

How to overcome the fear of starting up and other valuable lessons from FACE Entrepreneurship Madrid

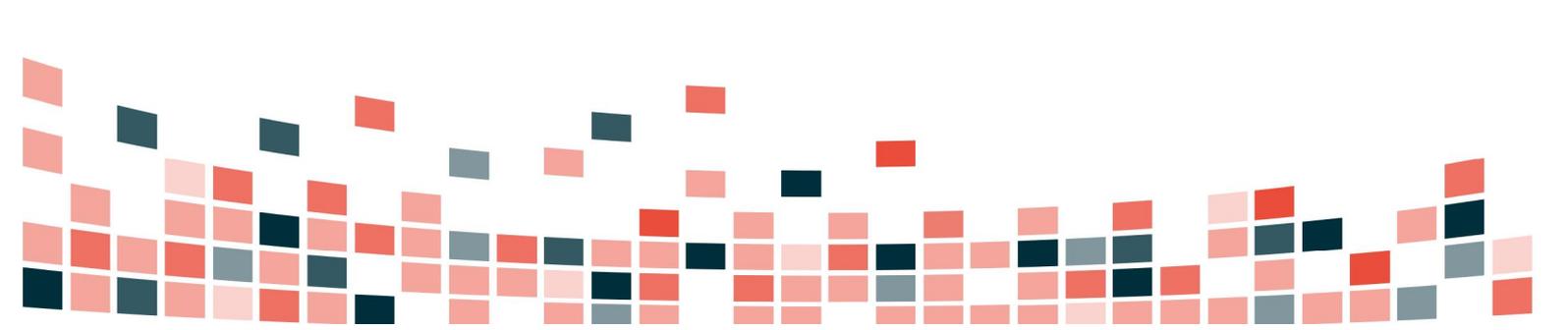
FACE Entrepreneurship has launched. Over the last two intense days hundreds of young entrepreneurs from around the world have gotten to know firsthand about this European communication project which aims to promote entrepreneurship in ICT.

Taking full advantage of the dynamic environment within the South Summit conference held at the Plaza de Toros Las Ventas, the bull ring in Madrid, various experts from the industry shared their experiences with young potential entrepreneurs who have ideas in mind to start up but have yet to develop them, and also those who have begun their entrepreneurial journey but are being held back by fears; the same fears which renowned entrepreneurs in the ICT industries also had to overcome in their beginning days.

An example was given by Julie Meyer, investor in digital entrepreneurship, who assured that entrepreneurs are the ones moving the world into the future. This was just one example from her talk given last Wednesday under the title “Starting up: How to overcome the fear of failure.”

And it was precisely those restless young visionaries who stopped by the FACE Entrepreneurship stand, one of the busiest stands at South Summit, where entrepreneurs began leaving behind their fears and doubts reflected on an original tanabata tree. The entrepreneurs showed great interest in interacting with one another, learning about the experiences of those who have already gone through the process of launching a startup, and they were eager to have access to information about how to confront the first challenges. These were just some of the suggestions and questions which the entrepreneurs shared with the FACE Entrepreneurship team at their stand.

The fear of failure was also addressed in a speech made by the co-founder Rodrigo Del Prado of BQ, one of the most important technological production companies in Spain, who assured the audience that “making mistakes is part of the learning process. It was along those lines that the Spanish entrepreneur was able to empathize with the greatest fears that young European entrepreneurs are facing: “If it doesn’t work, so what? Are we wasting our time? Of course not, you are learning. The sooner you start, the less you have to lose.”



In an interesting proposal to overcome those fears, FACE Entrepreneurship invited those who visited their stand the possibility of sticking their hand inside one of the three mystery boxes created for just this occasion. In the end, it is a way to begin to get over the fear of the unknown, to start something new and prove that it's worth it. "I could start 99 ideas and not finish a single one and I would still be happy," are the words of Pau García-Milà, an entrepreneur who began his career at the age of 17 and is the founder of EyeOS. He won over the audience by telling a few of his stories of failing and moving on

This is the adventurous spirit which Jan Reichelt, member of the European Forum of Young Innovators and non-executive Director of Emerge Education London, wanted to transmit to his audience on Thursday in his workshop "FACE it! Top Tips for dealing with the fear of failure." "Entrepreneurship is a way of life and you must be able to handle all of the possibilities when things go wrong," affirmed Reichelt, who is also the founder of one of the largest research collaboration platforms in the world, Mendeley.

During the workshop, which was ran out of seats thanks to the interest of so many entrepreneurs, various attendees were able to share their ideas and detail the fears and doubts they have throughout the process of starting up a project, as well as strategies to overcome them.

After the event, the participants Phillip Stark, Gerardo Corado, Diana Pérez and Jesús Corbacho won the chance to visit the BQ headquarters in Spain.

The conference of FACE Entrepreneurship Madrid has been a successful starting point for the Road Trip which will continue through six other important European cities such as Dublin, London and Munich.

