

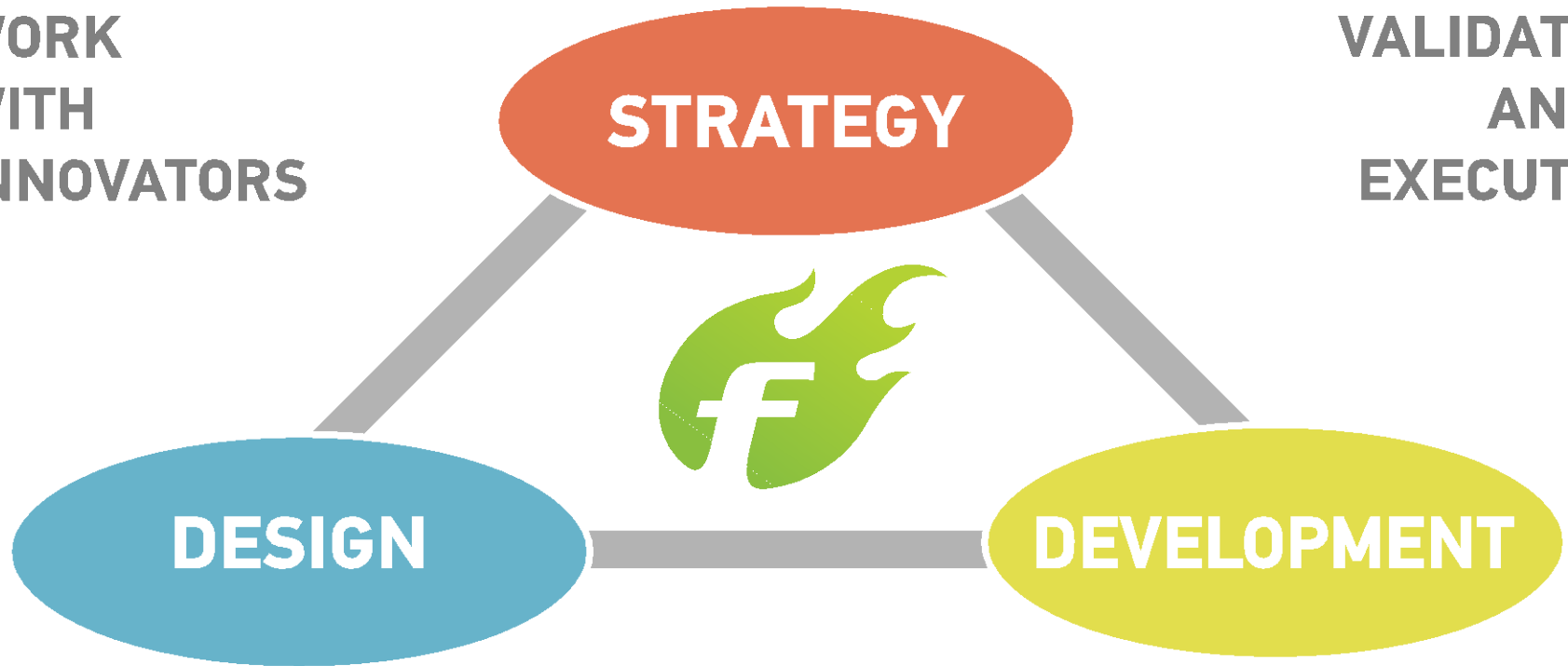
- **FOUNDER**
CEO at Firefield
- **CREATOR**
myEdGPS, WriteTheWorld, many more
- **MENTOR**
LearnLaunchX, YouthCITIES, LS Challenge
- **TEACHER**
General Assembly, Intelligent.ly

FIREFIELD

A BIT ABOUT US

**WORK
WITH
INNOVATORS**

**VALIDATE
AND
EXECUTE**

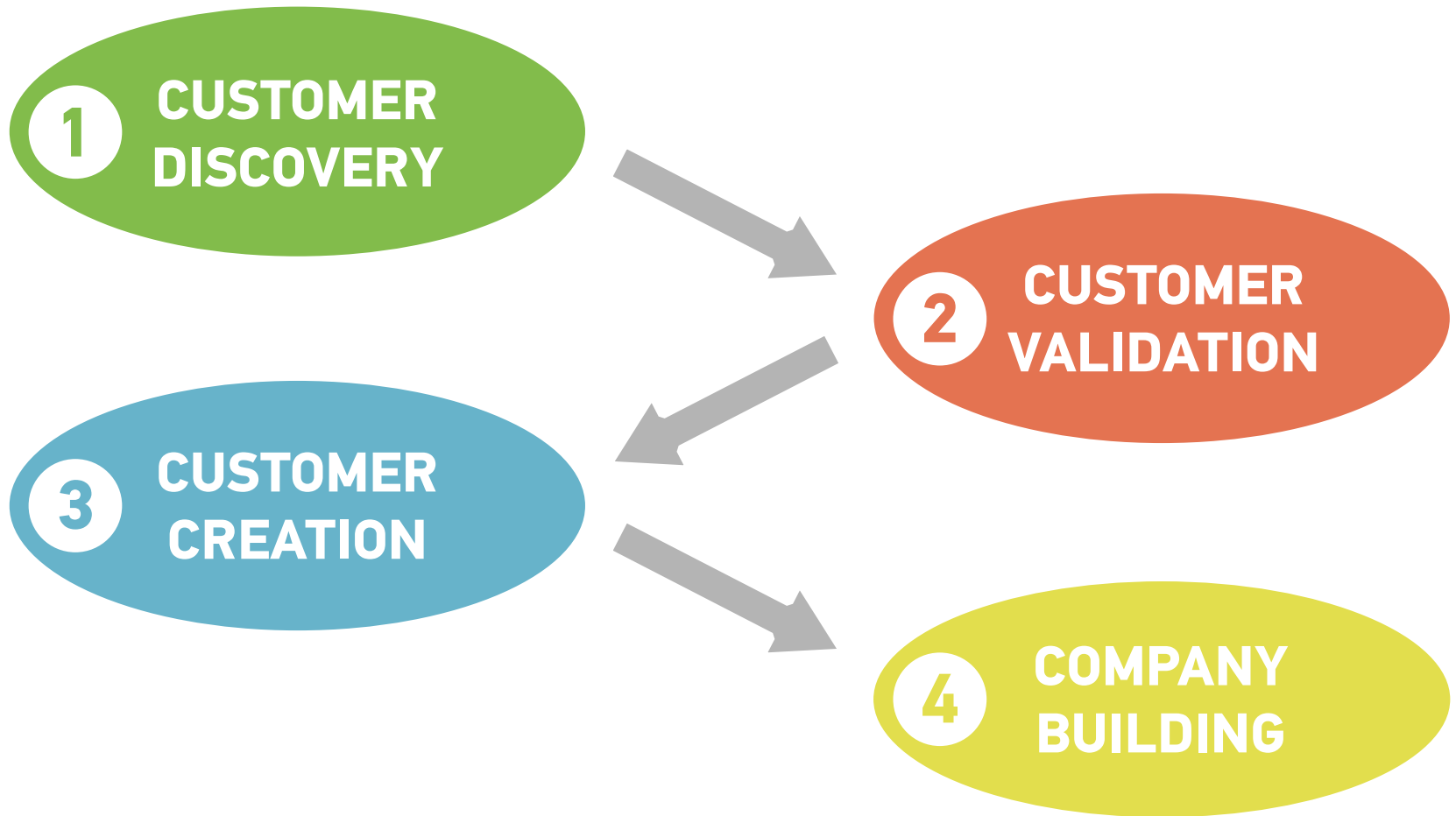


FIREFIELD.COM

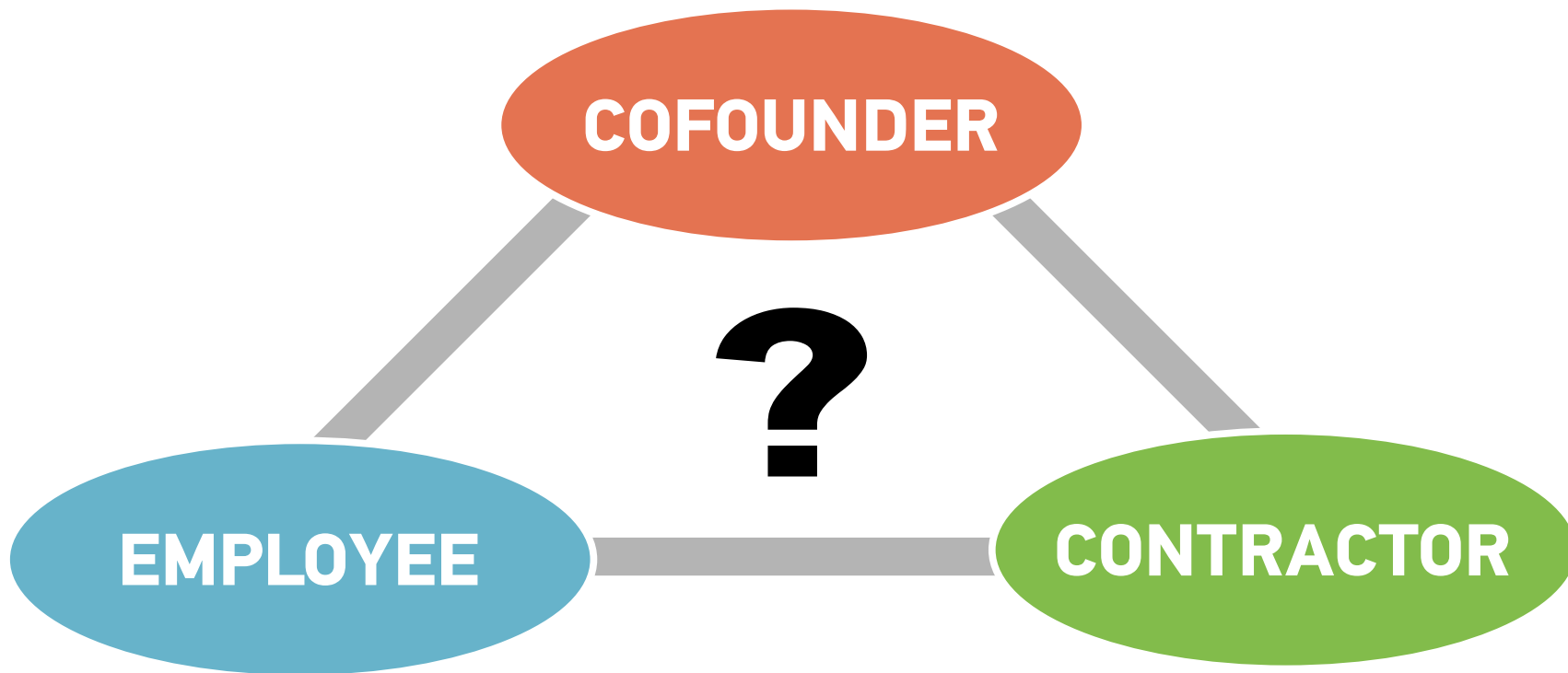
ONE SIZE DOESN'T FIT ALL

- **SPEAK FROM PERSONAL EXPERIENCE**
- **MY STARTUP FOCUS IS SPECIFIC**
- **PROBLEM - SOLUTION FIT IS KING**
- **NO UNUSUAL ADVANTAGES / CONSTRAINTS**

SEARCHING FOR EPIPHANY

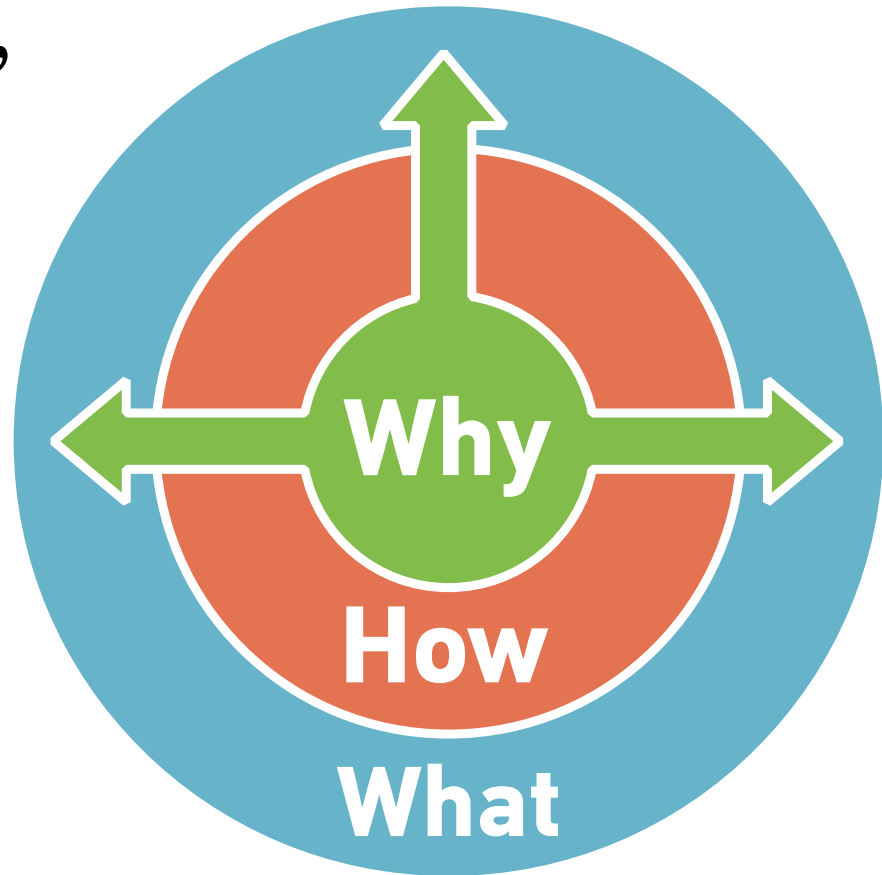


SOMETIMES TITLES MATTER



LET'S START WITH WHY

In September 2009,
Simon Sinek gave
a TED talk that
put a lot into
perspective:



BUT “WHY” ISN’T ENOUGH

Hobby

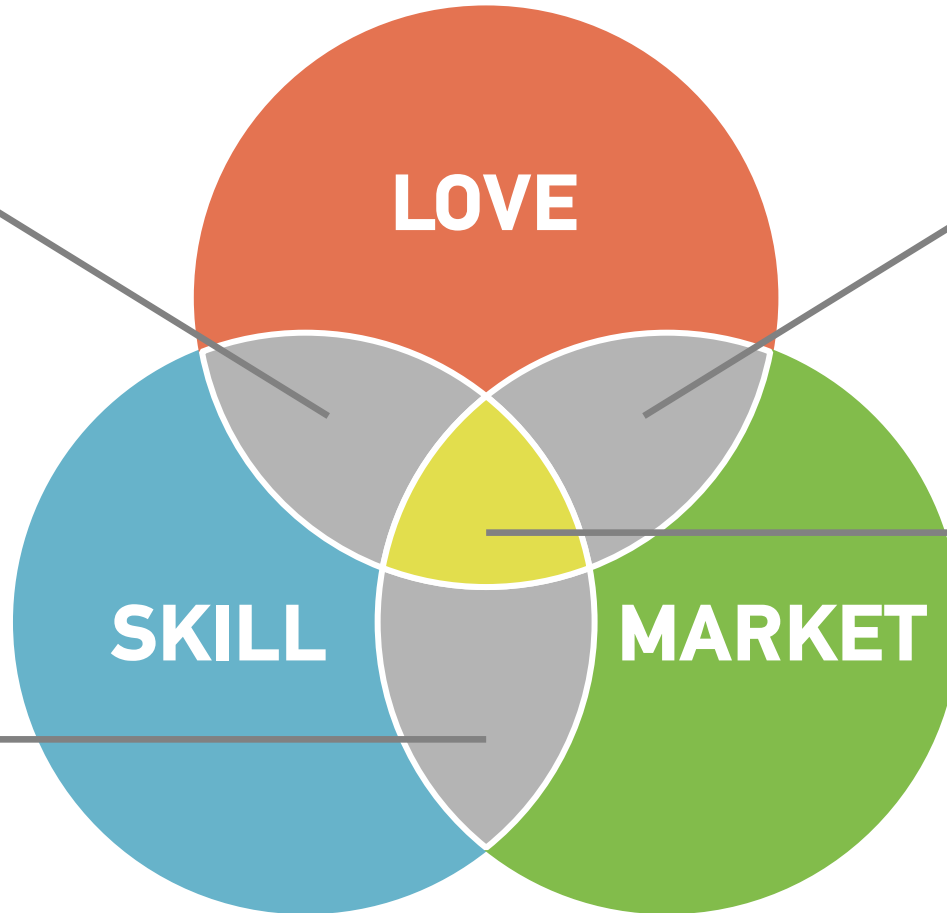
Monetize
or PIVOT

Opportunity

Augment Skills
or FAIL

Burnout

Find the Passion
or QUIT



Jackpot!!

FOUNDER HANG-OUTS

- **NETWORKING EVENTS**

ENET, Venture Cafe, Meetups, etc.

- **WORKSHOPS & CLASSES**

General Assembly, Intelligent.ly, etc.

- **COFOUNDER'S LAB**

<http://cofounderslab.com>

- **FOUNDER DATING**

<http://founderdating.com>

HUNTING WITH A MAGNET

- DON'T GO ON A SAFARI
- BE A THOUGHT LEADER
- PROMOTE YOUR 'WHY'
- TURN THE TABLES



THANKS VERY MUCH

KEEP IN TOUCH

● **DIRECT**

adam@firefield.com

● **SOCIAL**

@mcgowan15 / @theFirefield

● **OFFICE HOURS**

firefield.com/office_hours

● **MORE THOUGHTS**

blog.firefield.com