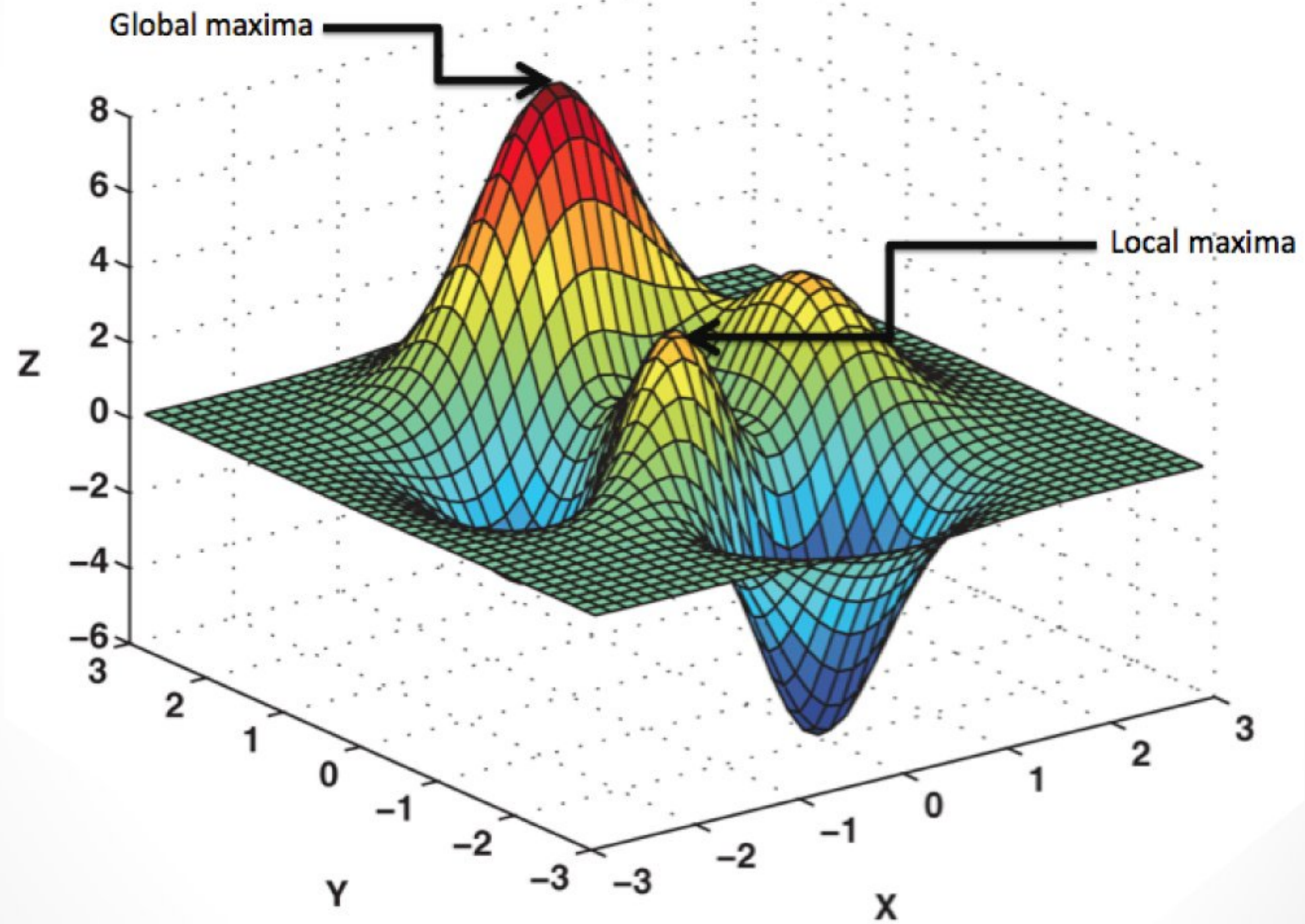




@econ4business



# Strategies For Entrepreneurs to Harness **EXTREME** Complexity

*The entrepreneur in a dancing rugged landscape.*



*Dancing Landscape*

# Strategy 2

I have no idea where the peak is...



- ✓ Don't get trapped by hill climbing – potential dead ends and navigation errors.
- ✓ Run multiple experiments – small, medium and large.
- ✓ High speed of sorting through outcomes.
  - ✓ Big Pharma seeds multiple biotech startups, acquires winners.
- ✓ The customer need is the beacon:
  - ✓ Never fully understood.
  - ✓ Always changing.
  - ✓ The work of identifying it is never complete.
- ✓ There are no events (like product launches) only the continuous flow of searching and changing.

