

# Manifesto

## FACE Dublin 2016

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What  
about  
my future?



Failure Aversion  
Change in Europe

**FACE**

**ENTREPRENEURSHIP**

## Inspirational

If we have to pick one word to define and explain the entrepreneurship event FACE Dublin, we would have to choose inspirational. This was the most common term used when we asked the public to summarize their impressions. Because most of them, young entrepreneurs with a business or thinking about starting up, came to the Guinness Enterprise Center full of doubts and fears. After the event, many of them told us that they had learned some great lessons. Also, our speakers, important and experienced entrepreneurs, agreed that inspiration was the protagonist in FACE Entrepreneurship's third offline event.

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# "HOW MANY TASKS DO YOU HAVE TO DO UNTIL IT'S CONSIDERED A FAILURE?"

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THIS QUESTION, ASKED BY ONE YOUNG BUT EXPERIENCED ENTREPRENEUR, WAS AT THE CORE OF THE WHOLE EVENT.

THIS MANIFESTO DIVES DEEPER INTO THE FEAR OF LOSING A PROFESSIONAL CAREER



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THE HOPES OF A BRILLIANT GENERATION OF ENTHUSIASTIC EUROPEANS.



# Attendees — Highlights

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FACE Entrepreneurship events aren't unidirectional; rather they are a dynamic gathering of very creative people. And of course, in this environment one can expect a collection of thoughts and ideas that come from the speakers as well as from the attendees.

During the time we spent at the Guinness Enterprise Centre we could feel the good vibes that European entrepreneurs shared every time they had the chance. Our attendees were very participative and asked some good questions like "How many tasks do you have to do until it's considered a failure?"

Trying to keep track of these questions, ideas and opinions we asked our attendees for their feedback about FACE Dublin and here are some of their responses.

**Henli**

Inspired me to be here tonight. It was one of events that I went to that really touched on things preventing me to start my own company. Thank you so much.

**Maeve Ruane**

Speakers were very inspirational.

**Paula Moenen**

The challenges that were encountered by entrepreneurs. The passion shown by each speaker.

**Howard Linnane**

Sharing other people's experiences  
Talking about the fear of failure is inspiring and also seeing how normal entrepreneurs are.

**Stefan Stroe**

The importance of a good team. Different titles of books. Learning by doing.

**Noelia Sierra @noeliasie**

For someone like me with a business idea but without knowing how to start this was a great inspirational evening. I just feel like going out there and starting! Thank you guys!

**Hannah Stephenson**

@Pineapplehannah @Persianfair  
Cristina's stories. The MC was very good.

**Sunil Janki @sajanki**

The fact that this came out of the European Union and that people high up realize something needs to be done to make Europe just as good a place for startups as the U.S and Asia. Jesse starting at age of 11.

**Kay Winner @abnasoyool**

Real people that made the trip and became successful, so I know now it's all about doing, and here is this... for support.

**Bernard Colgan @bncolgan**

Eye on the vision. Need passion. Co-founder seems important but not necessary. Moonlighting try it. Team organics.

# Video Highlights

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"People shouldn't  
fear failing."

Failing allows you to learn a lot."

Della Michelle



"There is  
no such thing  
as failure."

You have to keep going and try."

Martina Hanna

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Click & watch the video!

# A piece of the speakers' minds

## What about my future?

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That is, what happens if you try to be an entrepreneur, to startup, and in the end it doesn't work out?

This crucial fear makes sense when you think about this: If I wasn't able to succeed with my own company, how is any private business going to trust my skills? The reality, however, presents a much more welcoming scenario for those who do take that risk. Experienced entrepreneurs assured our participants that companies appreciate candidates that have tried to start their own business project. It shows curiosity, ambition, work capacity, commitment and several other skills and aspects that recruiters value most. Speakers at FACE Dublin agreed with this idea.

Let's take a look, one by one, at their most interesting input.



# Cristina — Luminea

"I remember I looked at my bank account and I said: ok I can support myself for about two years so I just went and quit my job without having any idea what I was going to do."

Best advice @cristinaluminea ever got: "Start something and then you will learn"  
#DublinFACEit

"I told my mentor that one day  
I was going to have  
my own business"

"It's all about pushing through these fears and launching your project rather than sitting on them until they're perfect."  
@cristinaluminea

@cristinaluminea:  
"In case of failure, go back to your market and ask your customers."  
#DublinFACEit  
@GECinD8

@cristinaluminea  
"Being a sole Founder my one piece of advice is get a co-Founder."  
#DublinFACEit

"When UR in a room w/ investors & business men, who do U think they'll best remember?"  
@cristinaluminea talks about female entrepreneurs

"Ladies keep being ladies, don't try being a man. I'm not trying to be a man for going after my goals and trying to achieve what I want. Encourage girls to follow their passions and you'll see there won't be this gap between women and men in business and tech."

# Jesse Van Doren

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"On the internet they didn't know my age, It's anonymous, which was good for me because I was 11."

"I dropped out of university and I decided to focus on my own business."

"I've worked for over 300 different clients and that gives you a lot of experience."

"Most people work for a long time for one company."

"I always want to learn really fast and get a lot out of everything."

"If you have an idea you should just start trying to sell your product."

# Ken Banks

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"It does take a lot of work and effort and time to get to that point (success)."

"It took 12 years of working to come up with the idea of my platform. It was a very long, painful 12 year learning process."

"Success is also relative. Success is not the same to everybody."

"Not a plan but a lot of pain and lots of learning."

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"I think that the millennial generation is very unique and very fearless. If you don't go out and take the risk when you are young, then you never will."

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"I didn't have an Ah ha moment over a bowl of cereal."

"I knocked a quick prototype together in about an hour, and spent 5 weeks improving it."

"It's not just about knowing when to start, but knowing when to stop." @kiwanja

# Eoin Costello

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"I'm not going to be defined by my fears."

Great advice from @eoincostello at #DunlinFACEit #SEW16

"Parachute jumping is like entrepreneurship- you've done it, or you know someone who has, and it's something you're afraid of." @eoincostello

"There is no shame in failing when you have been honest with yourself throughout." Words of Wisdom @eoincostello

"I want to have no regrets and have a say in my life." @eoincostello responds to questions #DublinFACEit

"One of the most common causes of failure isn't financing, it's team dynamics." The importance of having the right team @eoincostello

# CONCLUSIONS

Inspiration comes from work: you can't expect to be visited by a muse and suddenly know exactly what kind of business you want to launch and how to manage it. Instead, it requires months and years of effort to gain that knowledge that, in the end, is the seed of true inspiration.

"It took 12 years of working to come up with the idea of my platform."

"I didn't have an Ah ha moment over a bowl of cereal." BANKS

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And if inspiration comes from work, this comes with passion. That's another popular idea shared by all the speakers. If you are going to startup, you better do it in a field in which you feel like you can spend countless hours of work because you probably will.

"What are you most fearful of? Then challenge it head on, and the fear will dissipate." COSTELLO

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So yes, it is hard and painful, but it's very rewarding. Creating your own business from nothing is one of the best feelings that someone can ever have. To realize that your talent, sacrifice and perseverance has created a startup that is actually working well and even employing a few people, is something that is worth all that pain.

"Not a plan but a lot of pain and lots of learning." BANKS

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This means that success, that huge word with lots of implications, is absolutely relative. For someone, success may mean that a venture won't all come to an end in one year. To someone else it might mean hiring 10 people and going international. Success is relative.

"Success is also relative. Success is not the same to everybody." BANKS

# CONCLUSIONS

As is failure. A word, a concept, that shouldn't hold you back from starting your business. Failure is not quitting a startup. It's not losing some money. Failure may come from anywhere and it doesn't mean it's your fault because, probably, it wasn't. Many things can go wrong but you have to be sure, no matter what, that the journey is teaching you a lesson.

"Start something and then you will learn." LUMINEA

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Because you will need that experience, that learning process that will improve your skills that will make you a better entrepreneur. It's not a coincidence that investors and business angels prefer entrepreneurs who have already failed, people who are involved in their second or third adventure.

"It's all about pushing through these fears and launching your project rather than sitting on them until they're perfect." LUMINEA

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That means that you have knowledge and, even more importantly, that you've taken the leap before and you know what lies ahead. Consequently, you've learned to calculate the risks and to avoid the problems that will come up along your path.

"Parachute jumping is like entrepreneurship- you've done it, or you know someone who has- and it's something you're afraid of." COSTELLO

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Most of these problems will be related to people, to your team. It is certainly one of the hardest tasks to manage; team dynamics, people's feelings, emotions...

"One of the most common causes of failure isn't financing, it's team dynamics." On the importance of having the right team. COSTELLO

# CONCLUSIONS

Emotions like yours, because you need to be yourself if you want to convince people. Don't fake something you are not. Instead, try to improve yourself by being surrounded with good professionals, with experienced entrepreneurs that have been in your same situation. Call on the help of whoever you think you need.

"There is no shame in failing when you have been honest with yourself throughout."  
COSTELLO

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Because creating a good entrepreneurship ecosystem is a task for the whole society, meaning governments and administrations as well. They do need to get even more involved in order to make it easier to defeat the fears that we've pointed out.

"Finding co-founders should be a natural process." VAN DOREN

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Fears. We can't be defined by our fears. Keep fighting with us at FACE Prague.

"I'm not going to be defined by my fears." COSTELLO

the end



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