Corporate Escapee

A survey conducted in 2019 in the UK sponored by Kingston University on what the researcher termed as 'Corporate Escapee' - individuals who escaped the corporate world and turned entrepreneurs. The researcher was on my acquaintance Prof Mat Hughes's podcast recently.

The short report might be a useful scan for those of you who are trying to tame your entrepreneurial bent while clocking daily into your corporate zoom calls, or, you might have colleagues and friends who might find it useful.

Personally, from my own entrepreneurial journey and in mentoring venture building teams, it is vital to be clear that:

- Everything is a pipe dream till there are repeat paying customers,

- ' Build it and they'll come' or 'Launch fast, fail and learn' applies if you have rich parents, wealthy relatives or have access to VCs who have made it big for themselves and are friendly to you. Otherwise, use the *Lean LaunchPad* methodology and invest time in getting the '*Job to be Done'* concept right.

- Doesn't really matter how experienced you were in the corporate machine, the *entrepreneurial transition* is a unique one.

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