



ACCESS ENTERPRISE

Objective - to prepare for failure by understanding which are entrepreneur expectations and fears.

Sometimes most of the fears are related to the fear of disappointing someone else or to not meet the expectations of someone else.

The entrepreneur has to write her/his expectations on the business project on the left side, and his/her fears on the right side. The Business Advisor can guide the entrepreneur through this activity.

The fears can then be separated by the following dimensions: *financial security, ability to finance a venture, personal ability, potential of the ideal, venture's ability to execute, threats to social esteem, opportunity costs.*

EXPECTATIONS

FEARS