

STARTUP

“

Entrepreneurs are born,  
not made.

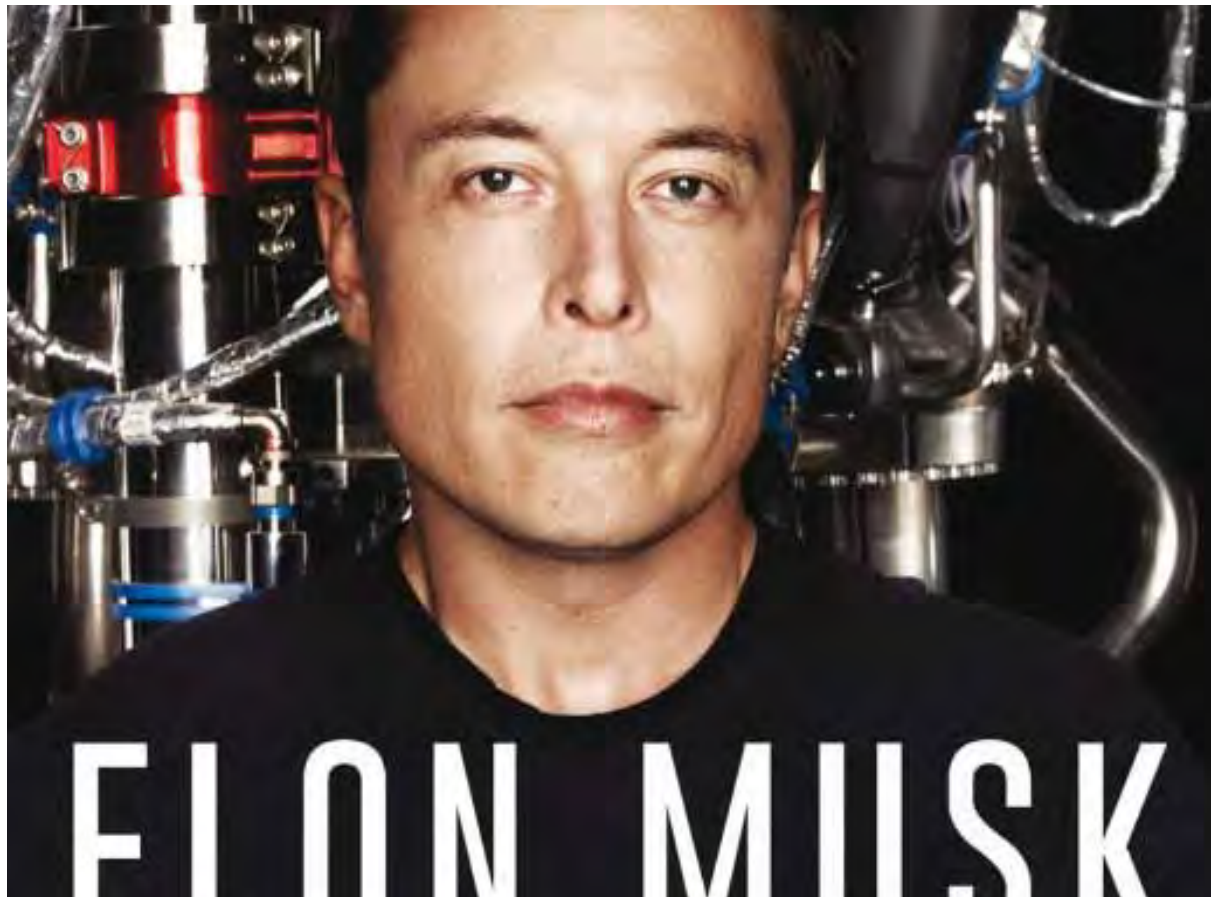
”

# Daniel Ek

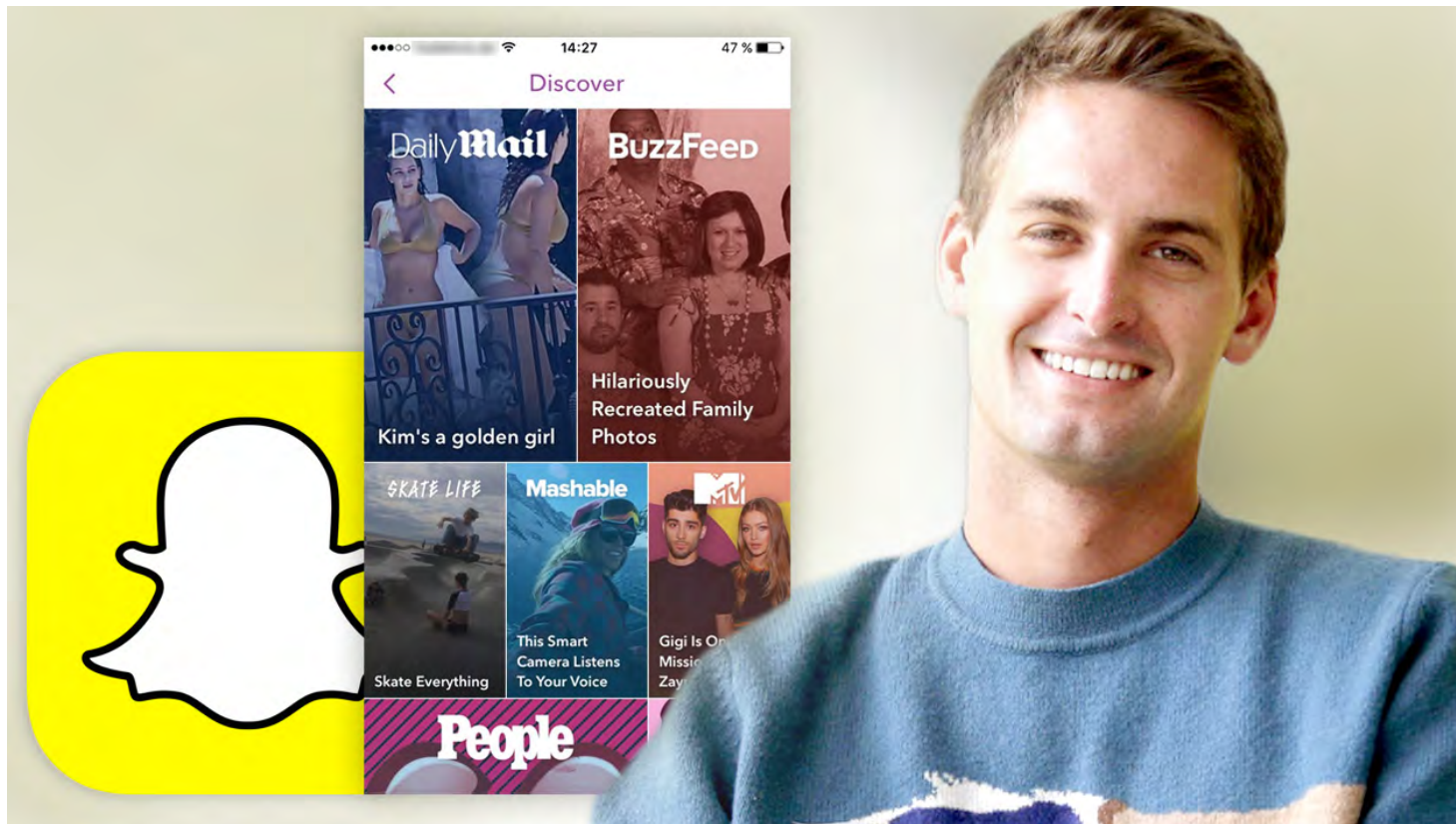


# Elon Musk

## PayPal, SpaceX, Tesla



# Evan Thomas Spiegel



# Die Persönlichkeit machts...



**Reid Hoffman's first startup was socialnet.com, a social network for dating.**

**Never heard of it?**

**Exactly.**



# Die Persönlichkeit macht's...



**Went on to become COO  
of PayPal and co-founder  
of LinkedIn.**



# Die Persönlichkeit macht's...



**“Startups are like  
jumping off a cliff and  
building a plane on the  
way down.”**

Reid Hoffman  
LinkedIn co-founder





# Richard Branson



**Virgin Clothes**  
**Virgin Cola**  
**Virgin Vision**  
**Virgin Vodka**  
**Virgin Wine**  
**Virgin Jeans**  
**Virgin Cars**

**... all failed**


# Persönlichkeiten...



**But *several hundred* of  
Richard Branson's  
other companies  
succeeded!**



# BIG-FIVE-Modell

- ▶ emotionale Stabilität
  - ▶ Extraversion
  - ▶ Offenheit für Erfahrung
  - ▶ Verträglichkeit
  - ▶ Gewissenhaftigkeit
- 

# Wo stehst du?

- ▶ FLIP Entrepreneurship Challenge
- ▶ [www.flipchallenge.at](http://www.flipchallenge.at)

