

Kosnik's Criteria for Selecting Projects, Executive Education and Consulting Engagements

1. Does this Support or Detract from My Writing Projects?

- *Opportunity Assessment and Business Models*: interactive short book/web based community
- *Circles of Influence*: Getting entrepreneurial players in different regions to bet on your new venture
- *Negotiating the Triple Chasms of Generation, Gender and Culture*: Article/workshops
- *Global Entrepreneurial Marketing*: Creating new markets and entering new country/markets
- *The STVP Case Collection*: Cases on clean tech, social media, global ventures
- *Designing Systems that Summon the Spirit*: Bringing the best out of people at work

2. Financial Return for Projects Outside Stanford (this is not a factor for course projects)

- What is my cash flow in 2011-2012 from this use of my time?
- What is the outflow of my scarcest resources (my time, cash) for this project?
- Will the company pay my market rates? (Cash or equity based compensation)
- If equity compensation is involved, how certain is my financial return?
- Is Jill (my spouse, and CFO) enthusiastic about my investing time in this venture?
- How long must we wait for a financial return? (Be wary of payoffs longer than 3 years out)

3. Strategic Fit of Opportunity with My Mission & Skills

- Will the project serve my mission: *Peace Corps in the Lands of the Rich & Famous on the Pacific Rim*?
- Am I the person most qualified to do the work?
- Does the project leverage my expertise and industry knowledge?
 1. *Expertise: Negotiating, managing and marketing global ventures*
 2. *Tech Industries: systems integration, software, social networks, wireless, entertainment, green-technology*
 3. *Circles of Influence: venture capital, investment banking, accounting, strategy consulting, law*
- Does it help me to develop my skills and character?

4. Strategic Fit with my Existing Web of Relationships

- Is there a potential conflict of interest, in my role as a Stanford consulting faculty member?
- Are there potential conflicts of interest with other current business relationships?
- Are there potential synergies/alliances with other firms in my network?
- Are engagement locations in my target innovation clusters?
 1. *Silicon Valley, Singapore, Stockholm, Ho Chi Minh City, Beijing, Hong Kong, Shanghai, Palau, Copenhagen*
 2. *Boston, Bangkok, Brunei, Washington DC, Gothenburg, La Jolla, LAX, Seattle, Sydney, Vancouver*
 3. *Honolulu, Jakarta, Katmandu, Lausanne, London, Maui, Portland, Santiago, Tokyo, Victoria BC*
- Will I work with the CEO and leaders in marketing, product management, sales, engineering, IT, recruiting, and leadership development?
- Do I have a trustworthy relationship with investors and members of the Board of Directors?
- Will the key people complement my Global Leaders, Entrepreneurs, and Altruists Network (*GLEAN*)?

5. Credibility and Creativity of The People

- Have the key stakeholders in the opportunity earned my trust?
- Do the key people have the key technological, functional, and industry skills? Leadership skills?
- Do they have a sense of humor?
- Are there women and global citizens in key leadership roles?
- Do people have experience and networks in my target innovation clusters? (See list above)

6. Quality of the Market Opportunity:

- Is there a latent market opportunity that could be in the hundreds of millions or billions of \$?
- Is the company capable of being a market maker, given the right choice of partners in the food chain?
- Can the team - with my help - manage the market risks?

7. Philanthropic Synergy

- Will the company fund *GLEAN* research and global student learning initiatives?
- Will the company support Clean Tech Open, Center for Ocean Solutions, or Green Palau Workshop?
- Will the company support BASES, NUSEA, NOC Alumni, Stanford Women in Business, Energy Crossroads?
- Will the company support Stanford SoE, MS and E, STVP, SCPD, and/or NUS Enterprise?