



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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