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# The Entrepreneurial Mindset: Asian Americans and the Minority Business Community

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# Entrepreneurial Mindset

"If you manage people or are a parent (which is a form of managing people), drop everything and read *Mindset*."  
—Guy Kawasaki, author of *The Art of the Start*

## mindset

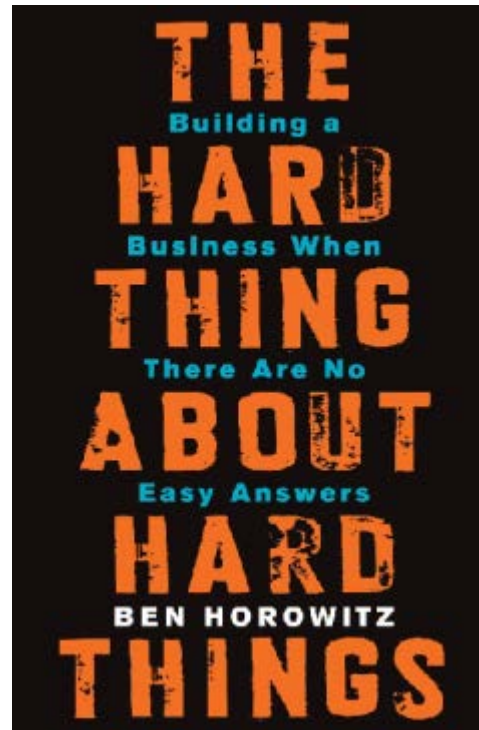
THE NEW PSYCHOLOGY OF SUCCESS

HOW WE CAN  
LEARN TO FULFILL  
OUR POTENTIAL

- \*parenting
- \*business
- \*school
- \*relationships

"Will prove to be one of the most influential books ever about motivation."  
—Po Bronson, author of *NurtureShock*

CAROL S. DWECK, Ph.D.



## Harvard Business Review

HER.ORG

MAY 2013  
REPRINT #1303C

SPOTLIGHT ON ENTREPRENEURSHIP

## Why the Lean Start-Up Changes Everything

by Steve Blank

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# Background

## Academic:

- Phillips Academy
- Stanford
- MIT
- Harvard
- Tokyo

## Investor:

- VC
- PE
- M&A

## Academic

## Entrepreneurship:

- University of Maryland
- GW University
- NSF I-Corps

# Asian American Entrepreneurs



Coach Wei



Sonny Vu & Sridhar Iyengar



Tim Hwang



Nan Zhang

yottaa



# Insights/Recommendations

- Mindset & Culture
  - Risk Aversion
  - Resilience
  - Parental Pressures
  - Generational Change
- Community
  - Diversity
  - Mentorship
  - International Linkages
- Lean Startup
  - Evidence-Based Approach