# **Daily Journals**

5/29/2019

**Am I a self-starter? How well do I follow through on my ideas?**

I would consider myself a self-starter the majority of the time. I have a tendency to complete most of the tasks I start no matter how long they take. I usually take pride in the things I do and want them to come out the best I can make them.

**How well do I get along with different personalities?**

In most cases, I get along with everyone I encounter. I make it a priority to listen to what everyone has to say before voicing my opinions. The majority of the time, the only reason I wouldn’t get along with someone would be if they don’t give me the best they can do because I will always give my 100%. This usually happens when having to work on group projects and one team member constantly doesn’t do what is needed of them.

**How good am I at making decisions?**

I usually don’t want to be the one making the decisions unless I know that my plan will work every time. However, this doesn’t stop me from making choices when I am needed to. I can be very decisive over topics and know my opinion on them very quickly.

**Do I have the physical and emotional stamina? Explain.**

I feel that I have great physical and emotional stamina. It takes a lot to through me off my path. For example, I am taking three classes this summer that is 6-week courses. This means that I have a huge workload that demands a lot of me to keep on top of everything. Instead of breaking down and dropping some courses, I double down and do what I need to do to succeed in class.

**How well do I plan and organize?**

This is a part of my life where I struggle the most. I tend to push things until the last minute and then cram to make the deadline in time. I try to make sure that I have enough time to get everything done in a timely and orderly fashion but most of the time, that isn’t what happens. I tend to forget things are due until the night before and then struggle to get them done in time.

**How will my entrepreneurial efforts affect my family?**

If I complete this course and take in everything that is given to me, I feel that it will change how I look at things forever. This means that how I will act and present myself around others will change because I will be more aware that they are also going through struggles and hardships too.

**5/30/2019**

When thinking about how to be an entrepreneur, it raised some questions. Are the things I’m currently doing in my life going to benefit me in the long run? Do I have a diversified enough network to make what I want to happen, happen? What steps can I take myself to ensure future success? I feel that I need to begin to make changes in my daily life to be able to feel confident that my future will be filled with success. First thing I need to change is my outlook on others. I tend to see others as a roadblock that I need to get around before I can move forward. When in reality I should be seeing them as future contacts to help me achieve what I want to do. I need to be more outgoing and willing to talk to others for the benefit of myself and my future.

5/31/2019

This week at my internship as an IT intern at a bank, I met a guy that would be great as a future contact. He buys and sells real estate for a living in the Loudoun County area. I feel that he would be a great contact because after I graduate this coming spring, I plan on getting a job in the Loudan area. After telling him this he gave me his business card and told me to contact him when I plan on moving and he would be more than happy to help me find the perfect apartment for me. This was the first step I’ve taken as an entrepreneur since beginning this class.

6/3/2019

In module 3, I learned the importance of brainstorming and how to better prepare ourselves for the process. Brainstorming is one of the most important parts of any project. Coming up with ways to solve the problem at hand. The next important step is to set up the framework of the project. Deciding which path is the best to get the project done in a timely and efficient manner. I also learned to choose my ideas wisely and not be hasty about selecting one. Finally, I learned how to validate that value had been created by validating my ideas.

6/4/2019

In module 4, I learned how to come up with ideas that will benefit those who don’t even realize that they have an issue. For example, Henry Ford had the idea of gas-powered vehicles to replace horses. If the people of the time were asked what they wanted, they would have said they needed faster horses. His invention changed the way society works today. Without vehicles, we wouldn’t be able to move and transport goods at the pace that we do. It was Henry’s ability to see a better solution than the one that the world currently had that allowed us to be at the point we are today.

6/5/2019

In module 5, we covered the importance of workplace ethics. Without the proper ethics, customers won’t be able to trust you and therefore won’t be willing to purchase your good or service. It is important when setting up a company to create it with the right moral compass so that when it comes to making decisions, everyone already knows what direction they need to be going. It’s also important because it sets a standard for how you act as a person. People will judge your character by the character of your company.

6/6/2019

In module 6, we learned the importance of budgeting and how to create one. We learned that it is important for a company to create a budget so that can see expected income in the future and plan accordingly. It also is important to keep a detailed log of the financials of a company so you can see exactly where the money goes. This can help a company stay in the black by limiting the amount of money that is wasted. Less money wasted means more money in the pocket of the CEOs. Lastly, It is imperative for smaller companies to keep close tabs on the money they spend to avoid going bankrupt and losing the company before it was even given a chance to succeed.

6/7/2019

In module 7, we learned the difference between social entrepreneurship and the more traditional forms. Social entrepreneurship is the focus of doing things for the social aspect of it rather than the business side of it. They often do things in the benefit of many rather than the benefit of one. They are often associated with better morals and ethics than their business counterparts and share their wealth and success with the people who put them there. However, some of the issues that they suffer from is trying to come up with ideas that will benefit everyone without making anyone upset.

6/10/2019

In module 8, we discussed the difference between sole proprietorships and partnerships. The main difference is the number of owners of the company. If you are the sole proprietor, you are the only owner of the company. If you are in a partnership, you and at least one other person own the company together. This can cause different struggles in the company. If you started a company by yourself, you don’t have anyone to help you with the starting. However, this makes decision making easier because only you have to agree with yourself before a decision is made. On the flip side, partnering with someone can make starting the company easier but making decisions down the road more difficult.

6/11/2019

In module 9, we discussed the importance of having a good pitch. If you are unable to fund the project or idea you have, you may have to pitch your ideas to investors in order to obtain the funding. Having a great idea but pitching it in a way that nobody likes it can ruin your chances of making your dream a reality. It is all about making the investor believe that they need a product like this in their life. If your pitch does a great job of selling your product, you will have a much better chance of making it big. To do this, you must be able to clearly communicate what the problem is that your product is trying to solve. You have to relate the problem to the ones you are pitching it to so they feel more inclined to invest in it.

6/12/2019

In module 10, we discussed the basic marketing strategies and principles that an entrepreneur should consider. We also discussed the ways that humans process information and make decisions off that. A big part of what we discussed was the four P’s of marketing. Product, price, place, and promotion are what make up the foundation to good marketing. When bringing a product to market, you must be able to set a competitive price for the location that you plan on selling it and make sure to promote that product in a light that makes it look the best.

6/13/2019

In module 11, we discussed the importance of dealing with failure and what to do when it happens. No one is always right 100% of the time and that means that we will most certainly deal with failure in our lives. Since failure is so common, it is important to know what to do when it happens to you. You must make the best of the situation and learn from it. Often, failure is a blessing in disguise that helps you later in life. Whether it’s making a business decision or helping someone else who is going through the same thing, failing is an important part of your life.

6/14/2019

In module 12, we talked about the Business Model Canvas and how it can be applied to any area of interest. This model can help with laying out each part in the process no matter who is filling it out or what the cause is. We also discussed different on-campus resources that can aid in the entrepreneurship process. This also includes outsides sources that can help you get in contact with others that can help you along the journey. Finally, we discussed the importance of innovation for societal and personal growth.

6/17/2019

In module 13, our final module, we brought together everything we learned in the previous chapters and put them to use. Once our company has been started and employees have been hired, we must make sure to manage the company in a way that benefits all. This means that we must try to maximize profits without cutting into our quality or letting our newly hired employees go. Stockholders are also an important factor to think about when modeling your company. You need to make sure that the company has the right motto in place before you can start building off it.

6/18/2019

**What is your overall perspective on the entrepreneurship experience?**

When I came into this class I already knew a few things about the entrepreneurship process from past classes in high school. Starting things such as brainstorming, the BMC, and the importance of marketing. However, this class went much deeper into the process and showed me parts of the process that I would have never thought of. Things such as possible legal issues, the importance of making a great pitch, and how to shape your business for a better future. I never realized that someone in the IT field would need to know so much about the process of being an entrepreneur.

6/19/2019

**What are the benefits of the entrepreneurship placement from your perspective?**

In my opinion, there are four main reasons as to why this class is beneficial to my education. First, having knowledge of the first steps to creating a business is priceless. This could help anyone who was thinking about creating their own company a headstart over thousands of other people who don’t know where to start. Secondly, the people who take this class are going to be able to take this information with them wherever they go in life. Third, this class teaches you how to deal with failure and what to do afterward. This is extremely valuable information because everyone fails at some point in their life. Finally, the greatest benefit of taking this class is the knowledge that anyone is capable of creating their own company. It doesn’t take a special kind of person to own and run a company.

6/20/2019

**What are the potential employment prospects with the agency?**

There are a few reasons that employers might want to hire someone that took classes in being an entrepreneur. First, if you worked with the marketing department, you would have a better understanding as to why things are the way they are and you can possibly help with the process. Secondly, with background knowledge in business building, you could make changes in the way that your department operates to better efficiency. Lastly, having knowledge of stress management and knowing what to do when you fail can help you in many places in your life no matter where you go.

6/21/2019

**How did the entrepreneurship prepare or not prepare you to be a competitive candidate for vacant positions?**

The entrepreneurship prepared me to be a competitive candidate for a few reasons. Most people when going into a job interview don’t realize what it takes to run a company. The amount of organization and time it takes to keep everything in the line is immense and works best if everybody participates. Employers look for this attribute when they go through the hiring process. They look for someone who is going to make the best fit when they come to the company. Someone that understands their role in the corporate hierarchy and can help the process run smoother.

**What did you like best about the experience?**

My favorite thing about the class was being partnered up and having a group project. This allowed me to learn the content better by putting what I learned into action. It also gave me someone to ask questions when I was confused. The project also let me express in a creative way what I learned which also helps me retain the information better.

**What did you like least about the experience?**

My least favorite part of the class was the syllabus or lack thereof. I feel that I was guessing on what to do for most of the class. The syllabus left out key details about what was expected in most assignments and often left me guessing as to what the professor was looking for. Another thing that I didn’t like the class was that it seemed like it was based around a senior project even though you weren’t required to be a senior to take the class.

**What suggestions do you have to improve the experience?**

In my opinion, there could be a few things changed to the course that would make me feel that I got more out of it. First, I wish there were more tests and quizzes rather than papers to write. Since this is a summer course and most people taking the course also have jobs and other responsibilities to take care of during the day, I feel I spent many of my free evenings spent writing papers for this class.

**BYOB- Tony DiSilvestro**

Tony DiSilvestro is a self-made businessman who owns the Ynot brand. From Ynot Pizza and Ynot Italian to Ynot construction, Tony has made a name for himself in Virginia beach. He talks about his ability to get up after his falls and continue on when others might not. He said that he was sitting at a restaurant table writing down possible names for his first restaurant when at the bottom he wrote down ynot. The owner of the restaurant he was sitting in then came over and told him that that was the name and has stuck ever since.

**BYOB- Cheryl Tan**

Cheryl Tan is the owner of Tan Media. Fresh out of college, Cheryl went and worked as a news anchor for the local TV station. It was after working there for a few years that she realized that she could do more with her life. She decided that she wanted to own her own company. She went on to work with many different news stations and video websites creating her own content and sharing with others. Now she travels around the country asking other entrepreneurs their story.

**BYOB-Jeanne Fiocca**

Jeanne Fiocca is the owner of Cookie Text Cookie Cakes. Her story starts very sadly with the mention that her mom passed away when she was in fourth grade and her dad died of cancer while she was a freshman at college. Since she was officially on her own, she pushed herself to do the best she could. She worked many jobs ranging from waiter to fish market employee. It wasn’t until after she graduated with her masters in occupational therapy that she realized what she wanted to do in life. She created her company with the family in mind. She wants every cookie that leaves her bakery to be special and one of a kind. She feels that every cake should be treated as it’s the only one that they’re making that day which shows how much attention she puts into her job.

**BYOB-Chris Shelton**

Chris Shelton is the co-owner of the Cure Coffeehouse. Chris started life after college working a 9 to 5 job in a cubicle. It didn’t take long for him to realize that that wasn’t what he wanted to do for the rest of his life. After talking with his co-owner, they decided that they wanted to start up a business. The company that they decided to start was a coffee house that serves personalized coffee to the customer's request. He goes on to say that even if you are your own boss, it doesn’t mean that you aren’t responsible for doing things for others. No matter where you are in life, you need the help of others to get where you want to be.

**BYOB- Alison Dodson**

Alison Dodson is the owner of A. Dodson’s. A. Dodson’s is a store that aims to change the face of retail. She was born and raised in Norfolk and lived mostly with her grandparents. Her grandparents owned a grandfather owned a general store and her grandmother owned an antique store. This meant that while she was growing up, she was immersed in retail. It was no wonder that after she graduated from college, she wanted to start her own business. Her store prides itself on selling things that you might not find anywhere else. Whether it’s small intricate cups and plates to greeting cards, her store boasts many things you won’t find on the shelf of a local Walmart.