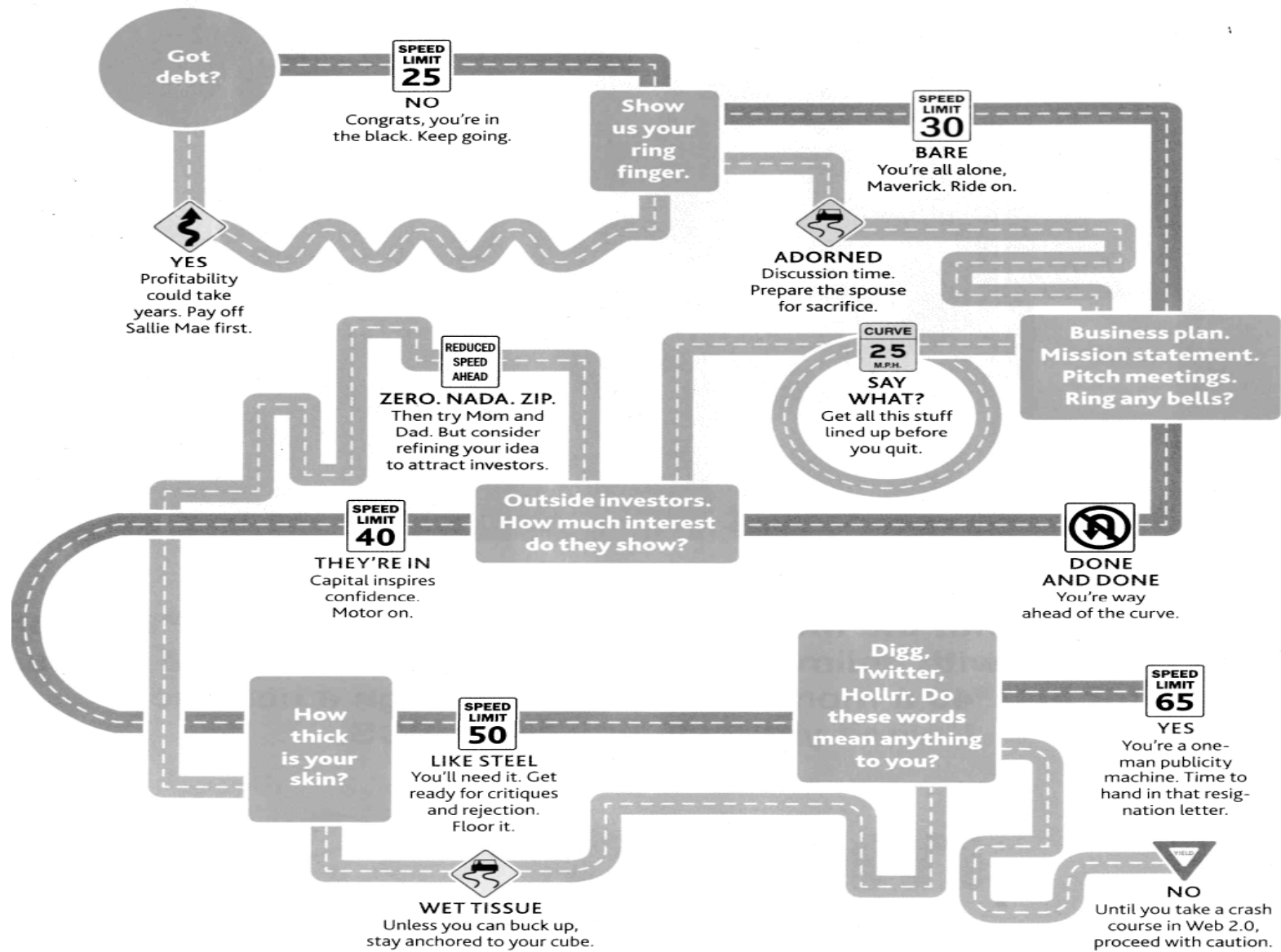
Hosted by **Kevin Gadd**  
Director, IT Commercialization  
TechColumbus



# Great Lessons to be Learned



“It could be that the purpose of your life is only to serve as a warning to others.” :-)



# Got Debt?

- Recommend 6 months in savings
- Cut all extra expenses
- This is how you will run your business
- Do NOT make it worse!
- See [Dave Ramsey.com](http://DaveRamsey.com)!

# Show Me Your Finger

- Married?
  - Overcommunicate
  - Get on the same page
  - Set boundaries
- Single?
  - Get an accountability partner
  - Get your feet set before marrying

# Now, About That Business

- Business 101
- Research markets and competitors
- Get a Business Plan
- Talk to a LOT of people
- Plan prior to launch

# How Are You Funding This?

- Set aside cash?
- 3 F's?
- Other outside investment?
- Bootstrapping?
- Think of a plane taking off

# How Thick is Your Skin?

- Do you stop at NO?
- Can you Fake it Till you Make it?
- Are you creative?
- This is not for wimps!

# Can you Sell or Tell the Story?

- Raise your social networking IQ
- Network like crazy
- Join a support group
- Talk to everyone that will listen!

# In Conclusion

- Be prepared!
- Ask for help!
- Get real support!
- Plan, plan, plan!
- Then Jump and Hold On!

# Thank you

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