THE ENTREPRELOPER

INVENTOR + CONSTRUCTOR ALL IN ONE

@JL_UGIA
The Concept

Entreprenloper
THE ENTREPRENEUR

- passion
- curiosity
- energy
- imagination
- risk taker
THE DEVELOPER

- competitiveness
- perseverance
- efficiency
- abstraction
- laziness
THE ENTREPRELOPER

- competitiveness + passion = joy
- perseverance + energy = resilience
- efficiency + curiosity = achievement
- abstraction + imagination = quality
- laziness + risk taker = outcome
THE ENTREPRENEUR

- joy
- resilience
- achievement
- quality
- outcome
WHY? CHANGE IN TECH

- uncertainty about top jobs in 5 years time
- no idea about main jobs in 10 years time
- 20+ different jobs in your entire life
- no long living experts (i.e.: mobile)
WHY? SKILLS

Entrepreneur
- Management
- HR
- PR
- Engineering

Engineer
- Marketing
- Design
- Product
WHY? IT IS EASY!

- lighter + faster than startups and big corps
- low entry barriers
- simplest minimum iteration
- impossible to lose - already have nothing
WHY? ‘CAUSE YOU CAN

Because you can’t stand your life differently...

...and that is your biggest asset.
GOT IT

BUT HOW DO I START?

I AM SERIOUS
The Operation

Key Points
DEFINE YOURSELF
SELF SWOT - KNOW YOURSELF BEFORE YOU KNOW THE WORLD

- skills
- abilities
- needs

Strengths
Weaknesses
Opportunities
Threats
DEFINE YOUR IDEA

▶ product
▶ target
▶ why
▶ business model
BUILD YOUR TEAM

▷ keep it basic...but cover your needs
▷ look for other entrepreneurial souls
▷ encourage experience in their fields
▷ be patient...but do not fall asleep
Define a plan

- short steps
- encourage commitment
- celebrate achievements
- keep two eyes into motivation
TAKE WHAT YOU NEED

- training
- code
- infrastructure
- documentation
- man - power
## TAKE WHAT YOU NEED

### PHOTO APP

| 100K USERS | 0 initial cost | Programming language freedom |
| 1 PICTURE / DAY / USER | CPU consumption billing | No locks, full access |
| 1 TB TRANSFER | Easier scaling | Minimum fee |
| 1 TB STORAGE | Only Java, Python and Go | Scaling is on your side |

| Monthly system costs / instance | ~ 165 € | ~ 150 € |
| Monthly storage costs / instance | ~ 85 € | ~ 95 € |
JUST “MAKE” IT
THE UNFORGETTABLE RULES

Your New Religion
DO NOT MAKE IT A SECRET
FORGET ABOUT THE NEXT BILLION DOLLARS IDEA

- if this was your main goal, maybe this is not for you
- it will undermine your most pure motivations
- it is as likely as to win the lottery
DON'T FOLLOW THE BIG LIE

- it is unusual to meet success right away
- even the guys above failed in first place
- never stop learning
- experience will make you better
CELEBRATE YOUR "DEFEATS"
KEEP DREAMING, NO GIVE UP
MAKE IT FUN

JOY
OWNERSHIP
ACHIEVEMENT
FUN

...NEED TO BE YOUR MONTHLY WAGE
THANKS A MILLION

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