

Appendix 2: The Idiot's Survey

Here's a list of points you might want to check your entrepreneurial activity against.

1. When I prepare to approach investors for money, do I:
 - a. Hope they'll see how great my idea is
 - b. Prepare a presentation so they'll see what I want
 - c. Research the investors needs, and prepare my pitch so it covers what they want to hear about
2. When I start to build a business is it:
 - a. Because I REALLY want to own a business
 - b. Because the product is a good one
 - c. Because I have identified value which people will pay for, and I can get to those people
3. If people tell me the idea won't work, do I:
 - a. Assume I'm just smarter than them
 - b. Argue furiously to defend my idea
 - c. Listen to their reasons, and weigh their reasoning against my knowledge
4. When sales of my product don't take off, do I:
 - a. Get angry that people don't understand what they're missing
 - b. Try harder to sell it
 - c. Talk to customers to find out why they don't value what I'm offering
5. Do I have drive and energy:
 - a. Which will keep me going hard even after the business has failed

- b. Will last until things get tough
 - c. Will keep me going hard as long as there's any chance of success
6. Will my passion for this idea:
- a. Be replaced by passion for another idea before I've got the current business built
 - b. Fade until my business becomes a burden to me
 - c. Energize me, and my team, until the business is built
7. When I see a great idea, will I:
- a. Grab it, regardless of what else I'm doing
 - b. Ignore it, because I'm busy with my business
 - c. Consider it quickly, and either discard it or rearrange priorities to incorporate it
8. When I build a business, am I:
- a. The person who knows everything that needs to be done
 - b. The person who relies on people who know what to do
 - c. The person who gathers and leads the people who can do what needs to be done
9. When I build a business, do I:
- a. Know it all already
 - b. Learn all I need to know before I start
 - c. Learn what I need as I go
10. When I build a business, do I:
- a. Try to control everything myself
 - b. Assume everyone will control their piece of the action
 - c. Work out what I need to control and what I can entrust to others

11. Do I believe I should:
 - a. Just dive in and do it
 - b. Plan everything carefully before I do anything
 - c. Create a workable plan, and then improve it as I go.

12. In a crisis, do I:
 - a. Feel alive at last
 - b. Panic, or become despondent
 - c. Feel annoyed that my plans are held up, but see crises as just something to be dealt with

13. Do I want to:
 - a. Get the title 'CEO' as fast as possible
 - b. Get the business stable so I can get a regular income
 - c. Get the business built so I can get on with building the next one

If your answers are predominantly "a"s, you're probably an idiot. If your answers are predominantly "b"s, you may be an idiot. If your answers are "c"s, you might be a promising entrepreneur.