The Ideal Business Plan
COS Software Engineering

My VC appointed 5 Advisors
*(Lawyer, Accountant, Investor, Well Known Businessman, Friend)*

All 5 said  “DON’T DO IT”

*Il est Fou*

*Il est Malade*

*Ce n’est pas possible*

I bought COS S.E. for 948,000 USD
Renamed it TEMENOS

My VC run out of money

No Credit lines, No Overdraft, No Loans

20 Year Plan – No Financial Numbers
TEMENOS

I took it Public at 1.4 Billion
Today’s Value is multiples of IPO (5bn)

TEMENOS is No 1 World Wide
Top 5 in Corporate Governance
Annual Awards (Best in Innovation,
Technology, Private Banking, Retail, etc)
An atom of lead is comprised of 82 protons. It’s heavy, dark, and nondescript.

Take away just three of those protons, and you’ve got quite the opposite—an atom of gold. You don’t have to add anything to lead to get gold—it’s already waiting inside, ready to be transformed at any moment.
Lead is Mallable
As Business Leaders & as Humans we are more than capable of being shaped and moulded into Gold.

What’s needed is an Intentional shift in Focus onto a foundation of Honour, Integrity and Character.

We can make life’s challenges easier to manage; Leaders of unimpeachable Ethics, capable of changing our world.
New Companies start with same purpose; Successful, grow, become important, be respected, have happy clients, make profits, invest, innovate……Steve Jobs
An Idea, Business Plan
Grow the Business, Offices, Big Profits, IPO, Become Famous
REALITY SETS IN  !!!!!!
Economy, Wrong product
REALITY SETS IN !!!!!!
Cashflow, Geopolitical Issues
THE KING IS DEAD
Bankruptcy
OFFICIAL STATISTICS
BANKRUPTCIES in EUROPE

175,000 per annum & growing

3,400 per week

680 per day
90% Of Startups Fail: Here's What You Need To Know About The 10%
SOFTWARE OVERLOAD: Fifty percent or more of the world’s 2,300 publicly traded software companies will be acquired or go out of business within two years, according to a prediction from market researcher Gartner.

There are too many software companies selling similar products, making it difficult for them to increase profits and survive as independent companies, said Ian Bertram, Gartner vice president. The consolidation would result in less price competition among software companies, he said. (Bloomberg)
Le Illusioni di Octavio Ocampo
What's an elevator?
Having no clue!
Wife, you next!!!
ENVIRONMENT

Fear, Terrorism
Crime, Overpopulation
Poverty, Pollution, Illiteracy
Sovereign Debt, Unemployment
Geopolitical Conflicts, Nuclear Proliferation
Social Justice, Prisons, Torture
Human Trafficking, Arms, Drugs, Health
Stagnating Economies, Investor Confidence
First Proton

PHILOTIMO - FILOTIMOSO
Second Proton

Fear & Guilt

(+ All Negative Emotions)
Fear & Guilt

• They are not Real/Physical
• They Exist because you Accept them
• Whatever you Fear will Conquer you
• You cannot Lead when you Fear
The greatest danger for most of us is not that our aim is too high and we miss it, BUT that it is too low and we reach it.

Michelangelo
Third Proton

Define Success

(Society must Re-Define Success)
Define Success

Most People will relate Success to Money

Would you like to be a millionaire tonight

or ...............in 50 years

The shortest the timeframe the most criminal the decision
World Issues

Overpopulation
Poverty, Pollution, Illiteracy
Sovereign Debt, Unemployment
Geopolitical Conflicts, Nuclear Proliferation
Social Justice, Prisons, Torture, Terrorism, Human Trafficking, Arms, Drugs, Health
Short-Termism

Decision making timeframes

• Politicians - Next Election
• Business - Next Quarter/Bonus
• Religion - Daily
First you DREAM
Then you BELIEVE in your DREAM
Then it HAPPENS

Graf Ferdinand von Zeppelin(1838-1917)
DREAM
Be Different

Passion
Positive Energy
Commitment
Stamina
Never Quit
Determination
Work Hard
Passion
Positive Energy
Commitment
Stamina
Never Quit
Determination
Work Hard

"A mind is like a parachute.
It doesn't work if it is not open."

-Frank Zappa
Passion
Positive Energy
Commitment
Stamina
Never Quit
Determination
Work Hard
Good Health
ROAD MAP to SUCCESS

Do the Honourable Thing - Philotimo

• Create Jobs
• Useful Products
• Be a Good Citizen
• Your company must be Profitable
• Protect Mother Earth
Lead without Fear & Guilt

- Your Plan, Your Responsibility
- Be Accountable for your Plan
- Complaining is not a solution
- Winners learn from mistakes (Losers blame others)
ROAD MAP to SUCCESS

Timeframes

We are Trained for the Temporary, must focus on the Timeless

Equate SUCCESS with TIMELESS

Timeliness adds depth of vision that enhances our ability to communicate, conceive and act
Success

The only objective
Money is the Consequence of Success
ROAD MAP

Greatness

• Money & Power Corrupt
• Remain INCORRUPTIBLE
• Greatness & Innovation are born of the Individual
Change does not come from Systems, Political, Religious, Social…
ONLY FROM INDIVIDUALS
If someone says that you are Crazy, then listen to your favourite music and remind yourself that “greater probability of achieving Greatness”
The Ideal Business Plan

Merci Thank You Ευχαριστώ 谢谢 Obrigado ပြင်းထန်ခြင်းmente Teşekkür Ederim قضاء Graziie ありがとう Gracias Terima Kasih

George Koukis 17 Nov 2016