**20 Things No One Tells Millennials About Entrepreneurship**

It's a pleasure to connect with all of you and thank you for taking the time out of your day for the presentation. I hope it is valuable for you. I am super excited to present the presentation and hope it offers insight. Once again my name is Ashley Williams. This is a recap of the millennial demographic. I wanted to take a step back for those who may not be familiar with millennials. Millennials are now ages 18 to 36. There are 1.8 billion millennials worldwide. Over 75 million millennials in the United States. You can understand how big this demographic is of my generation and how much impact we are having and can have on the world through the collection of us individually.

Going onto millennials and Entre nor ship I thought the study was interesting. A survey revealed 66 percent of millennials have a desire to start their own business. 37 percent would like to work for themselves. 25 percent would like to have their own company. Even with this huge collection of millennials there is definitely a need and want for millennials to have a dent in the universe and to make a mark on the world through having their own company. Often many times as I have learned in my own journey of being and entrepreneur there are many things we need to learn or have insight on in order to help us in our journey.

Now that we have a clear snapshot of the millennial demographic as well as their desire to own their own companies. I would love to have to paint a picture of the millennials here right now in this webinar with two questions. The first is our UN millennial? You can begin by answering this now. >> This is interesting. Thank you. I think we will close the poll in a few more seconds. I'm going to close the poll. At least you can see as and overview of how many millennials are present in the webinar as well as those not of the demographic but you feel this could be insightful as well. Thank you for taking that. We have about 36 percent of those present today are millennials. About 64.2 percent are not of the demographic. Thank you. We have another question. If you are a millennial are you considering starting a company. This is a showing of how many are considering it but have in idea or are unsure or are looking for insight and want to participate. Thank you for participating. It is looking like many of the millennials present are serious in needing more insight. That is interesting. This is awesome. This is so exciting. I will close it in a few more seconds. I am going to close it now. So a lot of you are serious about starting a company and needing more insight. 66.1 percent are saying yes but not set on and idea. Somewhat considering and still unsure is 11.5 percent of you. And those who are not interested

 are 8.6 percent. This is very interesting. Thank you so much for participating in those poles. >> I thought this would be interesting to showcase a lot of the entrepreneurs who we all are familiar with , many of us are familiar with who have change the world and make entrepreneurship seem amazing. We have one of my favorites is Walt Disney, you of Oprah Winfrey, Henry Ford, Richard Branson, so many of these we have seen their stories have made it seem very exciting as well as it gives us a clue about how much we can change the world through and idea. They've inspired me and my personal journey . For some of you who may not be familiar my background is to be a reporter and worked for another - - a number of different media entities including USA Today and NBC news and a station in Baltimore. From that journey as well as my development in the media industry I had in - - a huge craving a desire to impact millennials in a very meaningful way through a different form of creation allowing them to engage in it as well. This brought me to my idea for RIZZARR. RIZZARR is a social Millenia platform. We allow millennials onto the platform to create content and articles and videos and podcasts.

 Allowing them to be able to take hold of conversations and things that are happening in their lives as well as to impact other millennials just like them. As you can also see at the bottom of the snapshot of the RIZZARR site we have a series we do called millennials change. We currently host the event with Apple and Microsoft and most recently we work and upcoming Marriott to bring experiences millennials have in the platform in life form. We have various discussions we have on these events that include entrepreneurship's and finding your purpose and more. Just going more into what RIZZARR is and the journey I had in creating the company we wanted it to be a space where millennials cannot only connect with one another but also connect with brands in a way that is building that meaningful relationship. As you can see the name RIZZARR comes from the Spanish word the Rees Art which means to rebel. So it shows one person sharing their shot

 - - thoughts and making impact. It shows how we work with millennials and science and customers in terms of helping them connect with the millennial demographic. Additionally this is snapshot of the millennial events we've had this year.

 We did and event on silencing the shame around mental health. This is and impactful conversation for millennials to engage in around different concerns they have. We also featured influences within the local Detroit community were featured on cranes list and makers in the Detroit area. We call the dreamer to succeed. We did and event called the road less traveled. These are things we do with the company but even though you see these images of how - - it can look fun or exciting there so much preparation that goes along with not only the platform but the development of the events.

That brings me to the next point. Coming from a fellow millennial entrepreneur and those of you were looking to go into entrepreneurship. The idea of pitching your company as I am right here or even the event or even to showcase the platform, and even seeing entrepreneurs who were successful along the journey it makes it seem like entrepreneurship is so much fun and exciting. It can be. At the same time, it is and arduous journey. And when I mean is that literally you are starting something from scratch. You are beginning a process of developing literally the idea you have in your imagination and bringing it to reality. Although it can seem like it's easy to do what I have found is it's very hard. It's definitely possible. From that point I want to share with you 20 lessons I have learned about entrepreneurship I feel no one tells millennials before their journey begins.

Part one, your foundation is key. Lesson one from this is you will become as you believe. I know I am going into this empowerment mantra. What I want to establish with you today is that you need to believe in yourself and your vision and idea before you get started.

 Even if you have a little of those self-doubts along the way, that is fine. Still have this inner belief within yourself of what you see possible for yourself becoming. You are starting this pillar of change. In creating this idea. You have to believe you can. Believing you can is part of the battle , because so many times along the way you are going to face self-doubt and things that may hinder you from keeping going. Just keep believing. Start believing at the beginning always.

At the core it's mainly you, your team, and your idea. That is all. You are starting from scratch in that sense. For me at the very beginning I started as a solo entrepreneur. I am founder and CEO of my company. So much of it was rested upon my shoulders in terms of getting the idea going. Realizing it was all on me to get it going and all the process of that. From there you begin to develop action plan of understanding that this is the idea I want to move forward with let me study the market and understand how other people have tackled this issue. Let me understand what is needed to build the company and getting it going. For example, maybe you are having or starting a restaurant and you need licenses to get the restaurant going. May be every business needs some licenses with what they are doing so understanding what that means in your state and your county. All of those things factor in. What I did at the beginning was not only researching things but also to understand let me see what are these things I think I may need to ask someone about. And from there talking to someone about a topic like if I went to start a bank account. I had to understand the process of getting all of that done incorporating my company and get the license is needed. From there, I talked to someone else about what you - - what else I need and then go to someone else. Then you start making a list of all of these things you need to tackle. This list is a continuous list that you will have every single day. A list of things to do you need to get done with the company. A list of people you need to network with. It is a part of the very core of starting your company.

Lesson number three, trust your gut. Again there has been so many points along the journey. Especially in the beginning. Especially being a young person in this sense you feel may be unsure at times because you are starting a journey into something unknown which is true in that aspect. It causes you to second-guess yourself or think if I should be doing this or that. I have learned that whatever you think initially that is what you should do. As you keep going in your process you will realize this more. You will see mistakes are things that could have been avoided with your first mind about what you were sinking - - thinking of doing. Trust your gut regardless of what people tell you. Always stick to your own intuition.

Number four, you'll have to fight the lonely feeling and sadness at times. This is especially going with the foundation of starting a company especially if you are starting it, even if you have a cofounder it is and interesting realm you are entering into because it's not for the faint of heart. You have to be strong and intuitive and understanding of who you are and what is it you are trying to do. Not everyone will be for you. Many times you will have to push through on your own and that can cause you to be sad at times. You need to push forward knowing that these feelings are going to come and understanding it. I feel like so many times people really don't harbor on that. That is something the majority of entrepreneurs connect with. We all go through it. Just know it is normal and it is okay. >> Number five, you will fail often. It is normal and embrace it and keep going. The thing is, millennials we tend to don't want to come into failure because we are trying to make sure we are very focused people from the research I have seen and we want to make sure that we plan out life in a way that is tactical and makes sense. Many times if we fail or things don't go as we planned, it can be distressing at times. In entrepreneurship there will be so many times when you will fail. It is what it is. I think for me I wanted to avoid this failure thing because - - I didn't want to make mistakes. Now I realize you have to go for it. If you have something you need to get done or do just do it. Even if it doesn't come out as you planned, don't worry. You will learn from the mistakes you have made and how it could've gone. Next time around you will be able to tackle it in a much better way. Don't worry about it. On the road to success is failure. In order to succeed you need to fail. It is part of the equation. Keep going.

Part two, for when you do get going. >> Number six perseverance is critical. Many of you may be asking why? It is unbelievably hard. It takes time to start and grow a company. Despite what we may be seeing in the media or wherever else we are publishing things, it might seem as you're looking at these companies are having these successes and they say it's crazy. It's so easy to start a company. Honestly, if you look at behind the scenes of the company, many times it took a second. They had to build that foundation like we were discussing getting going and starting the company and growing and scaling. You need to be able to have this level of grit were you are so determined to make this happen that you will not give up. You realize

 that in order to make it successful and happened you will keep going. That is why perseverance is so critical.

Number seven. Everything you can imagine you can do. I want you to take that in for a moment. The thing is, many times going along with this whole gut thing in a different way, your imagination is much more dynamic. That's how ideas become reality. You can really do it. Who would've thought there would be a search engine and you could look at something and see so many things around the world but those founders imagine that and made that possible and made it where they change the world. Whatever it is you can imagine and yes it will come with some navigation and will come with some things where there will be hurdles and you will have to be tactical but you can do it. Number eight, as you are doing it you should take the acorn and act - - octopus approach. I heard this term before and actually I heard it from Jeff [Indiscernible] and Amazon. He was talking about when you start a company many times people start out to build a huge thing. It seems so overwhelming at times. They want to conquer the world. That is not how you should go about it. You really should go about it starting small like having Anish area. And then build from there. Then you have this huge tree. Always take the air corn approach. Really focus on where the key things are that are valuable I am offering my company. How can I add value somewhere to a client customer. As you are having that approach and growing, you need to be like and octopus. You need to start managing things. You also need to do so in and agile way. Consistently have that approach but also make through - - make sure you are delegating and working on things in the best approach that will help the company move forward. Knowing you will have a lot of arms and places but you need to stay focused and keep moving forward.

Number nine. Your vision is everything. So is thinking for the long term. This goes back to imagination. In the essence of usually we talk to someone about your company you probably tell them about what you see happening and a vision for what we have and how you see the company changing the world. Keep that vision in mind always. Even as you have the acorn approach and tackle the things always think about how will this be applicable for the long term is how I see the company grow. Keep those Post-it notes handy so you can make sure that you are thinking for the long term. Even making a vision board. I actually have one I have made as I started RIZZARR, in order to keep focus on where I see the company going. I think that will be helpful for you along the way. For example, my vision for RIZZARR is to have the largest collection of young adult creators around the world. That is the vision. It's very firm and its quick and it's something that a person could understand and also when you are setting the tone for your vision make it so that it can be applicable and it can get it. Many times in order to get people to get on board you will have to explain this vision to them. As you are navigating kind of plan out how can I make this a quick snapshot of a person can understand what it is I am trying to do with my company. As you can tell, from some of the articles , my goal with the ripple effect idea is for millennials to understand how it is

 that what they are going through or their thoughts or words can impact and make a dent in someone else's life who is a millennial. The whole idea is for all of us to have a collection of millennial voices coming together. So even after the millennial demographic still focusing on the sector. Keeping it in that way is something that is important to me. This is a case study.

You have to be focused , focused, focused. Also balanced or me you may go off track. Granted as a fellow entrepreneur I have to tell you that this is one of the most - - probably one of the hardest things entrepreneurs deal with along with perseverance. When you're starting a company as you begin growing, there are so many things you will have to do during the day. There's only 24 hours in a day. You need to understand what is it today that I really need to get done. What are the top three things that I need to get done today. If I can't get some things done who can I delegate it to? That way you are focused on what the goal is and the vision is and you will go about your day today in a proper way. At the same time you need to be balanced. I am still learning this. Especially at the beginning of the company I had to learn that balance is key. You need to take care of yourself and need to make sure you take care of your team and that you manage things properly. It's important to make sure that you are checking in with people and yourself . How are things going? What is it I need to make sure I am maintaining or executing on in a better way X make sure you stay focused. Laser focused.

Lesson number 11. Think for yourself and stay in your lane. You never have to settle nor explain why. At the beginning of starting a company and even as you get going, you may encounter people sometimes and even those who want to add some advice or something like that your company who may make you feel like should I go this route? Should I go this route? You have to go back and trust your gut and knowing what it is you are focused on doing at this moment with your company. Staying in your lane. That way you don't get sidetracked. When you start a company and as you build out your team, it is great because you have these people around you who are helping you offering any ideas. It is wonderful. At the same time if you have a set group of leaders are cofounders you need to make sure you are thinking in the way you set out to think for the company. I am not saying don't take advice because it's important you do and have a balance in doing that. You have to make sure you are staying true to yourself. This is why you don't have to settle and you don't want to explain your reasoning for something. This is your baby and this is your company you need to go about things that are appropriate.

 When someone tells me know it doesn't mean I can't do it. It simply means I can't do it with them. Many times you will try to tell you different things about what is possible. If you are true to your gut and your vision keep moving forward. Not everyone will be doing that for you. You have to stay true to who it is that you are and push your company forward. A fun moment for this is back in the day when Google was first going , Yahoo refused to

 acquire Google for $1 million and Google wanted to sell the company to Yahoo and they did not allow them to pick it was funny because that was there the - - moment of rejection are people telling them what wasn't possible for them to do. In 2002, Yahoo realized its mistake and offered $3 million to buy Google. Again Google requested $5 billion . Yahoo refused to do it. Google stayed true to their vision and look at how much they changed their world. Stay in your own lane and stay true to who it is you want your company to be. Also know your vision. Another case study involving Yahoo and Facebook, so back in the day Yahoo wanted to buy Facebook for $1 billion. Facebook turned it down. Mark knew what he wanted to do with the vision of the company in understanding where he sought going. Again stay in your lane and know what it is you want to accomplish and do. Even if you have all of these people , stay true to what your vision is.

Part three for the harsh reality. Lesson 12. This is very serious. When you are developing your team, it is so easy to want to give people a second chance or seeing things happen with different people and they might be busy with something else going on and you are letting things slide. The thing is, at the beginning of a company, it is so important to have the right team. Which is why

 investors are so - - it's so important to them that the team is good because the team is the jockey. They are betting on the team. People are showing you they are not really for the company and that sense like making sure they get things done, it will only delay your progress. You need to make sure you are going up the hill on a journey of being and entrepreneur. If people are showing you they will not be really hard working or not do what they need to, kicked them off the wagon. No hard feelings. You are trying to get up the hill and you cannot have all of these things weighing down in your wagon. Make sure you trust your gut and know that it's important to make sure you have the right team around you. It was interesting that I was reading what are the key things with company and team starting to grow companies, is that they have bad teams. And that's one reason they fail because the team is wrong. You want to make sure this is something you take seriously and that you have the right team. That goes for the people on your team and goes for people you may have to work with clients in all of those people you may have to interact with. Just know when people show you how they are take them for that and know that is how they are. And then move forward in the way you should be moved forward. Know that in the back of your mind that is how they are.

Lesson number 13. Patience, persistence, and consistency are everything. Great things do take time. I know that with entrepreneurship again the media glamorize as it and makes it seem like it is so quick and easy or you can start a company and then a couple weeks later you are having this success. That's great but at the same time, the reality is most companies don't. You want to make sure you develop this patience and this level of grit in order to keep going with your company and doing the things that you need to build that great foundation order to have this great company around. Starting the company takes time. Don't beat up on yourself. If you look at the background of all of these companies they did not get rocket says immediately.

 Over time people became aware of them and it seemed like it was overnight but it was really like five years in the making.

Lesson number 14. If you are not organized it's over. It's really true in that sense because you will have so many things you are tackling. We are taking the octopus approach. If you are not having all of your to do list around and not making sure that you have things lined up in your calendar and that you are keeping tedious with things, it will be hard for you to run the company and making sure things get done. You are trying to tackle too many things and you have no level of organization and it will be a mess. Also it is bad because when you have people on the team they look for you to help with running things and telling them what they should be doing. They also know they should work on things but you want to make sure things are in order. These go hand-in-hand so make sure you are super organized. I have tons of to do lists as well. I have to do lists like goals that I have that I put in my wallet. So I can see things that need to get done and - - even by my work space I have these different lists in different parts of the company that people are working on. It's a way for you to know the full pictures you can make sure the vision is executed properly.

Lesson number 15. Although society may glamorize it, the sacrifice of entrepreneurship's is tremendous. That goes with doing something great. You might miss life's moments. You may lack sleep sometimes. You may spend funds getting your company going. It's a part of this sacrifice that you are making in order to make this idea become the reality. I think many times the glamorized vision of entrepreneurship helps these ideas around the things you have to sacrifice. It's true. I wanted to make you aware to know that along your journey will be hard. You can get through the sacrifices. You have to be aware of them and know it is what it is. >> Everything should be about people, product, process. So your company can become self-sustaining. I was listening to this talk that Tony Robbins was giving about entrepreneurs. One of the key things he said is that the company in the very beginning you are working on things. Over time it should be you are building this company to grow on its own so you're not the operator of the company. You are literally having a company that is operating.

 The goal should be you are looking at who are the people on the team helping to operate this team and make it grow? What are we focusing on? How can I make sure it's a top-notch product I am offering and making it valuable? One of the processes I'm putting in place to make sure things are done properly and on time? As you get going, make sure that you are developing all of these things and that these three items are the full focus for you in that sense. If you have a great team and take care of them, they will help you with growing this company and really I feel like with our team I tell them we are all involved in this. Even though I am supposed to be the CEO, you are all a part of this company helping to make it grow. I want you to know you have a huge part of it. Also with the product to process making sure they are on track with that. Making sure you are making it self-sustaining. >> Lesson number 17, you need to be very, very agile and resourceful continuously. This is not even in the beginning of starting a company. This is for companies.. Companies are always looking for ways to make things more nimble and to use their resources in the best possible light. I think as you start your company this will help you start become more savvy at doing that and understand why companies operate in that way. It's to make sure that is much as you can save on things or be frugal and try to do that. If there's a way to go around having to pay for a lot of product. Go about that. That will help you in the long run with executing the vision.

Number 18. It is all up to you. Literally. The thing is you have this idea and you want to execute it. No one is on your back about executing it. Even if you have cofounders. If you're not doing what you should be doing they may move forward to tell you that because you are not doing what you should be doing, it won't work. Regardless of your - - if you are a solo founder or you have cofounder . You need to make this reality possible. The stream you have. No one will be on you making sure things get done and that you are on track. You need to understand in order to have that risk of doing what it is you want to do you need to hold yourself responsible. I love these quote that I have

 just to help empower you along the way. Know that you can, you will, and people can watch you do it. Also only those who will risk going too far can possibly find out how far one can go. That's one of my favorite quotes. Even though it may seem risky, you have to keep pushing forward and believing you can do it.

Number 19. Always reach out for help when you need it. Do not be ashamed. I think this goes true with everything dealing with at being in entrepreneur. You may need expert advice. Maybe reach out to that person who is in expert in a certain area and take time out of your day to talk to them. You would be surprised how often people do it and how they are accessible and nice. You have to make the effort to do it. Even when it comes to mental health. I feel like entrepreneurs may feel like they want to stay on their own

 and not have to seek out help. The thing is, you need to know that you should seek out help because you don't want to harbor these things on your own. People are there to help you and guide you. Especially your team and advisors. I am so thankful for your advisors and they are helping me to understand how to reach out to people for help. Particularly for entrepreneurs who aren't millennials or entrepreneurs in general. Maybe they are friends that you have now to help them understand what you're going through. It makes such a difference to have those around you who are entrepreneurs you can talk to because they are probably going through the same thing. Makes wonderful conversation. It helps you not to feel alone.

Finally lesson number 20. Realize you have everything in you needed to make your dream a reality. I wanted to sit with you because I know we talked about a lot of things with developing your action plan and surrounding yourself with the best team in testing your idea and moving forward with things. Just know that regardless of what happens to you if you can think it you can do it. You have to believe you can and know you have everything that you needed to make the company you have. The other thing is if you can take it you can make it.

 What I mean by that is if you can keep pushing forward you can take all the hurdles and things that come your way and leap over them and figure out how to navigate around them you will navigate it and make it. You will have that grit to keep moving forward and not give up along the way. So many times along the way what you find with many companies is it was so hard that they wanted to give up and they did. They kept pushing forward even for a little while longer, they would get that success or things they were seeking to get. It's important to have that belief within yourself and to keep pushing and pushing and pushing.

For a bonus, I wanted you to know that you are your own superhero. At the beginning of your company, you are the company literally. Before you might have key members along with it make sure you are showing yourself in the best possible light and know that you are going to be your biggest advocate. Make sure that you are excited and you talk to people about it. And let people know what it is you are working on. Know that impossible is in opinion. Many times people will tell you you can or can't do something. Don't listen. I'm sure the founders of air B&B know this well many times people would tell them things that they wanted to do or not possible and now they are billion dollar company. Getting capital may be hard to start. I know this is something that shows that it's a reason why millennials don't start companies because of the capital. I suggest in this round that figure out your business model immediately and start generating revenue as you can. Be savvy about it going back to air B&B before they are generating a lot of revenue they sold cereal in order to generate revenue. Just be savvy with that. Also know that relationships are everything. That comes through clients closing deals and meeting people and building your company. Please make sure you are always networking with people and building good relationships because that is important. Also develop and advisory team. I think that will help you surpass many years of having to learn things maybe the hard way or things that may come around you want to get feedback on or advice with. Have a great team it's great. Also the last two points, going off of what Steve Jobs said, stay hungry. Stay committed. These will separate you. You will find as you do business the thing that separates companies is the value they add. As you stay committed to getting those clients and things around that nature make sure you are going above and beyond. Even you'd be surprised if it's a little bit. Most people don't go a little over. You always want to make sure you are given the utmost service and that you are doing what you can in the best possible way. That goes into always thinking about the value you add to be invaluable. If you add value you will always be invaluable. Many times I think companies in the beginning they recite that you want to make sure you are adding value and you will be invaluable in that way. >> I am thankful for the opportunities here and the insights I learned along my journey. I really appreciate your time. I hope this was valuable for you and that you learn things that can help you along the way. Feel free to reach out to me if I can offer any advice or assistance. It was a pleasure connecting with all of you. Thank you so much for your time.

Ashley, thank you so much. We have questions coming in. We will start the Q&A portion of our call. I will read the chat questions that the participants have submitted. Please continue submitting questions. In this time remaining, we will address just as many as we can.

 Please do note, if we don't have time to address your question during this segment, I want to encourage you to connect with a SCORE mentor. You can do so after the session today by going online to score.org or submitting a request through the survey that will be followed after this session. With that, let's go ahead and we will jump into the question. >> This question comes from George. He wants to know even though he does not have a millennial company, they are working to reach or engage with millennials. Can they participate in the RIZZARR platform?

 Yes. Definitely reach out to me and we would love to help you in that way.

He had a follow-up question. How would you suggest they validate their concept or the revenue model? Before investing too much time? >> One of the things that we did was - - a couple things. You can also do service to understand what the market is saying about the particular product or idea you have. Like survey monkey is great or other platforms that can offer that. Additionally, whatever the target customer is you have go where they are. One of our target audiences especially with millennials is like college students. We went to campuses and I talked to journals and classes as well. One of the professors allowed me to work with her students on a project where they did more research on understanding different things. I suggested reaching out to different aspects but going towards different people or areas that can help you with getting toward that customer you are trying to reach. That way you can start small and get the information you need to perfect what it is you are doing and from there you can branch out. This way you can test it. That goes well with the business model. Depending on who your target customer is, it can go with different services maybe you can Google different companies to see if they look for different people and different areas of work. Then reaching out and telling them you have a product that can be useful. I would suggest to start small . Identify who it is I am trying to reach and where do they normally reside or where are they where I can reach them quickly. Where can I get what I need and start expanding? You want to make it scalable. If you can do that I think it will help you to grow.

The next question is from Wendy.

 She says she is a high powered, very skilled team. It has national and international recognition. It's a small team. There are four of them. She had difficulty delegating because of who they are and how busy they are. Do you have advice on that? >> It goes

 with being and entrepreneur in the beginning, it's like I think partly what you can do is may be assigned tasks for them to do. Then set a deadline for them to make sure they get it done. This way it's approachable for them and also you can see the level of commitment. The reality is, as the founder, you want to make sure you have a solid team on board to help you bring your idea to life. At the beginning if people are fickle people will tell you what the priorities are based on how what they show you. It comes down to the idea of people showing who they believe in. You're not trying to be a negative and telling people in that way but it's the reality of it and if you are trying to move your company forward, and certain people on your team are not doing what they are supposed to, especially if you tell them I need to get this done. You probably need to tell them at this point in time does it seem like it's a good fit for you to be with our company at this moment? It doesn't mean they can't come on board later on but it's starting a company, it's like with the baby, you need to give it a lot of attention to the child. You need

 to give a lot of attention to your company. If people are not around you to help you make it grow or make sure that things move sufficiently, then you are only hindering the process. That's why I suggest looking at testing it out and telling them these are the tasks to do and if they don't complete it, having a conversation with them and maybe giving them a couple chances to make sure they execute. If they don't, tell them that you don't think it would be a good fit at this point. >> This question is from Britney, what if you want to be and entrepreneur, but you're not sure of what product or service will produce clients and make money. What would you suggest?

 I suggest start talking to people a little bit about your idea. Not too much but at least where you can get a sense of if this is a need. And then start off with the prototype. Something that would show enough of a proof of concept of what it is you're trying to tackle. Then from there you will know if you should invest more money into it. I think it would also give you encouragement of whether or not to push forward in doing the idea. If you can start off small with developing something that shows what it is you want to do presented to some potential customers and having informational interviews with them around what it is you're doing where you are talking to them about this. They might tell you you need something like that. Maybe I should move forward in this way. Even for us we tackle difference with things on how to reach clients. It was a process of understanding how we build our company further. Not to help millennials but also brands with reaching them. We would talk to different brands and you finally start to reach this market fit where it's like all of a sudden the wheels are turning in you are like people want you to be a part of the company. Just test it small prototype and then go from there and perfect it further. >> The next question is from Raul. Do you have any best practices when trying out team members and a startup for example using interns or trial periods and wage strategies so this is before they are even pre-platform. >> The first thing is I always believe in having people signed different things with contracts regarding processes you are doing with your company just to protect in a sense your child. You want to make sure you have different clauses or disclosures that people sign. That way even if they are not a good fit you are still protected. That is important. And second, I would give them a task to do to see how they perform in that way. For example with the editorial division we have people actually use a writing sample to see how they write for the platform and if it flows into the voice and how we are. You can give them different things to test out what it is you do. Also when you hire people or contractors in the beginning where you don't bring on people full-time but have them be contractors where they are basically in a period where you see how they perform or for the time being you can you lead them until you can bring them on full-time. I think that allows you to see how they perform and if it makes sense to bring them onto the company.

And also have them meet different people on your team. It's important and I know this from reading about this story about Google. You can have other team members

 interview people to bring on board. It is sense to size them up to see if they would be a good fit. And also their thoughts on that so everything is cohesive and everyone is building your team. I think that would be helpful for you because it's something Google did when they were starting.

The next question is from Tiffany. What if money is in obstacle to starting your company? >> This is something I was thinking at the beginning with the bonus part. Because it is something we are dealing with a lot of things on our shoulders already and we are trying to start a company. I think the best thing to do is if you can't raise from family and friends are people that can offer you some type of capital to start your company, for equity or if you can't get money from a bank. Start working. When the beginning start doing like a side job or use some of your skill in order to bring some type of money. That way you can have it on hand to be able to use and money that you make from that opportunity will allow you to begin building your company. Additionally, you can try crowdfunding which is a good tactic. I think using what you can with what you have is always important. I think it's about being savvy about what the skills are you can do now. All of a sudden once you build a prototype you can begin generating revenue if it works well. You need to begin to - - either getting another job or around that way to build the capital you need. May take you more time to do that but if you are bootstrapping it as most entrepreneurs did at least you own 100 percent of your company. It's being patient with yourself which is important. You need to get started on the idea as quickly as possible because it's important to be timely. At the same time knowing this is what you can do you start where you are and move forward.

 The next question is from Claudia. Who or what was the key for the development of and advisory team. >> I guess as a kid even with my journalism career I always was trying to surround myself with people all who were older than myself and could be like a mentor. When I started the company, I realized like I went to SCORE and had different mentor is there to help me. I took a program at a community college that also led me to another advisor. I think what catapulted the idea of it was that I don't want to have to make a lot of mistakes that I know I can avoid by having really smart people around me. Who are experts in certain areas. For example we want to do something with like cyber security and also with like entrepreneurship and business models. Or another advisor would help with products making the product sleek and nice. You kind of think about what are the areas I know. I don't really know too much about and I need to find people who do. You can reach out to them on LinkedIn looking for different people you can Google and find experts in the field. Maybe the thing is you don't necessarily approach it and you are like I need you to be my advisor but maybe you approach it where let me have a call to see what advice they can offer me and you build a relationship. And then it's like can you be on my advisory board. You don't need a lot of advisors. I think in the beginning when I started, I went overboard with thinking that we need to get a lot of advisors. As I kept going and figuring things out I realize these are the key areas I need help with. And then I found advisors in that way.

 Those are all the questions we have time for today. We have received a lot of great questions. I really wish we had more time. So we could address all of them. If we did not have a chance to address your question we are sorry about that. We encourage you to connect with a SCORE mentor. You can indicate that on the following survey or go to score.org. We will be sending a post event email in a little while. We will include a link to the recording. We will include the slide deck. It has Ashley's contact information in the deck. If you have further questions and want to reach out that way. A couple of different resources that you can reach out and get clarification around question.

 If you are interested in becoming a SCORE mentor, I will be posting - - or getting a score mentor. I will post a link. On behalf of SCORE I want to thank you for attending the webinar. I would like to give a thank you to Ashley Williams for presenting this information with us today. Thank you so much.

Thank you for having me. For those of you who have questions I am sorry we ran out of time. You can reach out to me. You can also reach out to me there and I will make sure I reply back. >> The recording will also be available today. It will be on score.org. With that, we wish you all a happy new year. We look forward to seeing you next year. Take care.

[ Event Concluded ]