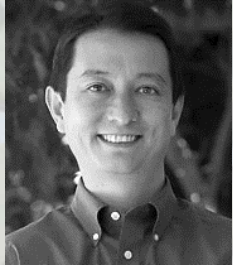


# Hot Sauce! Secret Sauce for Entrepreneurs



## About The Author

Akira Hirai is the founder and CEO of Cayenne Consulting, a firm that has helped hundreds of entrepreneurs prepare for the fund raising process by crafting strategies, business plans, financial forecasts, and pitch decks.

Akira started two technology companies in Silicon Valley during the dot com bubble. His previous experience has spanned investment banking, management consulting, software engineering, and sales management. He earned his A.B. in Engineering Sciences at Harvard University.

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## Swing Thoughts for Entrepreneurs

April 13, 2010

The golf swing is a tricky thing to master. There are countless moving parts that all have to work together in flawless unison, all in the span of a split second.

A flaw in any part of the swing can produce erratic results.

The trouble is, finding and fixing the flaw can seem like an incredible task. It's humanly impossible to remember – and then do – exactly what's supposed to happen at every moment of your swing.

So golfers have turned to “swing thoughts” – simple ideas that allow you to focus on one aspect of the swing. Good swing thoughts cause a chain reaction of proper technique, so one thought can influence the dynamics of your entire swing. Golf legend Arnold Palmer's top swing thought was “keep your head steady,” and this thought alone has transformed the games of countless beginning players.

You can apply the swing thought concept to your entrepreneurial venture as well, and I think it will have a similarly transformative effect. Here's one you can try:

### Become cash flow positive.

The concept of “cash flow positive” simply means that there is more money coming in than there is going out. If you pass every major decision through this lens, you'll be doing just about everything you need to do to build a successful venture.

For example, here are the outcomes encouraged by this one simple swing thought:

- Rapid development of a product that the market needs
- Identification of paying customers
- Careful attention to expenses



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- Recruitment of team members who contribute to positive cash flow
- Pursuit of a realistic financing strategy involving equity, debt, and other capital sources

Write “Become cash flow positive” on a Post-It note and stick it somewhere you’ll see it a few times a day.

Every time you see it, take 30 seconds to think about whether or not your actions are consistent with the swing thought.

I think you’ll be pleased with how a simple swing thought can bring all aspects of your game together.