



The entrepreneurial revolution is in full swing and many of your friends have started new businesses successfully. You wonder if you have what it takes. Yes, entrepreneurship requires passion, discipline, hard work, creativity, and resilience, but it is ultimately a *process*.

*Discover The Entrepreneur Within*, based on Verinder Syal's award winning classes at Northwestern University, will demystify this process. He has created a step-by-step guide to help you learn what you will need to launch your business.

You will learn how to:

- Find new ideas
- Select the most promising idea
- Assemble and lead a team
- Focus on the right customers
- Market and sell
- Develop a business model
- Calculate how much money you will need to get started
- Raise money
- Develop your 10-slide pitch
- Make winning presentations
- Examine your values and principles
- Determine how you want to live your life

Are you up for a personal revolution, to achieve freedom, to do what you love, and to do so on your own terms? Do you want to help others while living a life of meaning and significance?

I believe you are. Let's get started now!