

CHERYL & CLIFF PIA'S ENTREPRENEURIAL JOURNEY

Who Am I?

Every entrepreneurial journey begins with self-assessment.



What do I know?
What do I love?
What am I good at?

Cheryl & Cliff's entrepreneurial journey begins in college and at their first jobs.

Cliff studies music & psychology in college and works early jobs playing in a band and in music recording.



Cheryl studies language & literature in college and works early jobs in music and film management.



The "Ready" Stage

Leaning on knowledge and experience gained in school and at their first jobs, Cliff and Cheryl each take their own first steps into entrepreneurship.



Cliff begins booking bands for live event venues.



Cheryl starts a music publishing company.

The "Set" Stage

An entrepreneur solves a problem for a selected set of target customers. How are you going to solve it in a way that is different, better and unique? At this stage of their journey, Cheryl and Cliff take new positions which challenge them to apply entrepreneurial mindsets.



Cliff takes a job at a content company where he is responsible for launching a new TV Ad Production division.



Cheryl takes a job in the Non-Profit world, where she's responsible for development and fundraising.

The "Go" Stage

To launch an entrepreneurial endeavor, you must assemble resources in a way that's never been done before. At this journey stage, Cheryl and Cliff pool their resources and capabilities to start The Pia Agency, their own independent TV ad production company.



The "Grow and Manage" Stage

Growth means doing more of what works and discarding what doesn't. Learn about measurement, business intelligence, analytics, experimentation, and continuous improvement. Test, learn, adjust, repeat.

Assemble Unique Resources
Pioneer remote / virtual production service, tapping globally distributed talent, employing cutting edge, location-agnostic time-shifting technology.



Address Unmet Needs

Identify unmet customer need - initially in a peripheral market - for speed and responsiveness. Build a uniquely hyper-responsive system.



Harness Unique Capabilities

As media and communications evolve, create a storytelling capability for emotional connection on every platform.



Provide Innovative Solutions

Sonic branding for new audio-centric and voice-ordering environment.



Build Meaningful Relationships

People-first service-intensive approach attracts big brands and global clients, providing self-funded growth acceleration via client referrals.



Expand Growth Platform

Join like-minded and complementary larger entity (Creative Drive) to construct bigger growth platform with expanded opportunities.



The Cycle Of Entrepreneurship

Cheryl and Cliff joining Creative Drive opens up new pathways of reach, breadth, depth and interconnectedness - an exciting new challenge to scale further in the Grow And Manage journey stage.

Let Austrian Economics Guide Your Entrepreneurial Journey

Economics For Entrepreneurs is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.

Start your journey at e4epod.com/journey