

# From **Doubt** to **Determination**: The Entrepreneurial Journey



**Meet Amy and Joe.** Amy and Joe have envisioned a new product for consumers, one that will help solve a common problem, but they lack the knowledge and confidence to pursue their idea further.

## Stage 1: Doubt

The two thirty-somethings believe that, to be entrepreneurs, they must be risk-takers. They imagine rich, creative, busy people who live and work in New York City or Silicon Valley and are eagerly awaiting their shot to be among the first civilians in space. Joe pictures Steve Jobs and Jeff Bezos. Amy pictures Oprah Winfrey and Beyoncé. These are people not like them.



## Stage 2: Awareness

Amy and Joe set out to develop a clearer understanding of entrepreneurship. They seek advice from small business owners and talk about their product idea with family and friends.



## Stage 3: Enthusiasm

With newfound knowledge and the encouragement of their supporters, the pair is energized. They are ready to share their idea with potential customers.



## Stage 4: Research

Amy and Joe hold a series of informal discussions with potential customers to gauge the level of interest in their solution. After building a prototype of their new product, the pair shop it around with the goal of persuading at least one person to buy.



## Stage 5: Determination

Based on initial feedback, Amy and Joe can decide whether to focus all their energies on their new business or cut their losses and stick to their day jobs. Even if they don't move forward with their product idea, the experience of exploring entrepreneurship will help them become better employees, better candidates for new jobs or promotions, better citizens helping to build a better community, and better advocates working for a better world.



How many members of your community visit the library each day? How many of them, like Amy and Joe, have an idea for a new product or service, but don't believe they have what it takes to see their concepts come to fruition?

**Learn more about the role your public library can play in the entrepreneurial ecosystem:**

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