

Entrepreneurial Self-Assessment

Modified from Disciplined Entrepreneurship by Bill Aulet

Knowledge & Capabilities: What is the focus of your education and/or career? What are your strongest skills and talents?

Connections & Reputation: Who do you know that has expertise in the industry? Do you know other successful entrepreneurs? Do you have a good reputation in the industry/community that you can draw on?

Financial Assets & Risk Tolerance: What personal savings can you invest? What collateral (property) do you own? Is there a potential community of supporters you could tap into for funding (e.g. crowdfunding)? How long can you go (financially and psychologically) without a breakthrough?

Passion & Commitment: Is there a particular industry that excites you? That you would choose to do with your own free time regardless of pay? Do you have the time and effort to devote to this endeavor? Are you ready to make this your primary (or only) focus?



RI Small Business Development Center

www.risbdc.org | (401) 874-7232 | risbdc@uri.edu