



# DUBLIN

## DRUPALCON







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# **SURVIVE, THRIVE & STAY ALIVE**

# **SMALL BUSINESS**

# **SECRETS**

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@kattekrab

#dublinSBS



千里之行  
始于足下

Lao Tzu

A journey of a thousand miles begins with one step





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# Do your chores.

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# Invest in your self & your team.

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# Ask for help.

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# Live within your means.

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# Opportunity

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# Necessity

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# What skills do you need?

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# What should you outsource?

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# Should you employ people?

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# What legal and financial knowledge is required?

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# What support can you access?

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# Local Business Landscape

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LINO  
50gr. 3€  
100gr. 5€

Sesamo  
50gr. 3€  
100gr. 5€

Senape  
50gr. 3€  
100gr. 5€

Senape  
50gr. 3€  
100gr. 5€

MACIS  
50gr. 6€

ANICE STELLATO  
50gr. → 5€

PILY-PILY  
(per olio piccante)  
50gr. 4€  
100gr. 7€

Peperoncino  
di CAYENNA  
50gr. 4€  
100gr. 7€

Fieno greco  
50gr. 4€  
100gr. 7€

Chiodi di Garofano  
50gr. 5€  
100gr. 8€

SEM  
PRO  
OME  
50g  
100g

Anice stellato  
in polvere  
50gr. 5€  
100gr. 8€

MISCELA PER  
Cous-cous  
50GR. 4€  
100GR. 7€

CURCUMA  
50gr. 3€  
100gr. 5€

PAPRIKA  
AFFUMICATA  
50gr. 6€

CURRY  
RO  
50GR.

VELA in  
POVERE  
→ 3€

GARAM-  
MASSALA  
50gr. 4€  
100gr. 7€

RAZ EL HANUT  
"MIX PER TAJINE"  
DEL MAROCO  
50gr → 4€  
100gr → 7€

CUMINO in  
POVERE  
50gr → 3€  
100gr → 5€





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# Who are you?

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# What do you do?

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# Why do you do it?

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# But ...

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... who do  
you do it for?

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# Who is your customer?

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CODON  
5'90€

PINK-LADY  
2'89€  
Kiev

LIMONA  
1'90€

PICOTA  
5'90€  
Kiev

PRUNA  
7'49€

BARRA  
12€





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# Universal truths

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# Freedom

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# Chores

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# Autonomy

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# Boring

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# Independence

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# Hard work

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# No paid vacations

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# Fulfilment

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- 1. Do your chores.**
- 2. Invest in your self and your team.**
- 3. Ask for help.**
- 4. Live within your means.**

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# Questions?

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# JOIN US FOR FRIDAY CONTRIBUTION SPRINTS

**First Time Sprinter Workshop** - 9:00-12:00 - Room Wicklow2A

**Mentored Core Sprint** - 9:00-18:00 - Wicklow Hall 2B

**General Sprints** - 9:00 - 18:00 - Wicklow Hall 2A





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# WHAT DID YOU THINK?

Evaluate This Session

[events.drupal.org/node/13535](https://events.drupal.org/node/13535)

THANK YOU!





# Image credits

“Vintage Picture of Two Children, A Cute Boy giving a Shoe Shine to a Beautiful Little Blonde Girl” by Beverly on Flickr <https://www.flickr.com/photos/walkadog/3432078139> [CCBY]

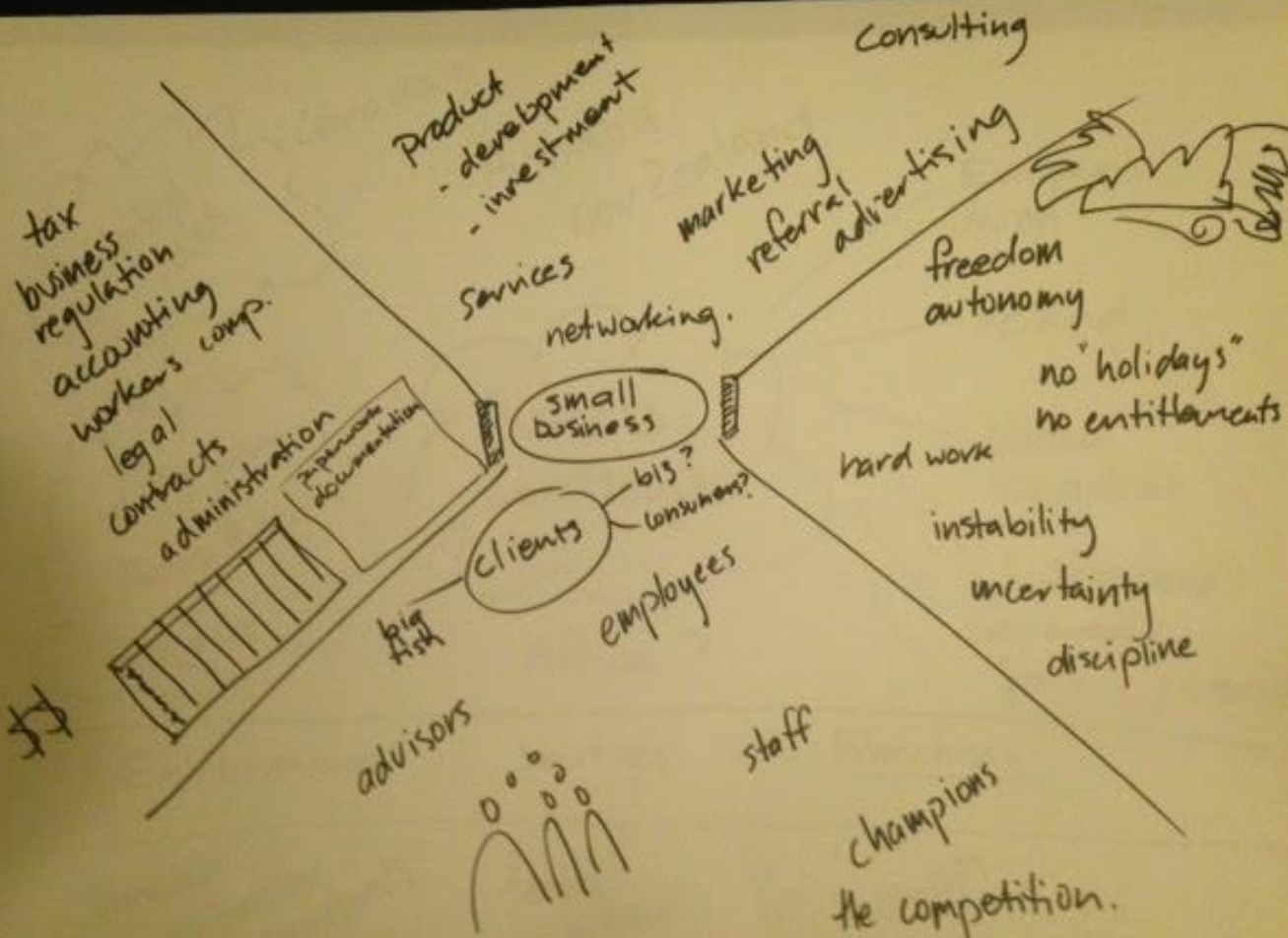
“Rabbit tracks sand dune footprint” by Pattyjansen on Pixabay <https://pixabay.com/en/rabbit-tracks-sand-dune-footprint-263271/> [CC0]

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*Notes*





- Dev shop
- Hosting
- Content Strategy
- Design
- Migration
- Performance
- Scalability
- Backup
- Whispering (Biz Analysis)
- Niche Market (distro driven)

Origin story  
 when & why did you start your small business?

Challenges  
 what was the hardest thing about running a small biz?

Benefits & Opportunities  
 what was the best thing about running a small business?

NDYK inquiries	the work
expenses	the market place

Feelings:

- freedom
- fear
- responsibility
- uncertainty
- hunger
- risk appetite.

Plan 45 min	5 min Intro beginning
questions	middle end
	5min intro

# Where to get help?

- local authorities & associations.

- social media

- twitter hash tags
- facebook groups?
- linked in networks.
- the drupal city biz summits

meetings & events.

- Your accountant

- Your bank

- Your Legal counsel

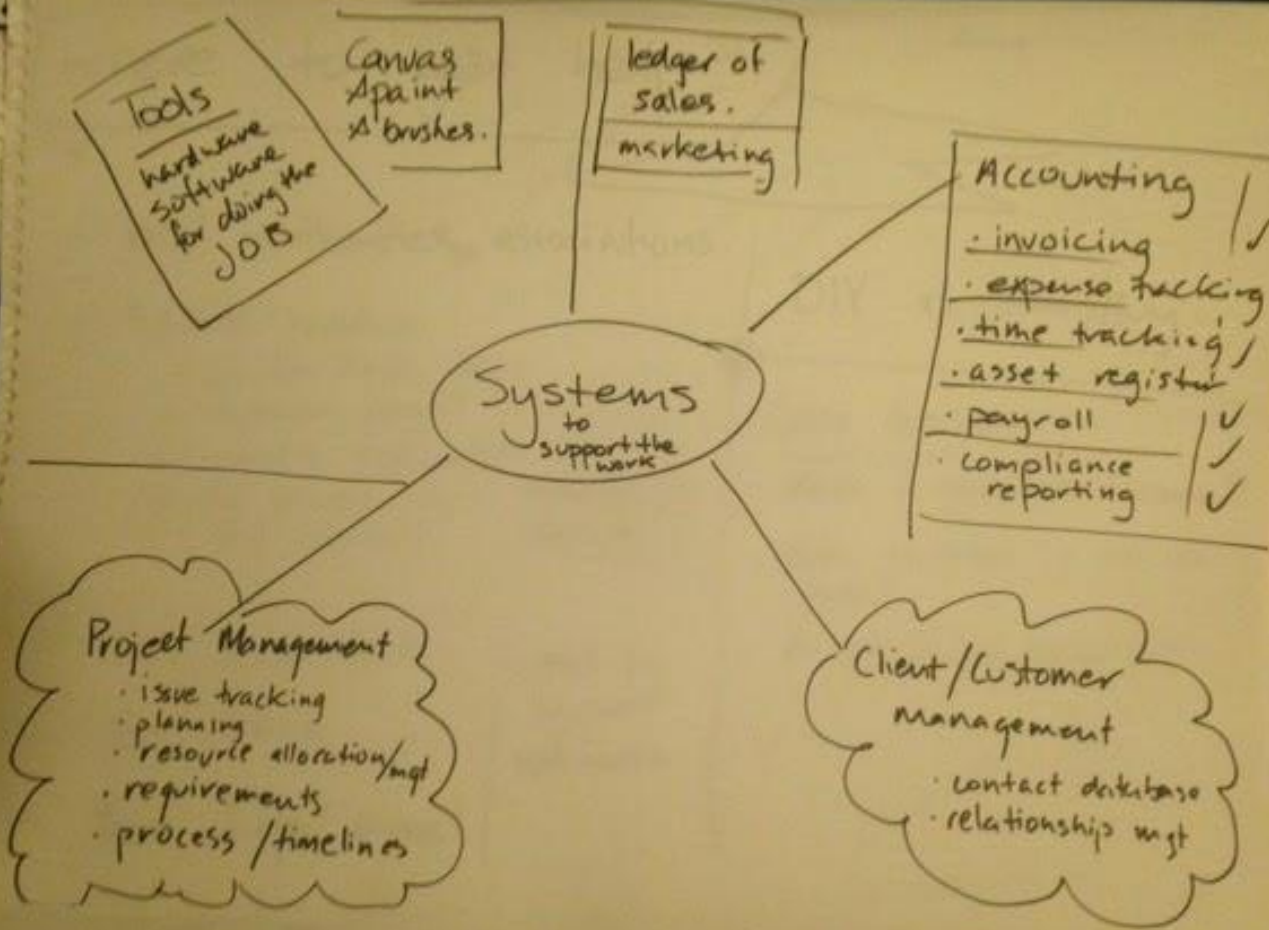
small biz support networks

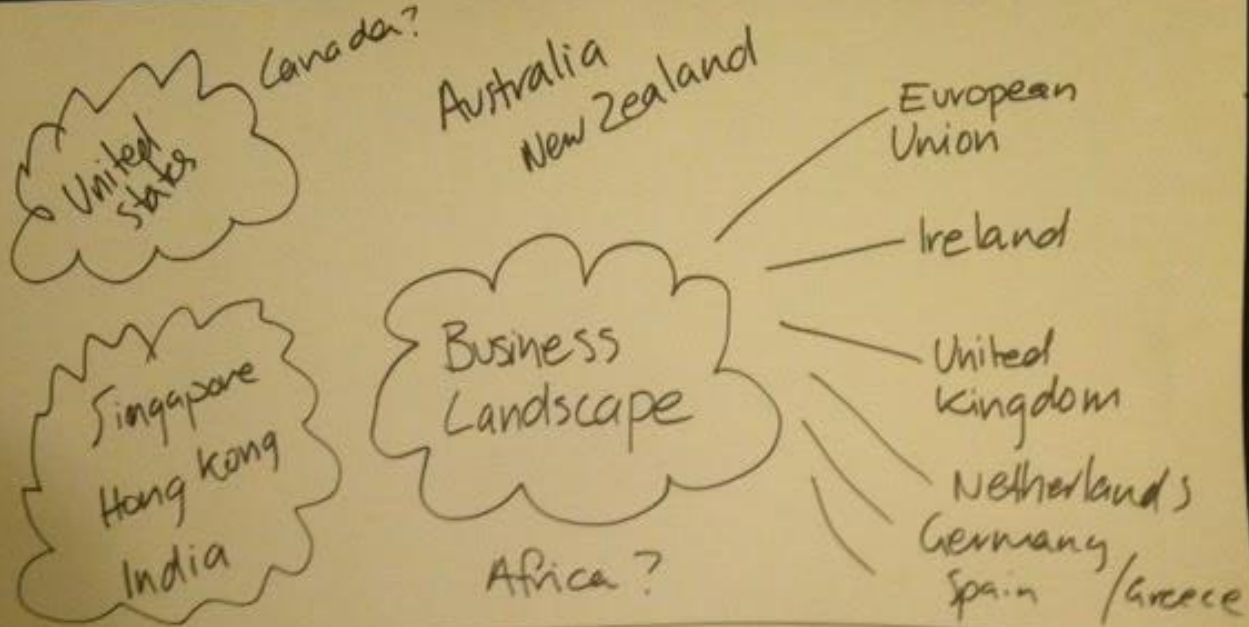
## DIY vs Hire/Buy.

### Core business.

- does it generate income?
- does it take a lot of time?
- do you enjoy doing it?







Entrepreneurs

Startups

Franchises

Special  
Experts  
Consultants

Family  
business

Co-ops