

Effectual Entrepreneurship ...

EFFECTUAL

high

Expert
Entrepreneurs

Experienced
VC's

Organic Growth
Leaders?



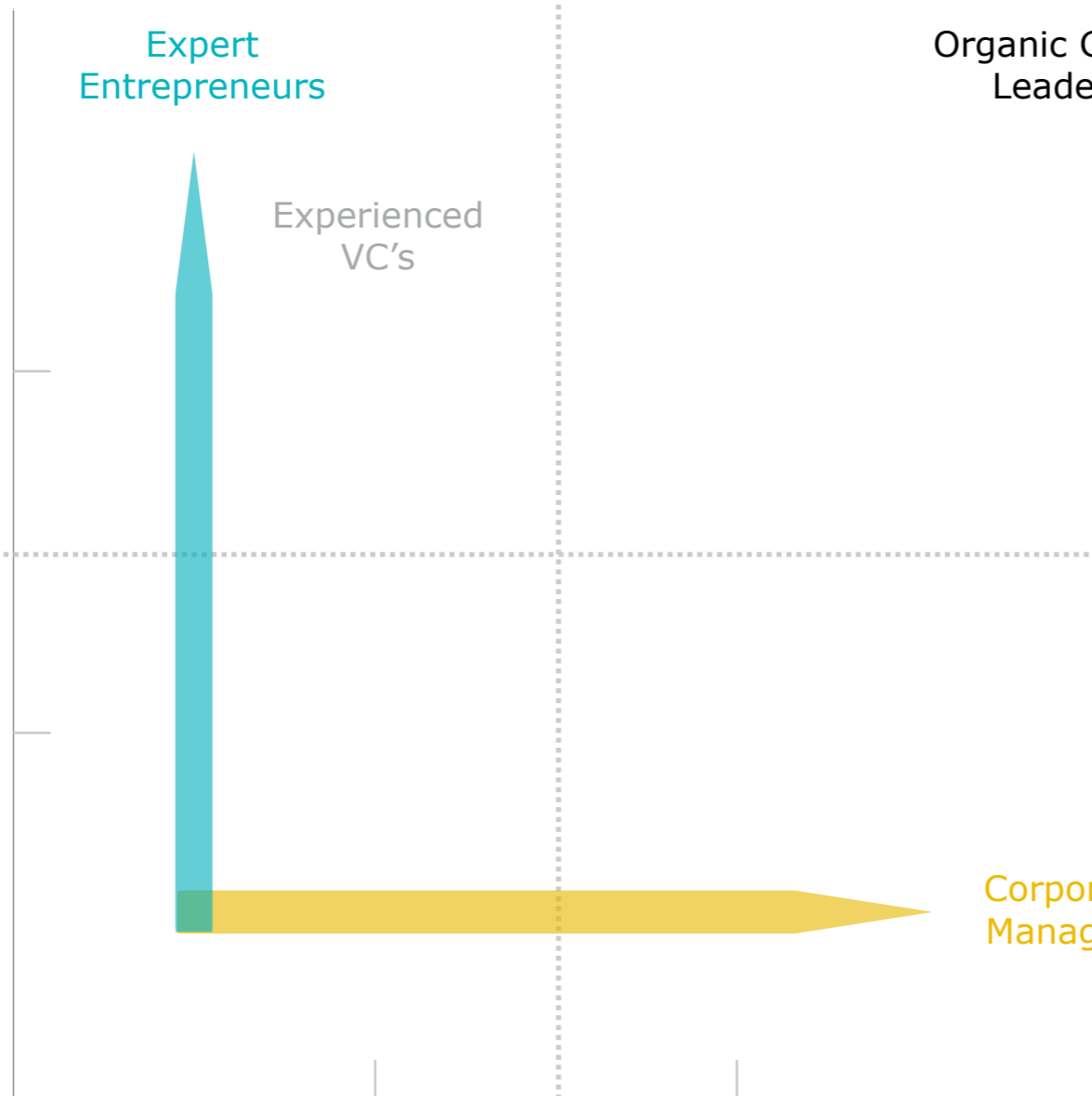
low

low

high

CAUSAL

Corporate
Managers



10 Essential Questions to Evaluate a Business Idea

