



Work in the Media Industries

Entrepreneurship

Can you be a Freelancer?

Henry Loeser PhD



Entrepreneurship

Self Assessment – Am I ready?

Knowledge - Skills - Experience

Courage – Determination – Resiliency

Relationships: Colleagues – Clients - Investors



Entrepreneurship

Idea – Do I have a vision?

Based on a successful model?

What's my market?

What's my advantage?



Entrepreneurship

Business Plan

– Is it reasonable?

- Do the pieces fit together?



Entrepreneurship

Personal Profile / Brand

- Who are we (Identity)



Entrepreneurship

Marketing

– Brand, Message, Delivery



Entrepreneurship

Governance

– Legal, Fiduciary, Organizational



Entrepreneurship

Sales (Revenue)

– People, Systems, Materials



Entrepreneurship

Production

Plan, Execute, Deliver



Entrepreneurship

Financial Management

- *Expenses*
- *Revenue*
- *Profit / Loss*



Entrepreneurship

Pitching – Clients / Investors

Interest Pitch

Full Presentation



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