

# ENTREPRENEURSHIP: A career or call to action?

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# What's an entrepreneur?

“a person who starts a *business* and is willing to *risk* loss in order to make money”

OR

“one who organizes, manages, and assumes the *risks* of a *business* or enterprise.”

# Let's think for a minute...

## (Write this down)

- What's an idea you had recently?
- What's something missing in your field?
- Who cares about this?
- What would you have to do to bring that idea to reality?

# Who becomes an entrepreneur?



<https://www.youtube.com/watch?v=rmaeXiz2J8Y>

# What are the different paths?

- Entrepreneurship
  - Brand new venture
  - Joining a Startup Team
- Intrapreneurship
  - Google
  - IBM
  - Deloitte



# What Does it look like?



<https://youtu.be/JzHLIXbqlOU>

# Challenges

- Defying social expectations
- Access to funding
- Building a network
- Balancing work life/personal life
- Dealing with failure
- Confidence



# The benefits

WHY DO IT?

- Achievement, Challenge, & Learning
- Independence & Autonomy
- Flexibility/dissatisfaction with current work arrangements
- Recognition & Status
- Community & Social Motivation
- Culture





# Big Names

- Ariana Huffington
- Beyonce
- Martha Stewart
- Oprah
- JK Rowling



# GW Grads

# Beatrice Fischel-Bock

Cofounder, Hutch, BA '13



“I didn’t know I was going to be an entrepreneur until my partners and I came up with our first business idea in college... It’s realizing that there is still so much innovating to do and who’s to say you’re not the person who should be doing the innovating?”

After realizing the untapped potential of 3D interior design, Fischel-Bock started Hutch (then ZOOM Interiors and Homee) during her senior year at George Washington University. The app and website -- which allow users to upload photos of their rooms, virtually redecorate and purchase pieces to make the look a reality -- earned her \$1 million in revenue before graduation day.



Sarah Hillware, BA '13, is working to help educate underprivileged young girls about health and wellness through her nonprofit, Girls Health Ed.

“In the beginning, there was only a handful of us,” says Sarah. “We spent our weekends and evenings in meetings and on conference calls drafting what would eventually become the initial pilot curriculum.”

Once a young girl who [battled with her weight and low self-esteem](#), **Sarah Hillware, ESIA BA '13**, used her passions and personal experiences to create [Girls Health Ed](#), an organization designed to target some of the systematic obstacles that adolescent girls face worldwide.





Danya Sherman, Founder and CEO, BA '19

Danya Sherman is an entrepreneur passionate about combining human rights and technology innovation to create lasting, sustainable, social change. Sherman has grown KnoNap, becoming a Halcyon Fellow, Future Founders Fellow, Washington Life's 2017 Technology 25 Innovators and Disruptors, Cafe 100's 2018 Change Maker, and Toyota's 2018 Mother of Invention. Through KnoNap, Sherman works to combat the rising prevalence of drug facilitated assault and crime.

What I really wanted to do from the beginning is empower individuals in social settings to be more aware of what they're putting in their bodies," she said.

# Doesn't have to be today.

Corinne McCormack was a business executive who dreamed of her own business and turned her severance into a brand. She became the first designer to create sexy reading glasses for women.



Corinne McCormack had always wanted her own business. However, life interceded and she became a wife, mother, and business executive first. Then she got a pink slip and turned this potential disaster into an opportunity. She launched her business from her apartment and clawed her way to success. She started with a jewelry collection, but five years later, she realized that fashionable reading glasses did not exist.

She created and designed fabulous glasses and became the leading brand sold in better department stores.

Her company had incredible success for the first 10 years. But after 2001, her company lost money. Intuitively she knew that her business could return to profitability, so she and her husband made one last investment that would turn the business around or bankrupt them.

In this book, McCormack shares her story with humor and insight. She speaks to the reader so that they can understand the essence of owning a business. As an entrepreneur, she has identified the eight characteristics that a person needs to possess or develop to be a successful entrepreneur. McCormack also shares her “Seeds of Success” that illuminate lessons for anyone running a business or building a career.

# Resources



GW women

JOIN THE MOST  
INNOVATIVE WOMEN  
ON CAMPUS.



[INNOVATION.GWU.EDU/GWOMEN](https://innovation.gwu.edu/gwomen)





**FIRST-EVER university adaptation of Springboard's flagship programming for women entrepreneurs.**



**TO APPLY: [GO.GWU.EDU/GWOMENAPPLY](https://go.gwu.edu/gwomenapply)**

# Mentors-in-Residence



Have an innovative idea but running into issues?  
Seek out an entrepreneurial expert or “Mentor-In-Residence”  
between Monday-Friday to help you out!

**Register for office hours at:**

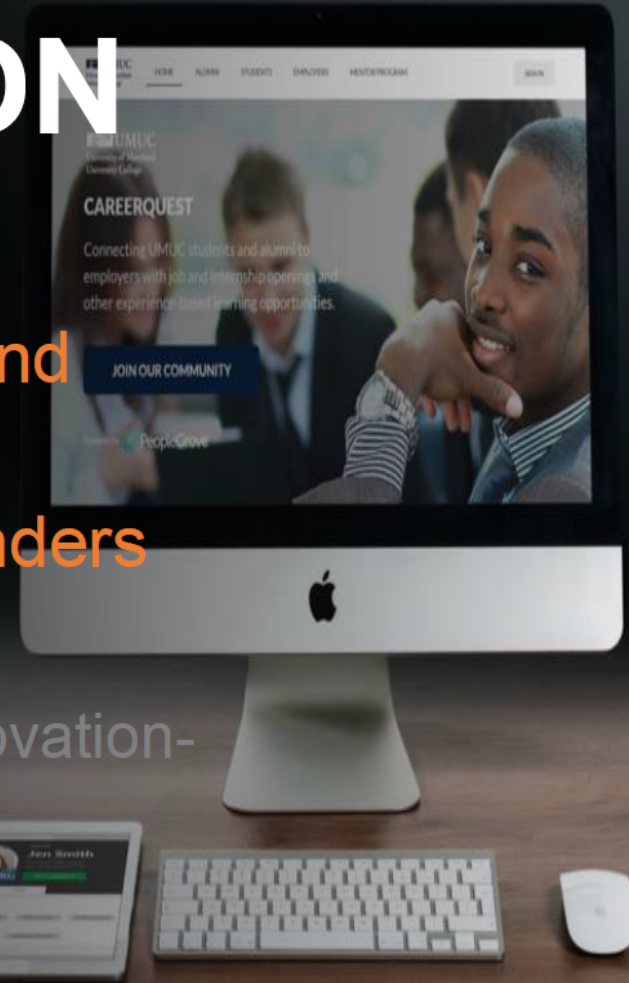
<https://innovation.gwu.edu/mentors-residence-program-0>

MIRs are also available by phone or Skype.

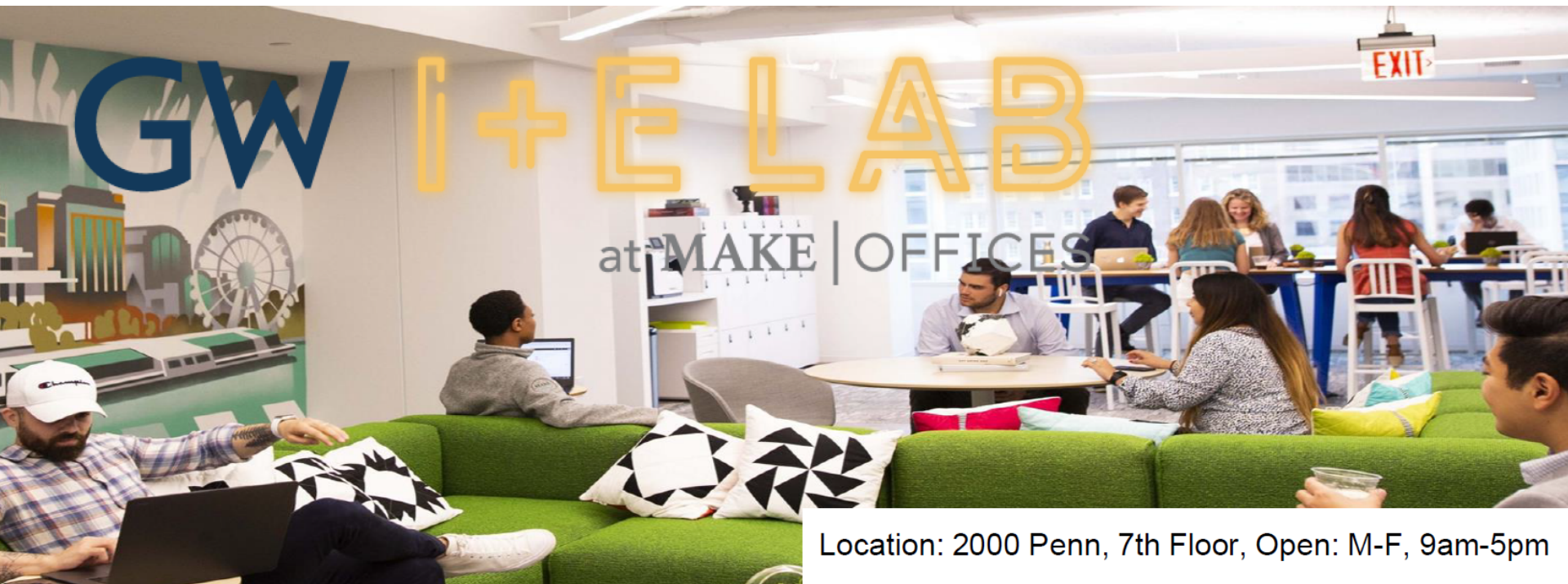
# GW INNOVATION EXCHANGE

Receive advice, guidance, and  
mentorship

Find teammates and co-founders



[innovation.gwu.edu/gw-innovation-exchange](http://innovation.gwu.edu/gw-innovation-exchange)



Location: 2000 Penn, 7th Floor, Open: M-F, 9am-5pm

## All Students Welcome

The GW Innovation+Entrepreneurship Lab (I+E Lab) provides all the physical and intellectual resources current GW students and faculty need to develop and grow, including one-to-one advising, office hours with industry experts, workshops, and events.



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# Startup Jobs

- GWOIE Newsletter (we'll sign you up!)
- Innovation Exchange
- Events
- AngelList
- Startup.jobs
- Idealist
- Indeed
- LinkedIn



# Questions?

Thank you!

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