

2013 SMALL

BUSINESS



# The Recipe for Success:

Key ingredients for today's entrepreneurs

Combine the following under the guidance of a Top Chef Mentor:

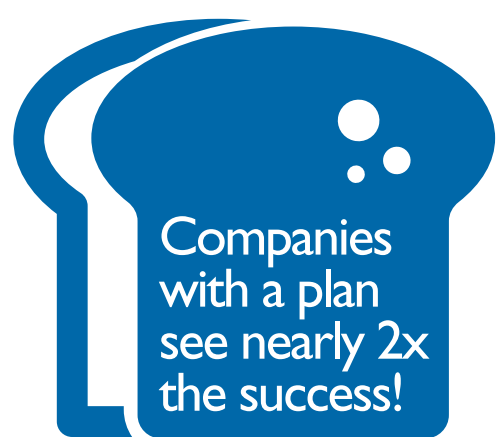
Presented by SCORE.org

## 1: Professional Experience

Entrepreneurs with a track record of success are more likely to:

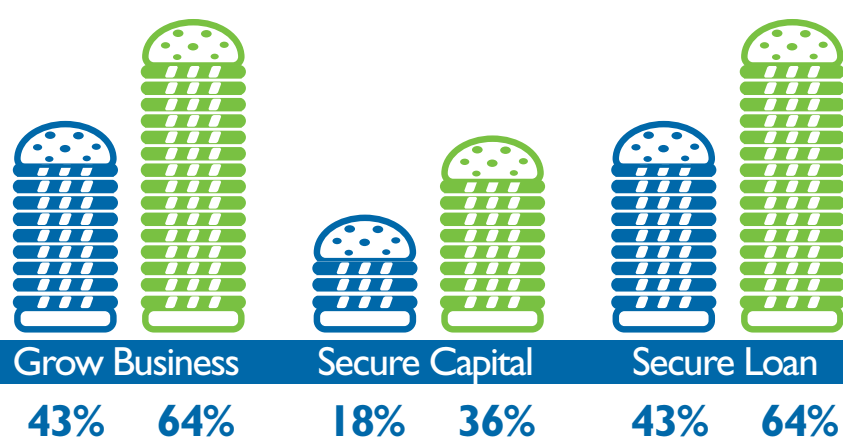


## 2: Sufficient Bread... and a Plan



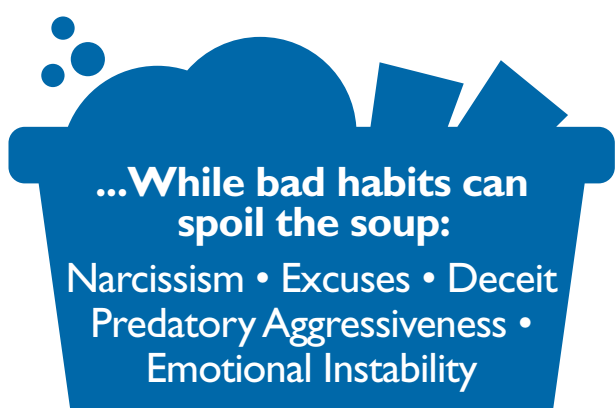
= Business Plan

= No Business Plan



## 3: The Secret Sauce: Personality!

Positive traits bring out the flavor of success:

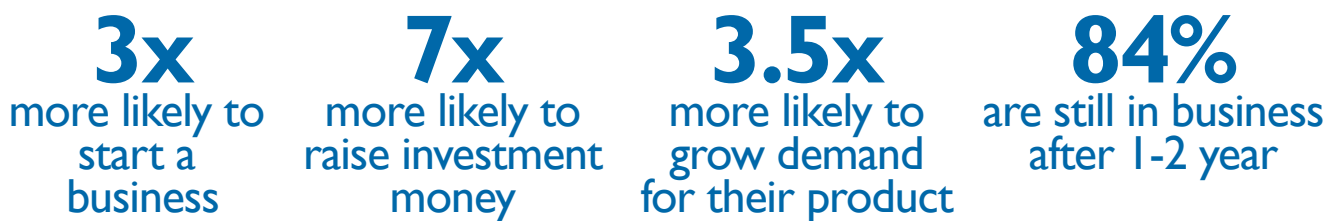


Openness  
Fluid Intelligence  
Agreeableness



Mentors are the "Top Chefs" that help new businesses!

Entrepreneurs that work with Mentors are...



And more likely to thrive and hire, too!

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SOURCES:

- Founder Institute Study: <http://fi.co>
- <http://www.forbes.com/sites/kateharrison/2013/02/28/predictors-of-entrepreneurial-success-are-not-what-you-expect/>
- Harvard Peer Review Paper - Performance Persistence in Entrepreneurship: <http://www.hbs.edu/faculty/Publication%20Files/09-028.pdf>
- [http://blogs.hbr.org/cs/2013/04/the\\_much-needed\\_skills\\_most\\_en.htm](http://blogs.hbr.org/cs/2013/04/the_much-needed_skills_most_en.htm)
- <http://www.thegrindstone.com/2012/05/08/mentors/confidence-plus-a-mentor-equals-entrepreneurial-success-for-women-468/>
- The Start-up Genome Project: <http://blog.startupcompass.co/>
- <http://timberly.bplans.com/2010/06/real-data-on-the-success-of-business-planning.html>
- MicroMentor Business Outcomes Survey: <http://www.micromentor.org/mentor/impact>