



Finding Your Entrepreneurial Mindset

Dr. Salman Malik
11 June 2026

Enterprising
Futures atLSBU

A person with short dark hair, seen from behind, wearing a light-colored sweater with horizontal stripes. They are looking at a wall covered in various sticky notes, diagrams, and sketches, suggesting a creative or business planning environment. The text is overlaid on the person's head and the wall behind them.

ENTREPRENEURIAL MINDSET

DR. SALMAN MALIK

AGENDA FOR TODAY

11:00 INTRODUCTIONS

11:05 MY JOURNEY

11:15 YOUR TASK

11:20 DISCUSSIONS AROUND YOUR FEEDBACK

11:25 MY 8 SIGNS

11:45 WHY ARE YOU HERE AND RELEVANCE BEYOND BUSINESS?

11:50 WHERE DO IDEAS COME FROM?

11:55 Q&A

12:00 FINISH



MY JOURNEY AND THE ENTREPRENEURIAL MINDSET

8 SIGNS

DR. SALMAN MALIK





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**WHAT TRAITS DO YOU THINK
AN ENTREPRENEUR SHOULD
HAVE?**

SPEND 5 MINUTES LISTING THEM



OPEN TO CHANGE/IMPROVEMENT.

LASER FOCUS ON REALISING THEIR VISION.

STEADFAST COMMITMENT.

HAVE A "WHY?"

VISION



"THE FIRST LEVEL TO SUCCESS, IS SEEING IT."



MAKE MISTAKES AND FAIL. START AGAIN.

NOT AFRAID TO LEARN.

EMBRACE NEW CHALLENGES/OPPORTUNITY.

CONSISTENTLY OUT OF COMFORT ZONE.

FEARLESS ATTITUDE

"FEEL THE FEAR, AND DO IT ANYWAY."





CONTINUOUS TRIAL AND ERROR - PHD.

APPROACH PROBLEMS FROM ALL ANGLES.

FIRST SOLUTION MAY NOT BE THE BEST ONE; TRY DIFFERENT STRATEGIES.

PROBLEM SOLVER

FIRST SOLUTION MAY NOT BE THE BEST ONE; TRY DIFFERENT STRATEGIES.





“SIMPLY DO” ATTITUDE.

DISCIPLINE TO STAY FOCUSED.

STAY IN MOTION, ENERGISED AND MOTIVATED TO DELIVERING YOUR MISSION.

DOERS



"KEEP YOUR COMMITMENT TO YOUR COMMITMENT."



"CUSTOMER IS KING" - THEY COME FIRST.

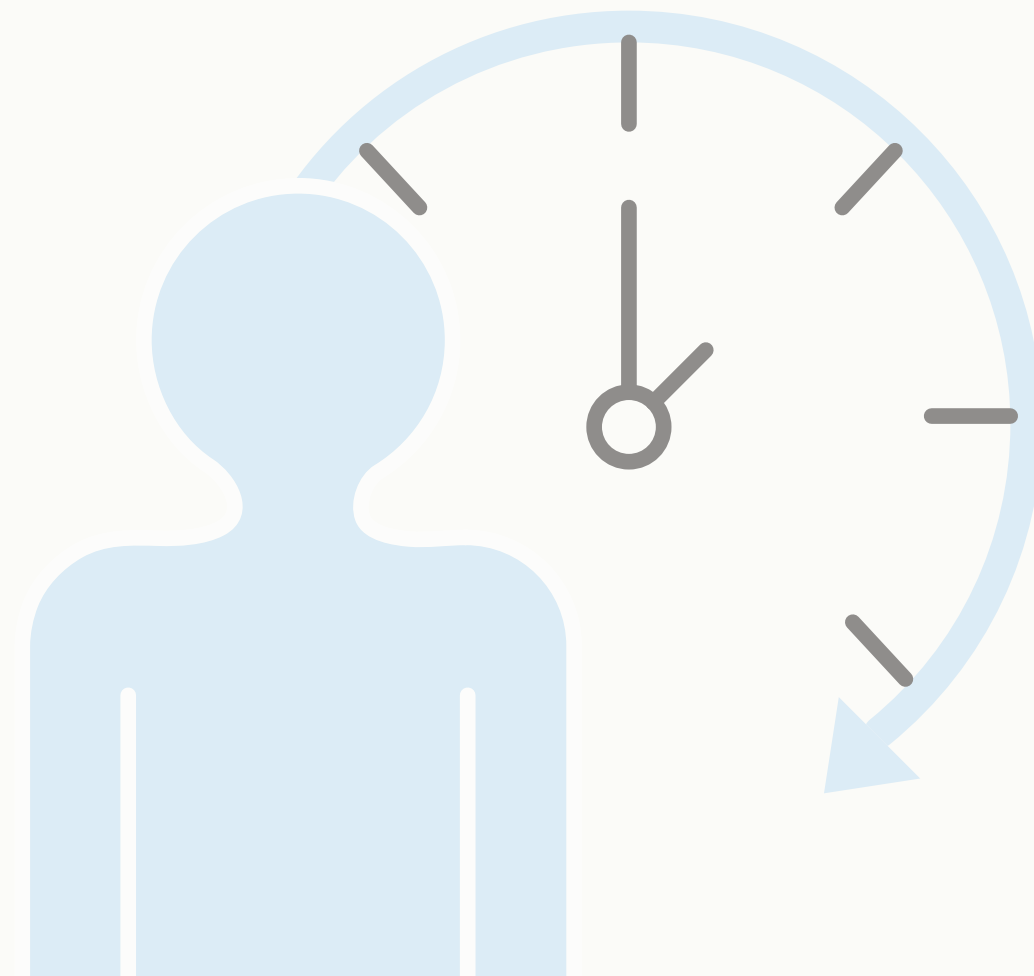
LISTEN TO YOUR CUSTOMER PAINS.

FIND A SOLUTION FOR THEM.

BUILD A CULTURE THAT HAS CUSTOMER SERVICE AT THE CENTRE OF ITS FOCUS.

CREATE VALUE

"IT'S NOT OUR INTENTION TO SATISFY OUR CUSTOMERS OR TO PLEASE OUR CUSTOMERS.
OUR INTENTION IS TO AMAZE THEM."





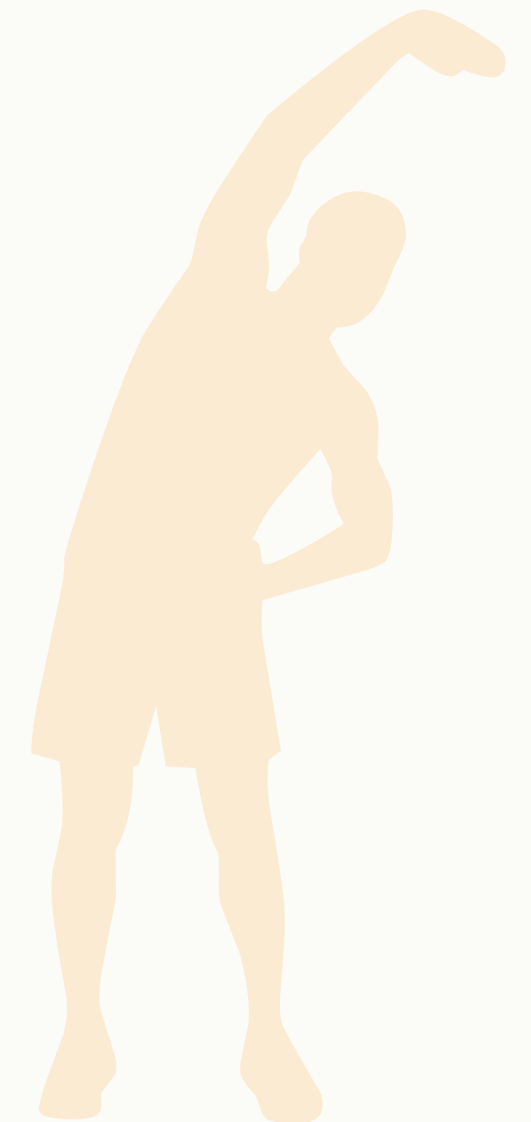
INVESTING IN YOURSELF.

ATHLETES STILL HAVE COACHES.

JACK OF ALL TRADES, MASTER OF NONE. BUT FOCUS ON ONE AREA AND MASTER IT.

SELF-DEVELOPMENT

"WE ONLY HAVE SO MUCH ENERGY THAT CAN TAKE US SO FAR..."





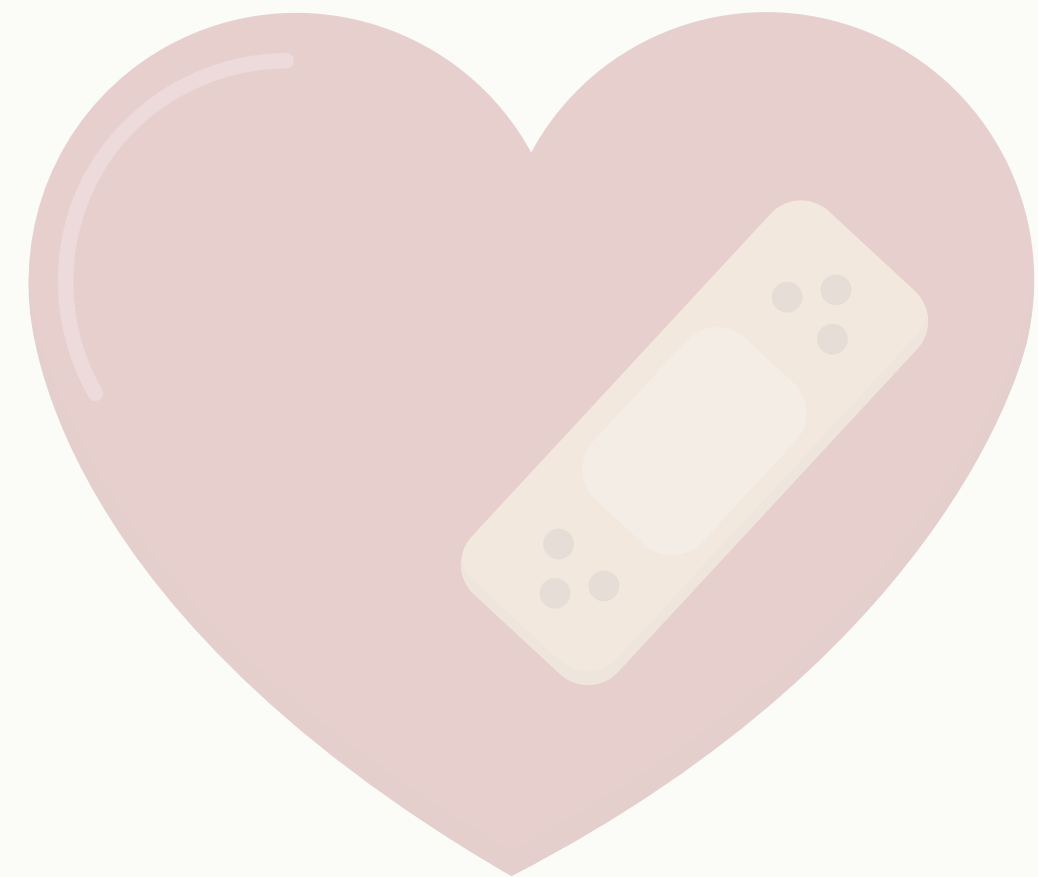
HAVE A FAIL-FAST/FAIL-OFTEN ATTITUDE.

ENTREPRENEURS RECOVER QUICKLY.

AVOID LONG PERIODS FEELING SORRY FOR YOURSELF AND MOVE ON QUICKLY.

RECOVER QUICKLY

"IF YOU KNOW THE WHY FOR DOING, YOU CAN ENDURE ALMOST ANYHOW."





BE LEAN, FRUGAL AND CREATIVE.

DON'T ALWAYS NEED MONEY TO PROGRESS.

RESOURCEFUL WITH WHAT YOU HAVE.

RESOURCEFUL



"INSANITY IS DOING THE SAME THING OVER AND OVER AGAIN AND EXPECTING DIFFERENT RESULTS."

WHY ARE YOU HERE AND WHAT IS THE RELEVANCE BEYOND BUSINESS?

PERSEVERANCE - BE A SELF-STARTER AND STICK WITH IT

TENACITY - OVERCOME OBSTACLES

NETWORKING - BUILD CONFIDENCE - BE RELENTLESS

MEET WITH OTHER FOUNDERS - BE INSPIRED

“NOT EVERY STUDENT WILL BECOME AN ENTREPRENEUR. BUT THEY WILL ALL SOMEDAY NEED TO THINK LIKE ONE.” (JOHN SPENCER)

WHERE DO IDEAS COME FROM?



SPEND 5 MINUTES BRAINSTORMING
AND FEEDBACK

BUSINESS MODEL CANVAS

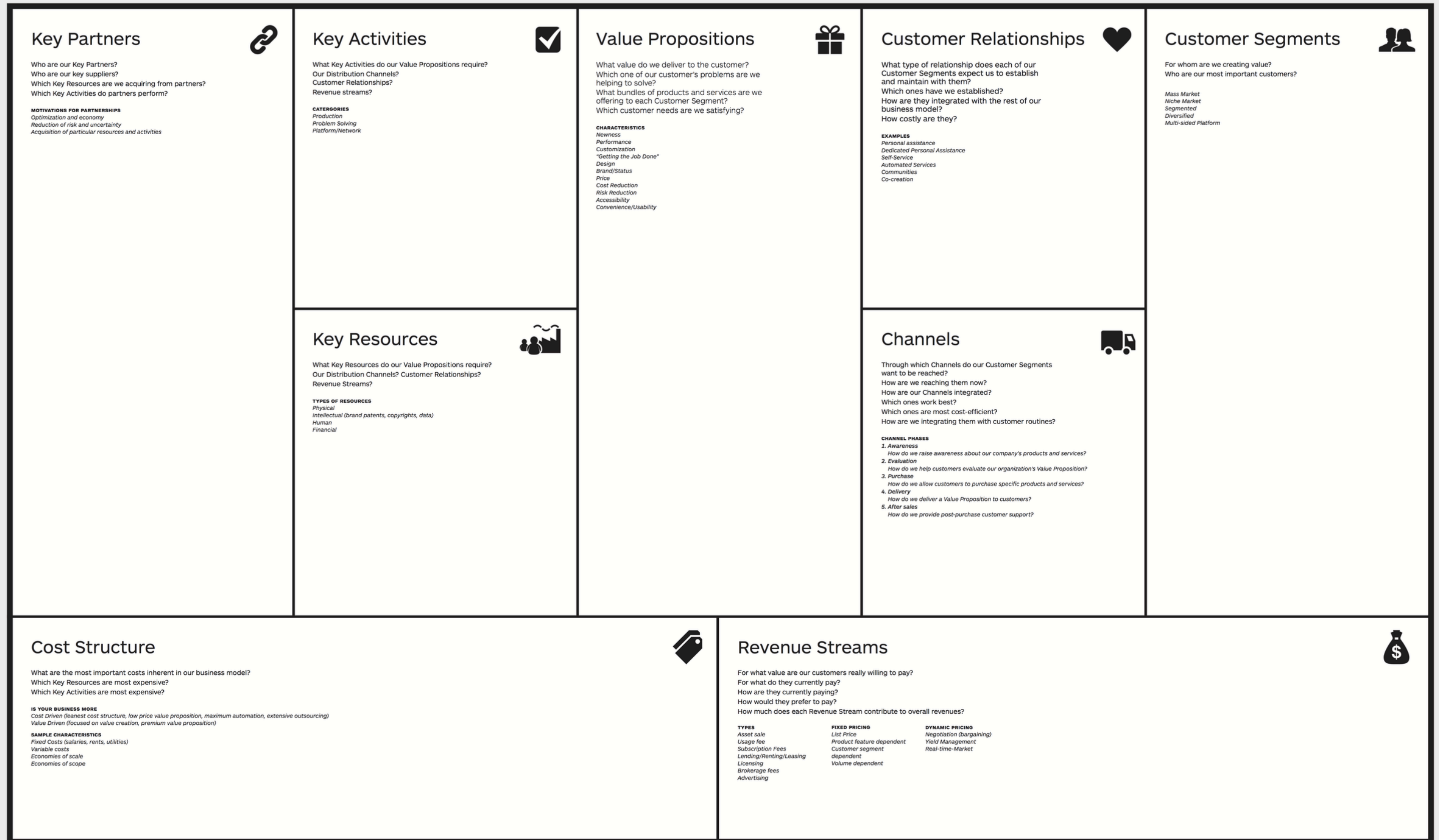
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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TASKS FOR YOU (IN YOUR OWN TIME)

**REFLECT ON YOUR IDEAS AND FIND WHAT
MAKES YOU TICK - WORK ON REAL PROJECTS**

**LISTEN TO PODCASTS ON MINDSET AND READ
BOOKS THAT INSPIRE YOU**

What do I look for in a start-up

1. A clear mission, vision, cause and purpose of the start-up that creates an emotional connection at the outset
2. A real understanding of the problem(s) it is trying to solve
3. A rounded view of why the start-up believes it has thought through all the issues at the concept phase (Lean Canvas - Next Slide)
4. The financial dimensions and a well-documented business establishment plan ([BVCA guide](#))
5. An ability to appreciate all the critical touchpoints in establishing the business ([Bill Aulet book](#))
6. Founder focus on the start-up, not being a side hustle
7. The balance of the founder team members
8. Even at the outset some clear thinking about how the business will emerge and scale
9. An understanding of cash!

What do I look for in a start-up founder

1. Unbounding curiosity but with reason and logic
2. Being a visionary
3. Being a problem solver not just a solution provider
4. Passion for the start-up that is infectious
5. See things from a 360 degree perspective - external customer through to internal organisation
6. But with the ability to detach emotions to be able to make detached decisions
7. An active listener
8. And a good communicator
9. Agility in thoughts and actions
10. Resilience
11. An ability to cope with loneliness
12. Knowing when to stop
13. An ability to multitask and in real time, being able to see all perspectives and make rational decisions
14. Decisiveness
15. Ultimately someone or a team that portray a “leader’s” mindset