

6 LEVELS OF ENTREPRENEURSHIP

A summary of the 6 Levels of Entrepreneurship presented by Professor Steven Phelan in his new book, *Startup Stories: Lessons for Everyday Entrepreneurs*.

1 The Personal Entrepreneur

- ✓ **Career Entrepreneur:** takes responsibility to invest in own human capital for a lifetime return.
- ✓ **Intrapreneur:** employee acting entrepreneurially, solving customer problems and introducing new solutions .

2 The Nascent Entrepreneur

- ✓ **Embryonic Entrepreneur:** pre-revenue: the phase of customer discovery.
- ✓ **Emerging Entrepreneur:** post-revenue, pre-profit; searching for sustainable business model.

3 The Lifestyle Entrepreneur

- ✓ **Craft Entrepreneur:** capitalizing and monetizing a special skill, talent or expertise.
- ✓ **Virtual Entrepreneur:** utilizing digital interconnectivity to build supply chain and infrastructure to support an online business.

4 The Employer Entrepreneur

- ✓ **Family Business Owner:** leveraging built-in trust and loyalty of family as employees.
- ✓ **Small Business Owner:** employees support growth, require hiring and management skills.

5 The Growth Entrepreneur

- ✓ **Expansionary:** escaping confines of small business with product line, location and customer base expansion.
- ✓ **Gazelle:** take VC funding to turbocharge growth.

6 Super Entrepreneurs

- ✓ **Mavericks:** Win with consistently contrarian thinking and action.
- ✓ **Heroes:** Create personal PR and leverage it for funding and fame.

Adapted with permission from
Startup Stories: Lessons for Everyday Entrepreneurs
by Steven Phelan.