

# UNLEASH YOUR INNER COMPANY

USE PASSION AND PERSEVERANCE  
TO BUILD YOUR IDEAL BUSINESS

JOHN CHISHOLM

- Discover dozens of unsatisfied customer needs in areas you are passionate about
- Recognize your many advantages for satisfying those needs
- Learn from Google, Facebook, and Uber, and how *different* is better than *better*
- Know what to look for in a co-founder and the best times to raise money
- Innovate by combining things you already know in novel ways
- Overcome doubts and insecurities holding you back

**Speaker: John Chisholm '75 '76G, serial entrepreneur, angel investor, author, and MIT Alumni Association president & chair.**

Based on his popular book, this fast-paced, 90-minute workshop offers a ten-step process for discovering, selecting, launching, and scaling the *right* business for you.



**Monday, Feb 29, 3:00–4:45 pm  
32-144**

If you are not in 1.082/2.900/6.904/10.01/20.S940/22.014 or 10.02, please reserve your place by emailing Eileen Demarkles [eileend@mit.edu](mailto:eileend@mit.edu).