



B12-02 Water Treading Microbusinesses

https://www.ted.com/talks/monica_bassi_3_ways_a_side_hustle_can_change_your_life

Normally more than just an alternative income generation opportunity:*

- 1 Independency makes you happier (Higher degree of autonomy)
- 2 Expand your skills base (Start at any age)
- 3 Support and test business ideas (Hybrid entrepreneurs)

*Note: It can be just alternative income generation in parallel to primary business development.

Approach 1 Entrepreneurial development:

- 1 Start with something you love (passion driven)
- 2 Learn as much as possible about the business before you begin
- 3 Talk about the idea with confidence (step in faith)
- 4 Place a fair value on the value you add (clear value proposition)
- 5 Go for it but manage your risk. (stop in time if not working)

Approach 2 Supplemental income generation:

- 1 Start with something simple that suits your skills-set.
- 2 Work on “cash payment” basis – Cell phone payments.
- 3 Use a dedicated separate savings account for this purpose.
- 4 Use word of mouth marketing. Target on demand market.
- 5 Focus on obvious value for money on demand.

See this as an investment in your future.

Attached please see some possible water treading business ideas



Water Treading Micro Community Business Ideas

