



Revolve
Accelerate the Revolution



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The Importance of Human Capital



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Overview

- ***Pillars of a Startup*** - *Emphasis on #1 Most Overlooked*
- ***Hardest Side of Business*** - *Hint - think soft side*
- ***Film Interlude*** - *Modern day Greek Tragedies*
- ***Rich Vs. King Conundrum***
- ***Building the Right Team at Right Time***



Three Pillars of Startup





Three Pillars of Startup

Intellectual Capital



- Trade Secrets/Process/Tech
- Patents
- Trademarks/Copyrite
- Licenses/Regulations



Three Pillars of Startup

Human Capital

- Founder - Inventor
- Talent
- Leadership
- Teams
- Collective Knowledge

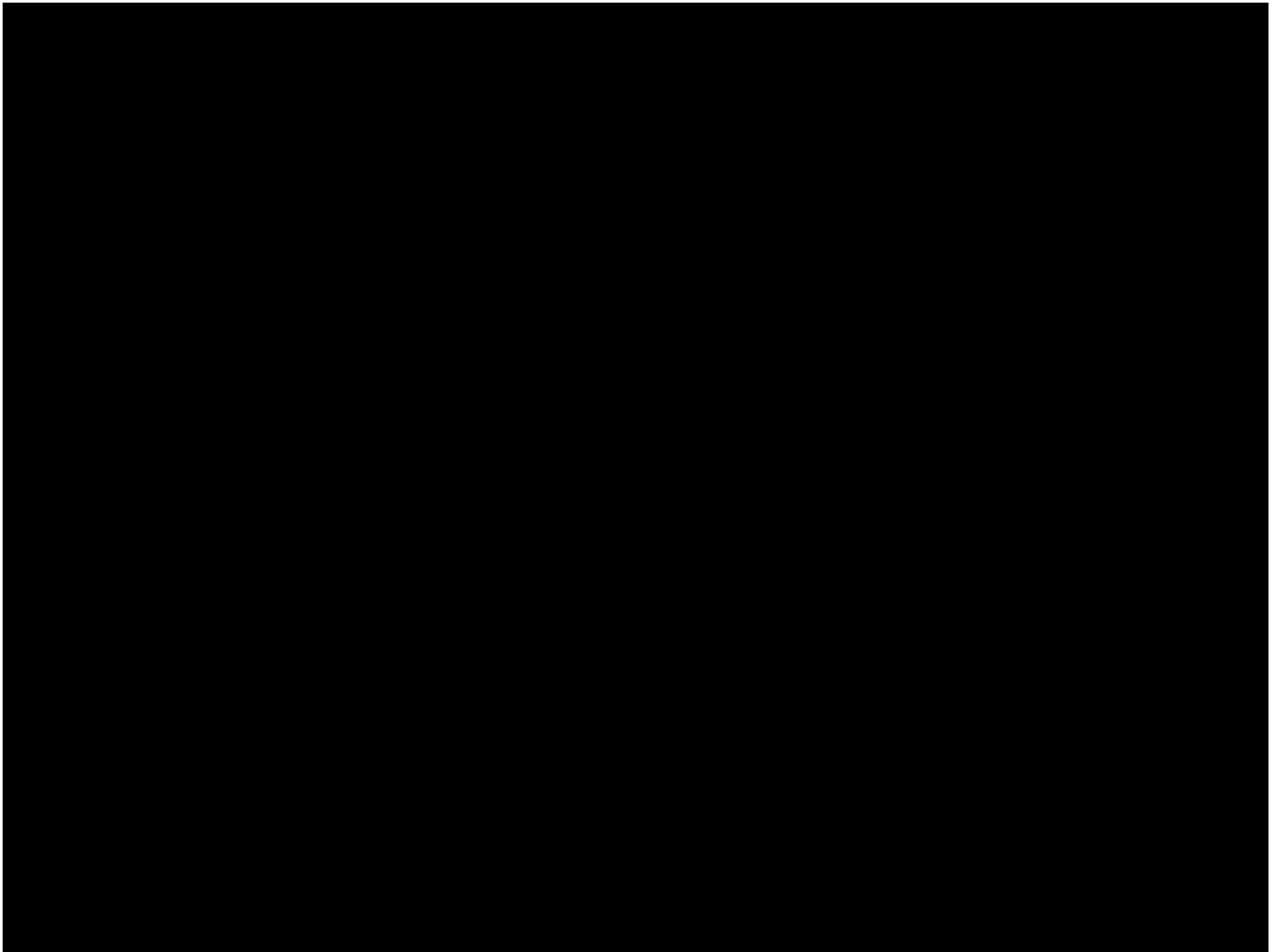




The Hardest Part of Business is the Soft Side

65 to 70% of Venture Backed Companies that Fail - Fail for "People Reasons"

-HBS, Wharton



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Rich vs. King

The Founder's Frustration*

*Noam Wasserman, HBS

Most founders will have to choose between building valuable companies where they are minor players

VS..

being major players in less-valuable companies



Rich vs. King

The Founder's Frustration*

*Noam Wasserman, HBS

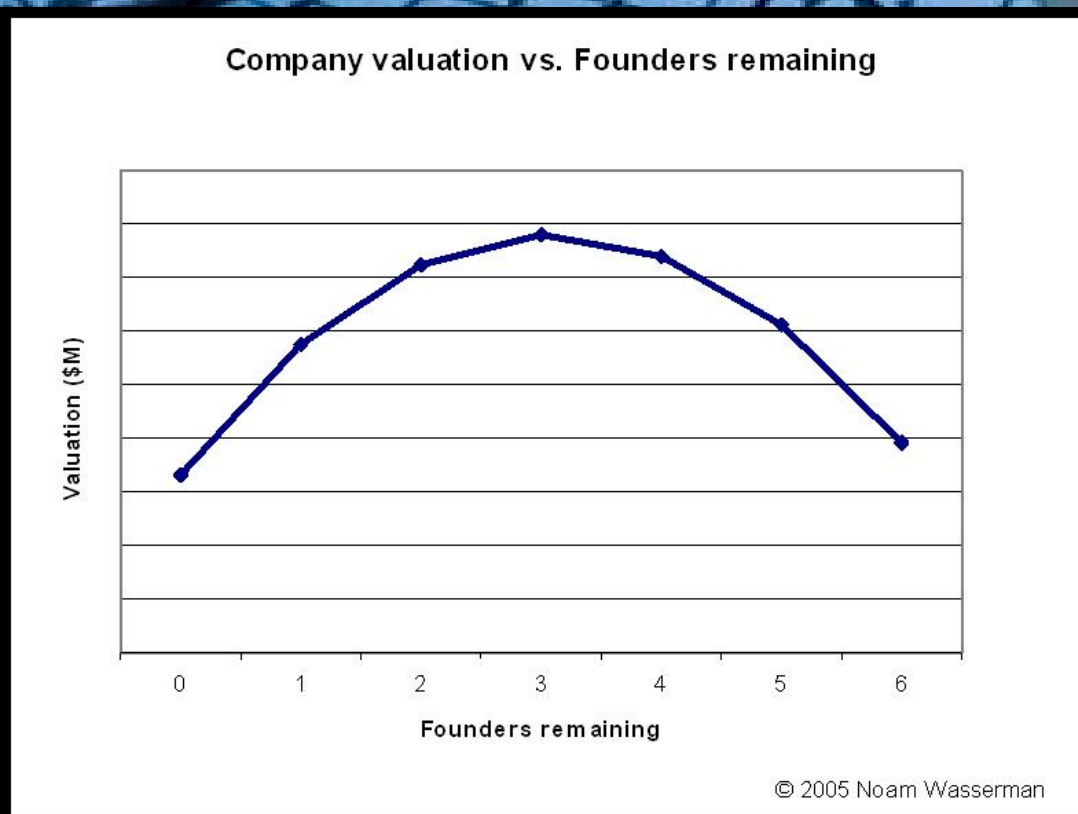
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Rich vs. King

The Founder's Frustration*

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Rich vs King

The Founder's Frustration*

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<http://founderresearch.blogspot.com/2005/11/rich-versus-king-charts-and.html>



Choosing Talent

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Step 1 - Do you want to be
Rich or *King*?





Choosing Talent

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Step 2 - *Assessing Capabilities*

- Study Business Strategy Growth/\$/Exit
- Analyze Strengths
- Identify Gaps
- Job Analysis





Choosing Talent

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Step 3 - *Sourcing*

- Phone a Friend
- Hire a Headhunter
- Pig in a Poke/Dumpster Diving
- Arranged Marriage/Shotgun Wedding



Choosing Talent

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Step 4 - *Assessing Talent*

- Skills
- Role
- Culture - Entrepreneurial
- Team



Choosing Talent

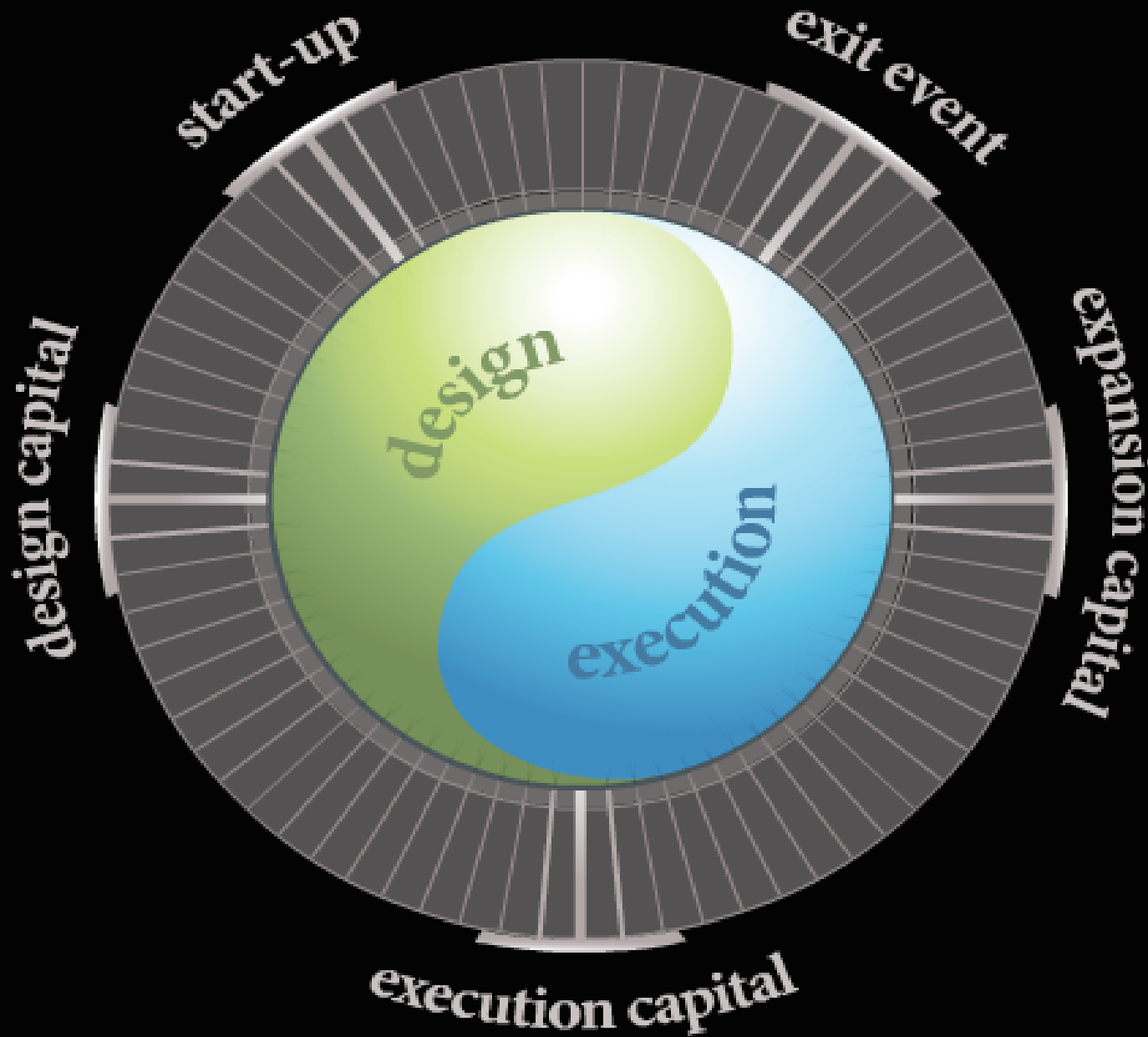
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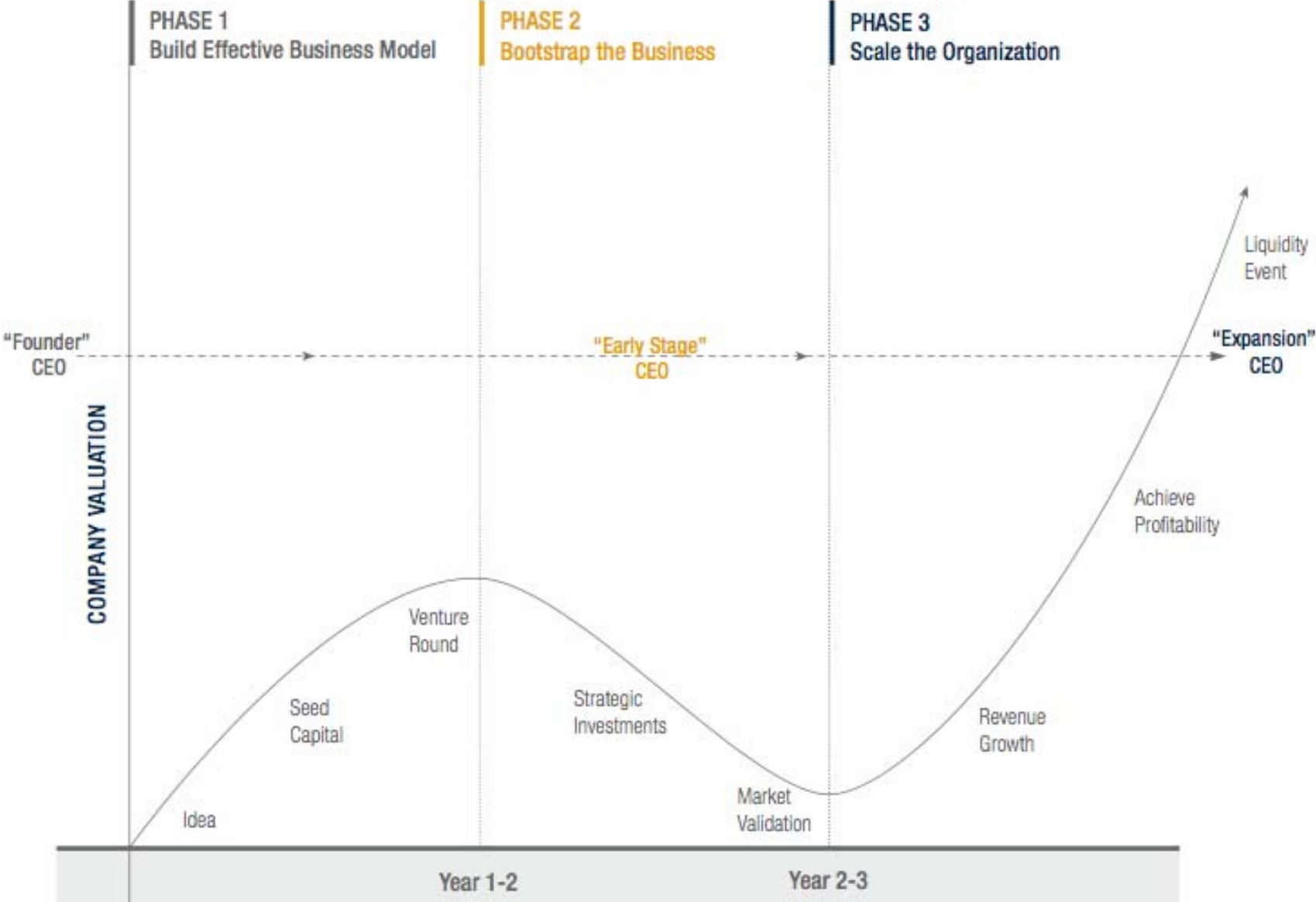
Step 5 - *RE*assessing Leadership

Phase 1 - Building an effective business model

Phase 2 - Bootstrapping the business

Phase 3 - Scaling the organization







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*Don't Underestimate the
The Importance of
Human Capital*