To start and operate a successful enterprise,

- one needs vision and confidence ($\underline{8}$),

- the ability to bring people together and listen to them ($\underline{9}$),

- ethical standards and quality control ($\underline{1}$),

- the ability to serve people and anticipate their needs ($\underline{2}$),

- promotional and communication skills ($\underline{3}$),

- a well-designed product and a sensitivity to its emotional impact on individuals ($\underline{4}$),

- technical expertise and innovative ideas ($\underline{5}$),

- teamwork and self-regulating feedback ($\underline{6}$), and

- energy and optimism ($\underline{7}$).