



Mindshift

In Association with

Preeminence



ENTREPRENEUR

Here an entrepreneur forges a highly profitable joint venture.

There was a man who had worked for Siemens, NCR, several very major companies. He quit becoming an entrepreneur. The first thing he did was to go out and find very, high-grade technology companies that did not have good marketing. He went to them, and said, "If I can get you distribution, I want 40% equity in the additional business that grows from that." He took a business that was struggling at \$2 million, got them to \$8 million in the first year, and got 40% of the \$6 million --- the volume, the profit, and the equity.

