

SUCCESS BEYOND SUCCESS

Lessons Learned from 25 Years of Entrepreneurship and Venture Investing Experience

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Today's Outcomes

Why is our journey important?

What are the keys to success from my perspective?

What is Success Beyond Success?

1. The Learning Phase

Personal Journey

Born and raised in communist Romania

Emigration to Germany in 1974 at age 16

- MS in AI and Computer Science, Karlsruhe University Germany
- Stanford Exchange Program – CS Department & Bechtel Intl. Ctr.

IntelliCorp Inc., Munich

Digital Equipment Corp.

- AI Marketing Manager (DACH), Munich, Germany
- Open Networks Marketing Manager Europe, Paris, France

Oracle Corporation

- Worldwide Marketing Director for HP Account, Redwood Shores, CA
- Business Development EMEA Alliances, UK

1. The Learning Phase

Keys to Success

Be a life-long learner & at home in the world

- (Corporate) Experience before entrepreneurship is helpful

You are more powerful than you ever dreamed!

- Learn to trust yourself and DARE to take risks!

You are always in charge

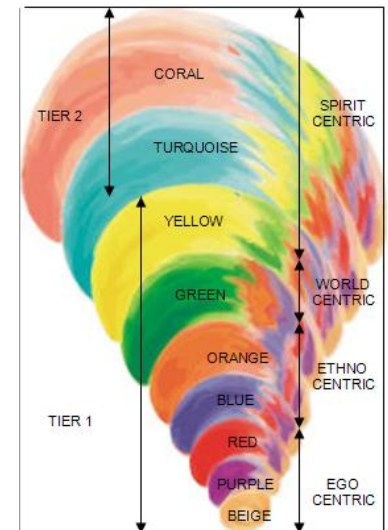
- Learn how to take responsibility!

The world is flat

- To be successful you MUST understand it!
- Spiral Dynamics (Beck & Cowan, 1996) can help

Seize opportunities by staying open, flexible, and alert

- It's your chance to become a successful entrepreneur



2. The Entrepreneurship Phase Personal Journey

1995: Co-founded Infobahn International GmbH, Munich, Germany

- Internet content provider at first
- Internet technology transfer for NetDynamics Inc., etc.
- Internet application development, training, & consulting
- Customers included Shell, Commerzbank, Deutsche Telekom, Andersen Consulting

1996: Founded Infobahn Romania SRL, Galati, Romania

- European hotline support, training & consulting

2. The Entrepreneurship Phase Keys to Success

Build an integral team

- The EU and individual governments provide an outstanding breeding ground for entrepreneurs
- Finding good partners is key– but stay in charge and keep control

Leverage the known – but become independent through unique expertise VERY FAST

Problems are part of life – but suffering is a choice

- Spend 20% on the problem and 80% on the solution

Take responsibility

- Spiral Dynamics can help you understand and navigate other markets, cultures, people, industries, etc.

ALWAYS put people (customers, employees, partners) first

3. The Investor/Venture Capital Phase

Personal Journey

1995: First Investor in Cybernet AG, the first German ISP

1998: Early member of Munich Business Angel Network (MBA AG)

1998-2000: Invested in several German start-ups

1999: Invested in EarlyBird Venture Capital Fund in Munich Germany

1999-today: Member of the Angels Forum, Palo Alto, CA

- Invested in Halo Fund I, various high-tech and medical device manufacturers including Smart Therapeutics (now Boston Scientific), Penumbra

2007: Invested in BioCee, a privately held biofuel start-up

3. The Investor/Venture Capital Phase: Keys to Success

Being an Investor is a PROFESSION – Not a membership in a social club

- Take it seriously, learn it, do not do it alone, build/join a team, always perform your own due diligence

You must be an insider to make big money as an angel investor

- Start your own company
- Speed – Speed – Speed is key – invest only in fast teams
- Be willing to invest BIG to make BIG money (and be ready to lose it all)

Do not invest in technologies you do not understand

- If you do, do it so that you can be proud if it all goes wrong (i.e. medical devices)

Leave your EGO at home

4. The Integration Phase

Personal Journey

2003: Co-founded

- Sageera Institute, a private social venture and research start-up, Palo Alto, CA

2006/2007: Authored

- *Diet for a New Life & Diet for a New Life* Anthology

2004-2009:

- PhD Program in Transpersonal Psychology

2008: Developed

- Consciousness Leadership Model for Integral Entrepreneurship

4. The Integration Phase: Keys to Success Beyond Success

Know **WHAT** you want

- Exteriority - driven Life

Know **WHY** you want it

- Interiority - driven Questioning

Know **HOW** to make it sustainable

- Success without Happiness is Failure!



Science of Achievement ♥ Art of Fulfillment