

Thoughts In A Log, This Is My Blog.

A Sample Of My Blog Writing.



Blogging is fun. It's personable, it's friendly, and it connects people to topics and persons of their interest. Creating blog content is a really fun thing for me, and I enjoy the process. I like creating a voice and driving a narrative. This is a brief selection of my recent blog work comprised from my StartupBus journey. I hope you enjoy.

Welcome To Ambulo!

A Startup Adventure of Your Creation.

Welcome to **Ambulo**; a startup adventure of your creation! Ambulo is a game to educate aspiring entrepreneurs about what goes into creating a startup. In Ambulo you create a character, start a business and navigate the startup landscape. Your choices will have you progress through the actual steps of getting a startup off the ground. From ideation to pitching, you will take a journey through the entire process of starting a new business and experience all the risks and rewards along the way.

Ambulo addresses a fundamental problem in education right now: A lack of engaging entrepreneurship education. If you ask your average middle/high school student if they'd like to own a business of their own they're almost always excited at the prospect, and overjoyed to share their ideas. Despite this, there's a lack of resources to address this want and overall students really don't know where to start. And even when they do, they can become overwhelmed when trying to figure it out on their own. Ambulo will be a fun and engaging way to help them understand the process of starting a business and inspire them to be creators and founders of their own companies.

Higher demands on achievement and tighter budgets, coupled with the explosion of instructional technology is the perfect storm for an online curriculum that meets a standards demand that administrators and teachers are struggling to accomplish. There were 1,348,920 high school students enrolled in technology-based distance education courses in 2010, up 700 percent in the last decade. The schools are embracing instructional technology to meet their needs of quality, effective curriculum to supplement in-class instruction. Ambulo will empower these students and many more to build and move their skills from online into the real world of starting a business. So welcome to Ambulo. Start your entrepreneurship journey today.

Democratizing the web

Ambulo is a platform for students to learn about entrepreneurship. It's accessible, it's engaging, and it's fun to play through. There's tons of possibilities that come with the customization and business development in game. A unique combination for each and every unique player. By providing a low cost, engaging platform to learn about startups the Ambulo platform lowers barriers to entry and democratizes access to understanding what it takes to start a business and keep it running. This is an exciting thing, and something that follows in the footsteps of many great leading platforms in the technology space like Wordpress and SquareSpace. Lowering barriers to entry means more entrepreneurs are free to enter the field and create new and exciting products and services for people worldwide.

Wordpress is at the forefront of web democratization. Wordpress is a free and open source system for creating beautiful websites with ease. Wordpress powers over 50% of the web and has brought down the barrier to web design from a sheer rock wall to simply the cost of a domain and hosting. With tons of free extensions, Wordpress empowers users to build almost anything they can imagine with nearly zero upfront investment. If you have absolutely no experience with web development you can still get a website up quickly and share it with the world. A similar service which we've used and that many find easier to work with is SquareSpace. SquareSpace provides an awesome visual editing interface, though it comes at a cost. Despite this it's still a great service and one we would recommend.

These tools and many more like them help people create and express themselves everyday. The web is more accessible than ever to individuals and businesses due to these tools. This ability to share and connect easily worldwide is wonderful. They are a big part of what makes our web experience as cool and diverse as it is. We want everyone to have a chance to engage with technology and entrepreneurship. We want a more connected world with more problems being solved and more creators producing solutions. That is why we are proud to use these tools and to offer Ambulo to the world. Democratize the web, democratize starting a business, democratize the world. Dream big. Create bigger. Take a walk with us and start your business journey today. Ambulo: Your startup adventure.

Why Ambulo? Lemonade Stand to Listed Stock.

Now that you've had a chance to see and understand what Ambulo is, it's a proper time to address the why. So why Ambulo? We live in a world where teachers have to teach for standardized tests, with curriculums that practically ignore technology and the entrepreneurial instincts of their technology loving students. We want to engage them on the platforms they're familiar with in a way that's engaging to them. 54% of Millennials want to, or have started a business already. We want to empower these young entrepreneurs with a learning tool to help them understand and get into the startup landscape.

For most kids, creativity, business and commerce are natural instincts. Think about it, did you ever start a lemonade stand when you were little? A couple of our team members did. Even at 8 years old you can start to understand what makes a business work. If your lemonade is too sweet it won't sell. If you can't approach and pitch people you'll have a hard time as well. But if you've got the right recipe, the right attitude and the right pitch you're setting yourself up for summer sales success. We want students to understand the concepts that go into starting a successful business, and empower them in real life to go from lemonade stand to listed stock. Our approach covers almost everything you'll need to know starting up, with real tools used in the real world built in.

Our game will teach students these concepts in an engaging role-playing game format. In Ambulo and real life you start with ideation, the process of coming up with ideas. At this point in the game you're a "Dreamer." Head full of ideas, and a plot to rise to the top. As you progress through the business model canvas and come up with your minimum viable product you'll advance to ranks like "Researcher," "Creator," and eventually work your way to being a CEO and lifetime entrepreneur. Equipped with these tools and the understanding that comes with progressing in the game we really believe this will empower young entrepreneurs to start their own business. This more than anything is what we're really excited about. So sign up your child or class for Ambulo today, and help them move up in the world from lemonade stand (or anything else!) to listed stock.

Collaboration and Communication

In any business venture collaboration and communication is key to keeping things moving forward. In today's world there's more means and tools available than ever before to make collaboration with anyone, anywhere possible. This is yet another factor that has brought down barriers to entry for business. Young people love technology, if you don't believe it try to take away a phone and you'll really understand how attached and integrated to it they are. We embrace technology and the possibilities of new business and communication paradigms. Millennials are constantly in contact with their friends and peers through a variety of mediums. Each medium serving its own purpose. Facebook is their hub, their meeting space, an international and intergenerational platform. Twitter is a medium for expressing the 'right now' thoughts that they're willing to share with the world. Snapchat is for sharing those thoughts and moments with their friends.

The fact is that young people are always connected, and this is great. This connectedness is what's fundamentally needed for a satisfying life and a successful business in today's world. This communication has to be focused though to be truly productive. You may have heard the phrase "the medium is the message" and we firmly believe this. Today's students compartmentalize their lives way more than ever before. The strongest example of this is the exhibited behaviour from platform to platform. They act as compartments, separating different content for different contexts. Older people are put off by this, however this ability to compartmentalize is one of the biggest strengths of this generation. Unfortunately most mediums that they communicate on aren't goal oriented, and are a massive drag on productivity. Fortunately though, there are mediums that they can and do encourage them to collaborate and communicate effectively.

Among these tools are Trello and Spark (by Cisco). Two very different mediums with one guiding purpose: channeling and encouraging collaborative productivity. Though completely different they work in harmony to help teams get stuff done. Our team has been using both since we stepped on the StartupBus and met each other. Spark empowers rapid team and sub-project based chat and communication, while Trello provides a board for organizing tasks and seeing what phase of completion they're in. These tools empower fast, concise, and efficient collaboration and communication between teams located anywhere in the world. This kind of collaboration is key to success in business and life, and our team would definitely recommend that any young entrepreneur, or really anyone reading this to use the platforms and create

something great. Great things happen with great ideas, and great communication and collaboration. Ambulo will teach skills that empower the kind of positive collaboration that is making this game possible in the first place. Join in today, start your journey, collaborate, create and share your vision with the world.