

Introduction

An American inventor once described the composition of genius as 1 part inspiration and 99 parts perspiration. Anyone who has started a business understands the accuracy of this axiom. You began with a great idea and have worked tirelessly since then to turn it into a sustainable business, one that will fill a product or service gap, alter an industry or simply grow and expand at a reasonable and steady rate.

The status quo

Non-competitive:

Not-for-profit:

