## TRAGIC

Accidental Entrepenuer
Pay or be paid
Delivering solution, not features
Disruptive tech







Accidental Entrepenuer
Pay or be paid
Delivering solution, not features
Disruptive tech
Desktop publish
Democratization of publishing





Continuos innovation Challenge status quo Same vision

## MAGIC

Leaving everything behind
IPR
Alliance/Partners
Team
Elevator talk
Financing game
Think global

## CHALLENGE

Working 200%
Delivering solutions, not tech
Working w team
Never worked as planned