The reasons for the success or failure of Entrepreneurs. Edition No. 1

Description: The study is the result of a ‘journey of discovery’. The fruits of an analytical and purposely open-minded process, which sought neither to prove nor disprove some pre-existing theory, regarding either the nature or influencing drivers of the entrepreneur and entrepreneurship; but rather progress through a subjective review of past and current thinking on the topic. Only then, armed with that insight, proceeded to both test and possibly re-discover the underlying evolitional and constituent realities of this most elusive of subjects.

The desired resultant goal of this process - to help define a methodology by which to better identify the principle traits that make up successful entrepreneurial companies and most importantly, the individual entrepreneur(s) that lead them. Should such benchmarks show reliability of purpose, they would certainly help provide both the Institutional and Venture Capital community with a better and more insightful understanding and evaluational mechanism of venture ready Entrepreneurs thereby leading to a streamlining of their funding processes.

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