SIXTH EDITION

New Venture Creation
ENTREPRENEURSHIP FOR THE 21ST CENTURY

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PART I  The Opportunity

The Entrepreneurial Revolution  3
The Entrepreneurial Revolution 3
The Entrepreneurial Generation and the Death of Brontosaurus
Capitalism 4
Entrepreneurship: America's Secret Weapon 4
Entrepreneurship: A New Centerpiece in American Public Policy
Debate 4
The Entrepreneurial Revolution: A Decade of Acceleration and Boom 14
The Global Economic Weapon 15
America's Self-Made Millionaires 16
Dawn of the New Age of Equity Creation 16
Building an Entrepreneurial Society 17
Chapter Summary 19
Study Questions 19
Mind Stretchers 20
Exercise
Visit with an Entrepreneur and Create a Lifelong Learning Log 21
Case: PC-Build, Inc. 23

2 The Entrepreneurial Process 47
Demystifying Entrepreneurship 47
Classic Entrepreneurship: The Startup 48
Entrepreneurship in Post-Brontosaurus Capitalism: Beyond Startups 48
"People Don't Want to Be Managed. They Want to Be Led" 48
Signs of Hope in a Corporate Ice Age 49
Metaphors 49
Entrepreneurship = Paradoxes 50
The Higher Potential Venture: Think Big Enough 51
Smaller Means Higher Failure Odds 52
Getting the Odds in Your Favor 53
Threshold Concept 54
Promise of Growth 54
Venture Capital Backing 54
Private Investors Join Venture Capitalists 55
Find Financial Backers and Associates Who Add Value 55
Option: The Lifestyle Venture 55
The Timmons Model: Where Theory and Practice Collide in the Real World 56
Intellectual and Practical Collisions with the Real World 56
Value Creation: The Driving Forces 56
Change the Odds: Fix It, Shape It, Mold It, Make It 56
Recent Research Supports the Model 63
Entrepreneurial Reasoning: The Entrepreneurial Mind in Action 63
Apprenticeship: Acquiring the 50,000 Chunks 65
Role Models 66
Myths and Realities 66
What Can Be Learned? 66
A Word of Caution: What SATs, IQ Tests, GMATs, and Others Don’t Measure 69
Chapter Summary 70
Study Questions 70
Mind Stretchers 71
Case: James Kenefic: The Making of an Entrepreneur 72

3 The Opportunity: Creating, Shaping, Recognizing, Seizing 79
Think Big Enough 79
Opportunity through a Zoom Lens 80
Transforming Caterpillars into Butterflies 80
New Venture Realities 80
The Circle of Ecstasy and the Food Chain for Ventures 81
When Is an Idea an Opportunity? 82
The Real World 82
Spawners and Drivers of Opportunities 82
Search for Sea Changes 84
Desirable Business/Revenue Model Metrics 84
The Role of Ideas 84
Ideas as Tools 84
The Great Mousetrap Fallacy 85
Contributors to the Fallacy 86
Pattern Recognition 86
The Experience Factor 86
Enhancing Creative Thinking 87
Approaches to Unleashing Creativity 87
Team Creativity 87
Big Opportunities with Little Capital 88
Real Time 89
Relation to the Framework of Analysis 90
Screening Opportunities 91
Opportunity Focus 91

Screening Criteria: The Characteristics of High Potential Ventures 91
Gathering Information 100
Finding Ideas 100
Published Sources 103
Other Intelligence 104
Chapter Summary 104
Study Questions 105
Mind Stretchers 105
Case: Roxanne Quimby 106
Exercises 113

4 Screening Venture Opportunities 119
Screening Venture Opportunities 119
Four Anchors 119
QuickScreen 1 20
Venture Opportunity Screening Exercises (VOSE) 120
Exercise QuickScreen 1 21
Venture Opportunity Screening Exercises 122
Exercise 1 Opportunity Concept and Strategy Statement 1 23
Exercise 2 The Venture Opportunity Profile 124
Exercise 3 Opportunity Shaping Research and Exercise 1 28
Exercise 4 Customer Contact Research and Exercise 1 34
Exercise 5 Mining the Value Chain—Defining the “White Space” 1 37
Exercise 6 Economics of the Business—How Do You Make Money in the White Space 1 41
Exercise 7 Capital and Harvest—How Will You Realize Dollars from the Venture 148
Exercise 8 Competitive Landscape—Your Strategic Analysis 150
Exercise 9 Founder’s Commitment 159
Exercise 10 Flaws, Assumptions, and Downside Consequences—Risk Reconsidered 161
Exercise 1 1 Action Steps—Setting a Wee/c-by-Week Schedule 1 63
Exercise 1 2 Four Anchors Revisited 165
Case: Gary and George Mueller 166
5 Entrepreneurs and the Continuing Internet Revolution: The Expanding Frontier 183

The Continuing Internet Revolution: The Expanding Frontier 183
Internet Overview 184
Origins of the Internet 186
A Quick Overview of Internet Basics 187
  WebSites 187
  Usenet 187
  Mailing Lists 188
  Search Engines 188
The Dot.com Experience 188
The Internet Business Environment and Business Models 189
  Internet Business Environment 189
  Internet Business Models 190
How an Existing Business Can Benefit from the Internet 191
  Customer Service/Support 192
  Technical Support 194
  Data Retrieval 194
  Public Relations and Investor Relations 195
  Selling Products and Services 195
  An Example: The Internet Fashion Mall 195
Factors to Consider in Designing Your Commercial Web Site 195
  Security and Payment Issues 196
  Cutting Costs 196
  Obtaining Advice/Information 197
Internet-Related Opportunities for the Creation of New Businesses 198

Chapter Summary 199
Study Questions 199
Mind Stretcher 199
Case: Securities Online, Inc. 200
Appendix A Excerpts from the Securities Online Business Plan 203

6 Franchising 221

Introduction 221
Job Creation versus Wealth Creation 222
Franchising: A History of Entrepreneurship 222
Franchising: Assembling the Opportunity 223
  Primary Target Audience 223
Evaluating a Franchise: Initial Due Diligence 225
Franchisor as the High Potential Venture 226
Key Components of a Franchise Offering 227
  Service Delivery System 227
  Training 228
  Field Support 228
  Marketing, Advertising, and Promotion 229
  Product Purchase Provision 230
Franchise Relationship Model 230
Chapter Summary 232
Study Questions 232
Mind Stretcher 232
Case: Mike Bellobuono 233

PART II

The Founders

7 Entrepreneurial Mind in Thought and Action 245

The Search for Understanding 245
Three Principles for Achieving Entrepreneurial Greatness 245
Leadership and Human Behavior 246
Research 247
Converging on the Entrepreneurial Mind 249
  Desirable and Acquirable Attitudes and Behaviors 249
Six Dominant Themes 249
Other Desirable (But Not So Acquirable) Attitudes and Behaviors 255
Demographic Shifts in the Entrepreneurial Landscape 256
  The Impact of Gender 256
  Race, Ethnicity, and Culture 257
  A New Generation of Business Owners 258
  Toward Inclusion of Diverse Groups in Entrepreneurship 258
# Table of Contents

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A Look at the Nonentrepreneurial Mind</td>
<td>258</td>
</tr>
<tr>
<td></td>
<td>The Concept of Apprenticeship</td>
<td>259</td>
</tr>
<tr>
<td></td>
<td>Shaping and Managing an Apprenticeship</td>
<td>259</td>
</tr>
<tr>
<td></td>
<td>Windows of Apprenticeship</td>
<td>260</td>
</tr>
<tr>
<td></td>
<td>A Personal Strategy</td>
<td>261</td>
</tr>
<tr>
<td></td>
<td>Entrepreneur's Creed</td>
<td>262</td>
</tr>
<tr>
<td></td>
<td>Chapter Summary</td>
<td>262</td>
</tr>
<tr>
<td></td>
<td>Study Questions</td>
<td>262</td>
</tr>
<tr>
<td></td>
<td>Mind Stretchers</td>
<td>263</td>
</tr>
<tr>
<td></td>
<td>Exercise <em>QuickLook: The Personal Entrepreneurial Strategy</em> 26 A</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Case:</strong> <em>Michael Healey (A)</em></td>
<td>265</td>
</tr>
<tr>
<td>2</td>
<td>The Entrepreneurial Manager</td>
<td>273</td>
</tr>
<tr>
<td></td>
<td>The Entrepreneurial Domain</td>
<td>273</td>
</tr>
<tr>
<td></td>
<td>Converging on the Entrepreneurial Manager</td>
<td>273</td>
</tr>
<tr>
<td></td>
<td>Principle Forces and Venture Models</td>
<td>274</td>
</tr>
<tr>
<td></td>
<td>Stages of Growth</td>
<td>276</td>
</tr>
<tr>
<td></td>
<td>A Theoretical View</td>
<td>276</td>
</tr>
<tr>
<td></td>
<td>Managing for Rapid Growth</td>
<td>277</td>
</tr>
<tr>
<td></td>
<td>What Entrepreneurial Managers Need to Know</td>
<td>280</td>
</tr>
<tr>
<td></td>
<td>Management Competencies</td>
<td>281</td>
</tr>
<tr>
<td></td>
<td>Skills in Building Entrepreneurial Culture</td>
<td>281</td>
</tr>
<tr>
<td></td>
<td>Other Management Competencies</td>
<td>283</td>
</tr>
<tr>
<td></td>
<td>Chapter Summary</td>
<td>285</td>
</tr>
<tr>
<td></td>
<td>Study Questions</td>
<td>285</td>
</tr>
<tr>
<td></td>
<td>Mind Stretchers</td>
<td>286</td>
</tr>
<tr>
<td></td>
<td>Exercise Managerial Skills and Know-how Assessment</td>
<td>287</td>
</tr>
<tr>
<td></td>
<td><strong>Case:</strong> <em>Burt's Bees</em></td>
<td>297</td>
</tr>
<tr>
<td>3</td>
<td>The New Venture Team</td>
<td>303</td>
</tr>
<tr>
<td></td>
<td>The Importance of the Team</td>
<td>303</td>
</tr>
<tr>
<td></td>
<td>The Connection to Success</td>
<td>303</td>
</tr>
<tr>
<td></td>
<td>Forming and Building Teams</td>
<td>304</td>
</tr>
<tr>
<td></td>
<td>Anchoring Vision in Team Philosophy</td>
<td>304</td>
</tr>
<tr>
<td></td>
<td>- and Attitudes</td>
<td>304</td>
</tr>
<tr>
<td></td>
<td>A Process of Evolution</td>
<td>306</td>
</tr>
<tr>
<td></td>
<td>Filling the Gaps</td>
<td>306</td>
</tr>
<tr>
<td></td>
<td>Additional Considerations</td>
<td>308</td>
</tr>
<tr>
<td></td>
<td>Common Pitfalls</td>
<td>309</td>
</tr>
<tr>
<td></td>
<td>Rewards and Incentives</td>
<td>310</td>
</tr>
<tr>
<td></td>
<td>Slicing the Founder's Pie</td>
<td>310</td>
</tr>
<tr>
<td></td>
<td>The Reward System</td>
<td>311</td>
</tr>
<tr>
<td></td>
<td>Critical Issues</td>
<td>311</td>
</tr>
<tr>
<td></td>
<td>Considerations of Timing</td>
<td>312</td>
</tr>
<tr>
<td></td>
<td>Considerations of Value</td>
<td>312</td>
</tr>
<tr>
<td></td>
<td>Compensation and Incentives in High Potential Ventures</td>
<td>313</td>
</tr>
<tr>
<td></td>
<td>Chapter Summary</td>
<td>313</td>
</tr>
<tr>
<td></td>
<td>Study Questions</td>
<td>313</td>
</tr>
<tr>
<td></td>
<td>Mind Stretchers</td>
<td>313</td>
</tr>
<tr>
<td></td>
<td><strong>Case:</strong> <em>Michigan Lighting, Inc.</em></td>
<td>314</td>
</tr>
<tr>
<td></td>
<td>Exercise <em>Rewards</em></td>
<td>322</td>
</tr>
<tr>
<td>4</td>
<td>Personal Ethics and the Entrepreneur</td>
<td>327</td>
</tr>
<tr>
<td></td>
<td>Exercise <em>Ethics</em></td>
<td>327</td>
</tr>
<tr>
<td></td>
<td>Overview of Ethics</td>
<td>332</td>
</tr>
<tr>
<td></td>
<td>Ethical Stereotypes</td>
<td>333</td>
</tr>
<tr>
<td></td>
<td>Should Ethics Be Taught?</td>
<td>334</td>
</tr>
<tr>
<td></td>
<td>Ethics Can and Should Be Taught</td>
<td>334</td>
</tr>
<tr>
<td></td>
<td>The Usefulness of Academic Ethics</td>
<td>335</td>
</tr>
<tr>
<td></td>
<td>Integrity as Governing Ethic</td>
<td>335</td>
</tr>
<tr>
<td></td>
<td>Entrepreneurs’ Perspectives</td>
<td>336</td>
</tr>
<tr>
<td></td>
<td>Thorny Issues for Entrepreneurs</td>
<td>337</td>
</tr>
<tr>
<td></td>
<td>Action under Pressure</td>
<td>338</td>
</tr>
<tr>
<td></td>
<td>Different Views</td>
<td>338</td>
</tr>
<tr>
<td></td>
<td>Problems of Law</td>
<td>339</td>
</tr>
<tr>
<td></td>
<td>Examples of the Ends-and-Means Issue</td>
<td>339</td>
</tr>
<tr>
<td></td>
<td>An Example of Integrity</td>
<td>340</td>
</tr>
<tr>
<td></td>
<td>Ethics Exercise Revisited</td>
<td>340</td>
</tr>
<tr>
<td></td>
<td>Chapter Summary</td>
<td>340</td>
</tr>
<tr>
<td></td>
<td>Study Questions</td>
<td>341</td>
</tr>
<tr>
<td></td>
<td>Mind Stretchers</td>
<td>341</td>
</tr>
<tr>
<td></td>
<td><strong>Case:</strong> <em>Wayne Postoak</em></td>
<td>342</td>
</tr>
<tr>
<td>5</td>
<td>Resource Requirements</td>
<td>347</td>
</tr>
<tr>
<td></td>
<td>The Entrepreneurial Approach to Resources</td>
<td>347</td>
</tr>
<tr>
<td></td>
<td>Bootstrapping Strategies: Marshaling and Minimizing Resources</td>
<td>348</td>
</tr>
<tr>
<td></td>
<td>Build Your Brain Trust</td>
<td>349</td>
</tr>
</tbody>
</table>

**PART III**

**Resource Requirements**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Resource Requirements</td>
<td>347</td>
</tr>
<tr>
<td></td>
<td>The Entrepreneurial Approach to Resources</td>
<td>347</td>
</tr>
</tbody>
</table>
12 The Business Plan 397
Developing the Business Plan 397
The Plan Is Obsolete at the Printer 398

CASE: FAX International, Inc. 368

**PART IV**

**Financing Entrepreneurial Ventures**

13 Entrepreneurial Finance 443
Venture Financing: The Entrepreneur’s Achilles’ Heel 443
Financing Management Myopia: It Can’t Happen to Me 444
Critical Financing Issues 445
Entrepreneurial Finance: The Owner’s Perspective 446
Determining Capital Requirements 449
Financial Plan 449
Free Cash Flow: Burn Rate, OOC, and TTC 450
Crafting Financial and Fund-Raising Strategies 451
Critical Variables 451
Financial Life Cycles 452
Investor Preferences 452
Chapter Summary 452
Study Questions 453
Mind Stretchers 454
**CASE: Fax International Japan (A) 455**

14 Obtaining Venture and Growth Capital 469
The Capital Markets Food Chain 469
Cover Your Equity 470
Timing 471
Angels and Informal Investors 471
Who They Are 471
Finding Informal Investors 472
Contacting Investors 473
Evaluation Process 473
The Decision 473
Venture Capital: Gold Mines and Tar Pits 473
What Is Venture Capital? 474
The Venture Capital Industry 475
The Booming 90s 476
Beyond the Crash of 2000: The Venture Capital Cycle Repeats Itself 477
The Venture Capital Process 479
Identifying Venture Capital Investors 481
Table of Contents

Dealing with Venture Capitalists 483
Questions the Entrepreneur Can Ask 483
Due Diligence: A Two-Way Street 483
Other Equity Sources 484
Small Business Administration’s 7(a) Guaranteed Business Loan Program 484
Small Business Investment Companies 484
Mezzanine Capital 485
Private Placements 485
Initial Public Stock Offerings 486
Private Placement after Going Public 488
Employee Stock Ownership Plans (ESOPs) 489
Keeping Current about Capital Markets 489
Chapter Summary 489
Study Questions 490
Mind Stretchers 490
Case: Hindman & Company 491

15 The Deal: Valuation, Structure, and Negotiation 501
The Art and Craft of Valuation 501
What Is a Company’s Worth? 501
Determinants of Value 501
Long-Term Value Creation versus Quarterly Earnings 502
Psychological Factors Determining Value 502
A Theoretical Perspective 502
Investor’s Required Rate of Return (IRR) 502
Investor’s Required Share of Ownership 502
The Theory of Company Pricing 503
The Reality 504
The Down Round or Cram Down circa 2002 504
Valuation Methods 505
The Venture Capital Method 505
The Fundamental Method 506
The First Chicago Method 507
Ownership Dilution 507
Discounted Cash Flow 508
Other Rule-of-Thumb Valuation Methods 508
Tar Pits Facing Entrepreneurs 508
Staged Capital Commitments 509
Structuring the Deal 510
What Is a Deal? 510
Understanding the Bets 511
Some of the Lessons Learned: The Dog in the Suitcase 512
Negotiations 512
What Is Negotiable? 512
The Specific Issues Entrepreneurs Typically Face 513
The Term Sheet 514
Black Box Technology, Inc., Term Sheet 515
Sand Traps 515
Strategic Circumference 515
Legal Circumference 515
Attraction to Status and Size 515
Unknown Territory 516
Opportunity Cost 516
Underestimation of Other Costs 517
Greed 517
Being Too Anxious 517
Impatience 517
Take-the-Money-and-Run-Myopia 518
Chapter Summary 518
Study Questions 518
Mind Stretchers 518
Case: Bridge Capital Investors, Inc. 519

16 Obtaining Debt Capital 531
A Cyclical Pattern: The Good Old Days Return but Fade Again 531
A Word of Caution 532
The Lender’s Perspective 532
Sources of Debt Capital 532
Trade Credit 534
Commercial Bank Financing 534
Line of Credit Loans 534
Time-Sales Finance 535
Term Loans 535
Chattel Mortgages and Equipment Loans 536
Conditional Sales Contracts 536
Plant Improvement Loans 536
Commercial Finance Companies 536
Factoring 537
Leasing Companies 538
Before the Loan Decision 539
PART V

Startup and After

17 Managing Rapid Growth: Entrepreneurship Beyond Startup 559
   Inventing New Organizational Paradigms 559
   Entrepreneurial Leaders Are Not Administrators or Managers 560
   Breakthrough Strategy: Babson's F. W. Olin Graduate School 560
Leading Practices of High Growth Companies 560
Growing Up Big 561
   Stages of Growth Revisited 561
   Core Management Mode 562
   The Problem in Rate of Growth 562
   Industry Turbulence 565
The Importance of Culture and Organizational Climate 566
   Six Dimensions 566
   Approaches to Management 567
Entrepreneurial Management for the 21st Century: Three Breakthroughs 568
   Ewing Marion Kauffman and Marion Labs 568
   Jack Stack and Springfield Remanufacturing Corporation 569
   Ralph Stayer and Johnsonville Sausage Company 569
The Chain of Greatness 570
Chapter Summary 571
Study Questions 571
Mind Stretchers 572
Case: Quick Lube Franchise Corporation (QLFC) 573

18 The Entrepreneur and the Troubled Company 579
   When the Bloom Is off the Rose 579
   Getting into Trouble—The Causes 580
   Getting Out of Trouble 581
   Predicting Trouble 581
   Net-Liquid-Balance-to-Total-Assets Ratio 582
   Nonquantitative Signals 582
The Gestation Period of Crisis 582
   The Paradox of Optimism 583
   The Bloom is off the Rose—Now What? 583
   Decline in Organizational Morale 583
The Threat of Bankruptcy 584
   Voluntary Bankruptcy 584
   Involuntary Bankruptcy 584
   Bargaining Power 584
Intervention 585
   Diagnosis 585
   The Turnaround Plan 586
   Longer-Term Remedial Actions 589
Chapter Summary 589
Study Questions 589
Mind Stretchers 589
Case: EverNet Corporation 590

19 The Harvest and Beyond 605
   A Journey, Not a Destination 605
   The Journey Can Be Addictive 605
   First Build a Great Company 606
### Table of Contents

Create Harvest Options  606  
A Harvest Goal  607  
Crafting a Harvest Strategy: Timing Is Vital  608  
Harvest Options  610  
   - Capital Cow  610  
   - Employee Stock Ownership Plan  610  
   - Management Buyout  610  
   - Merger, Acquisition, and Strategic Alliance  610  
   - Outright Sale  611  
   - Public Offering  611  
   - Wealth-Building Vehicles  612  
Beyond the Harvest  612  
The Road Ahead: Devise a Personal Entrepreneurial Strategy  613  
   - Goals Matter—A Lot!  613  
   - Values and Principles Matter—A Lot!  613  
Seven Secrets of Success  614  
Chapter Summary  614  

Study Questions  614  
Mind Stretchers  614  
Case: PaulJ. Tobin  615  

20 Crafting a Personal Entrepreneurial Strategy  643  
   - A Conceptual Scheme for Self-Assessment  644  
   - Crafting an Entrepreneurial Strategy  643  
      - Profiling the Past  644  
      - Profiling the Present  645  
      - Getting Constructive Feedback  645  
      - Putting it All Together  646  
   Thinking Ahead  646  
   Chapter Summary  647  
   Study Questions  647  
   Mind Stretchers  647  
   Exercise Personal Entrepreneurial Strategy  648  
   Case: Boston Communications Group, Inc.  669  

Index  685
In new venture creation, entrepreneurs need to focus on strategically analysing the external macro-environment to determine gaps and deficiencies where exploitable needs/problems may exist. Such analysis enables the entrepreneur to learn and discover new information, analyse it for trends and possibilities and develop unique, innovative solutions to identify problems or needs in the marketplace (McKelvie et al., 2007). New Venture Creation: Entrepreneurship for the 21st Century, Canadian Edition, addresses the needs of upper-level entrepreneurship and new venture courses. Timmons provides strong, comprehensive theoretical coverage balanced with practical examples and cases, all designed to instruct students on how to formulate, plan for, finance, launch, manage, and eventually harvest a new venture. Timmons, Canadian Edition, is a rigorous, practical, and experiential text. MBA 559 Syllabus January 2013 Required Text and Resources: Title: New Venture Creation, Entrepreneurship for the 21st Century Author: Jeffrey A Please make your initial post by midweek, and respond to at least one other students’ post by the end of the week. Please check the Course Calendar for specific due dates. Week 02 Team Assignment - Executive Summary In your team, discuss and commit to a single new venture that you would like to pursue as your business plan for the course.