



## “Rome wasn’t built in a day either...”

I first saw this unapologetic declaration on a billboard sign on a highway that is perennially under construction. And it always reminds me that startups have to be treated the same way.

Entrepreneurs and wantrepreneurs approach creating a startup empire differently. Firstly, what’s a wantrepreneur? They are the eager beavers who may look, act, and seem like entrepreneurs - but all without owning an actual business!



Let’s examine the wantrepreneur scenario when building a startup empire:

- 1.** This is the one...the idea of the century!” Wantrepreneurs rarely focus on the problem to solve.
- 2.** “Ooooooh features! I love features!” Wantrepreneurs don’t create a foundation and work incrementally, but instead fast forward and jump in the deep end before learning to swim.
- 3.** “I’ll just whip together the business in no time!” Wantrepreneurs always underestimate the time it takes to grow a business.
- 4.** “If you build it they will come.” Wantrepreneurs believe the only thing stopping them from customers, is the lack of product.
- 5.** “Money... I’ll figure it out later.” Wantrepreneurs severely minimize the needed funding for their projects.

To build an empire you need a foundation, vision, support, and patience. Serial entrepreneurs know this; it is second nature to them. As they move with tremendous speed, they know they have to learn to walk before they run. A scalable, repeatable business model is necessary before expanding too big or out of reach.

### About the Creator

This comic was created by **Kriti Vichare** and **Shivraj Vichare**. It was inspired by the ironies they have seen and have experienced in their small business ventures. You can find their comics on [www.entrepreneurfail.com](http://www.entrepreneurfail.com). They are the creators of the book **Cheating on your Corporate Job: A Comic Look at the Startup Dream**.