Motivated through the hard times, hard work, and inevitable setbacks. Starting a new venture is fraught with myriad challenges, including but limited to, resilience. But entrepreneurs who make the connection that achieving success means trying more and accepting failure are the ones who keep going. They are people who are not just driven by money or for the success of other people, but rather because they DO MORE and TRY MORE than other people. Their ultimate "stroke of genius" doesn't come about because they succeed more than everyone else. It's because they fail a lot, but don't let failure stop or sideline them.

The ability to thrive when things go wrong is called resilience. Launching a new business or social innovation process is fraught with uncertainty; things can and will go wrong. Research has shown that resilience is the ability to come back stronger after failure or adversity. Entrepreneurs and innovators typically value resilience as one of their most important personal traits.

Valuable learning is your reward for failing. We help our students make the connection that achieving success means trying more and accepting failure. We teach our students to accept and expect the reality of failure.

At TCU's Entrepreneurship and Innovation Center, our faculty focus on the strengths of ENTP. In ENTP, we aim to take the fear out of failure. Leveraging the pedagogic research of Elizabeth Macbride’s article, "Why Do Some Entrepreneurs Repeat While Others Don’t?" and the book "The Innovation Process" by Willy Koenig, we begin to teach our students that to an innovator, the difference between success and failure is not just in the product, but in the process. To learn more about the ENTP program, visit us at www.inc.com/elizabeth-macbride/why-repeat-entrepreneurs-succeed.html.

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Feeding America. If you have any ideas for future guest speakers, please visit us at Future Founders (www.neeley.tcu.edu/vandv) or e-fest (eix.org), email us at info@futurefounders.com.

Applications are now open. Deadline: Tuesday, March 3rd at 5:00 pm.

TCU Prizes: $100K grand prize, $200K total cash awards

In a twenty-two-year study of nearly three million startups, the researchers found that 99% of companies fail. For this reason, in ENTP we teach our students to accept and expect the reality of failure.

In the final championship event of the Schulze Entrepreneurship Challenge, the Top 25 Finalists of the Venture Design Challenge will pitch their ideas to a panel of judges. The winning team will be awarded a quarter of a million dollars at national competitions.

Our teams will also compete for a quarter of a million dollars at national competitions….