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# “Pivoting during a Pandemic: Using Your Entrepreneurial Mind to Stay in the Game ”

**Michael Gilvary**

*Entrepreneur, Consultant, Advisor and Investor*

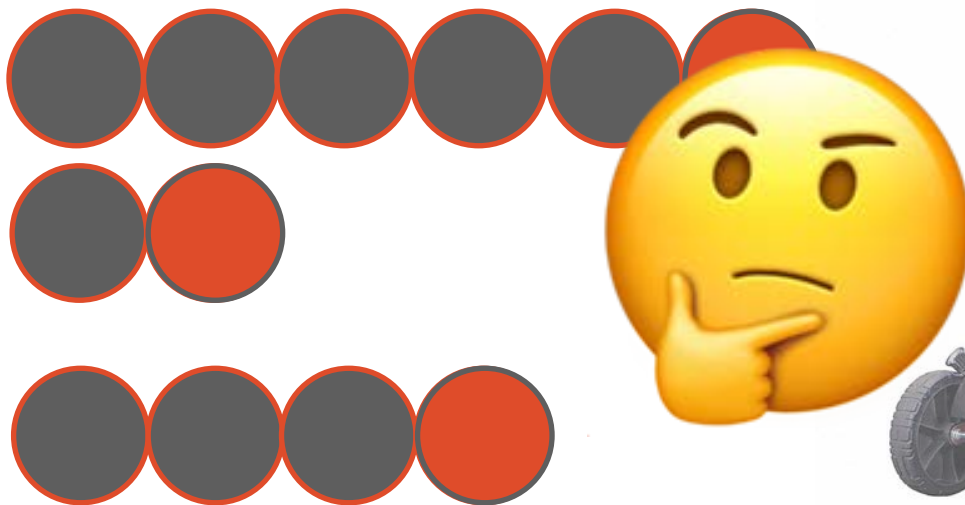
*Founder and President, Execu10*

*Co-founder of IDION*

*Adjunct Professor at Baruch College*



I'm the baby.



# COVID19 Pandemic.

**223 countries, areas or territories with cases**

**Only 14 countries reporting no cases (12 of them are remote pacific islands)**

**Largest global recession since the great depression**

**Impact was broad. Economic, political, agriculture, education, healthcare, environmental + culture, lifestyle, inequality, etc....**



# Disruption.

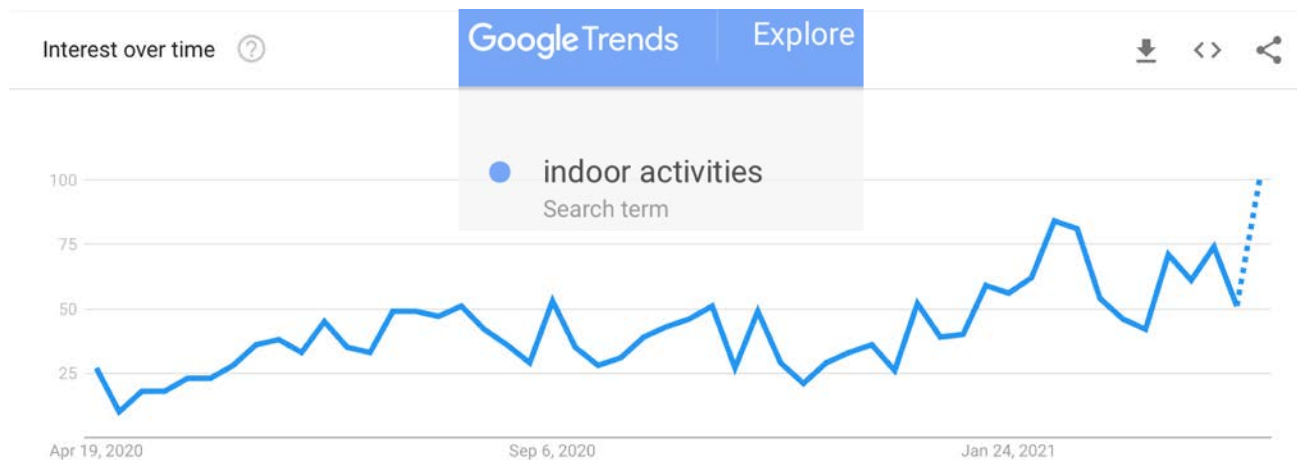
**Being an entrepreneur is about identifying problems and solving them...**

**And we have a whole new host of problems, don't we?**

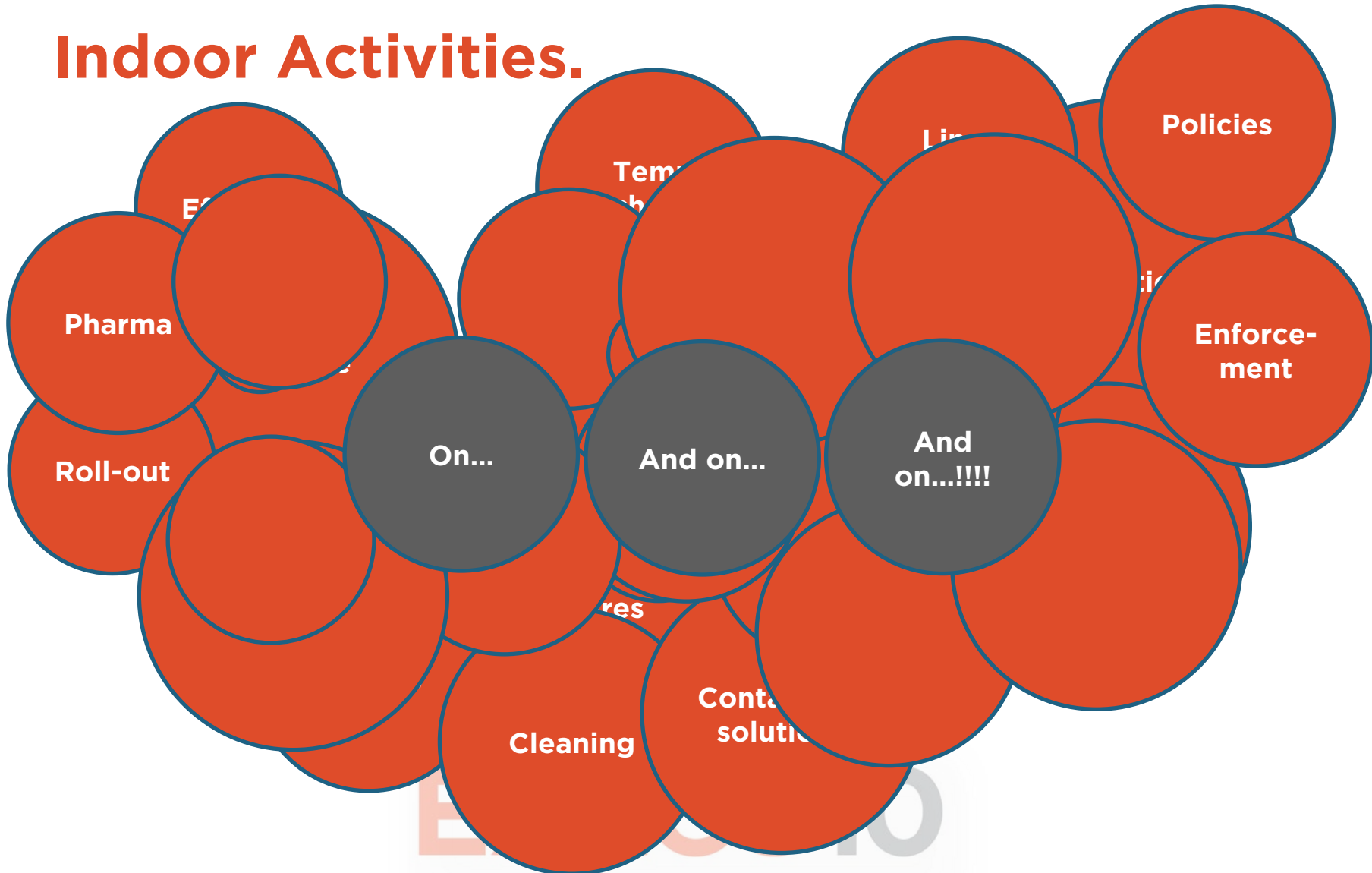
**We need innovators right now and this disruption creates opportunity and space**



# One problem: Indoor Activities.



# Indoor Activities.



# When to Pivot.

**Need to make a change, but too much change can be harmful**

**Mauro Guillén in an article for HBR outlines three conditions necessary for a successful pivot:**

- **Align with at least one trend created by or intensified by the pandemic**
- **Laterally extend the companies existing capabilities in a way cements its original intent**
- **Substantial path to profitability that enhances the brand**



# Analysis.

## Perceptual Acuity

*The ability to sense what is coming before the fog clears*

Environmental  
Scanning

Environmental  
Monitoring

Competitive  
Landscape



# Observation.

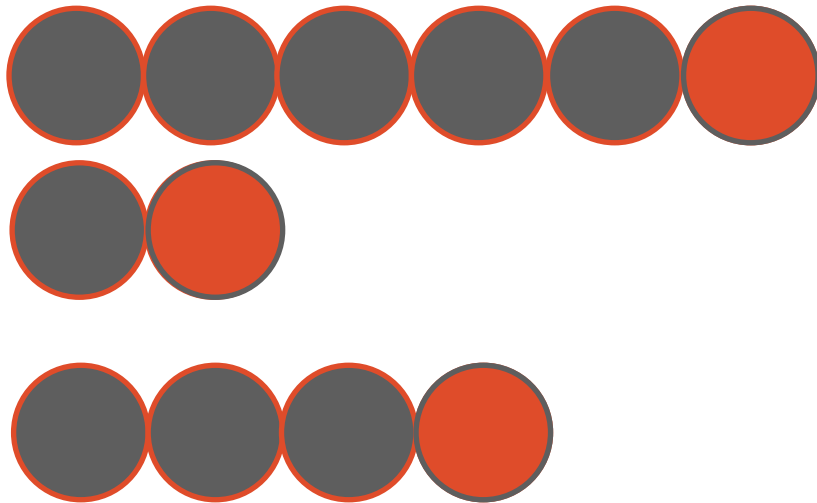
## Obvious trends:

- Remote work, shorter supply chains, social distancing, consumer introspection, and enhanced use of technology

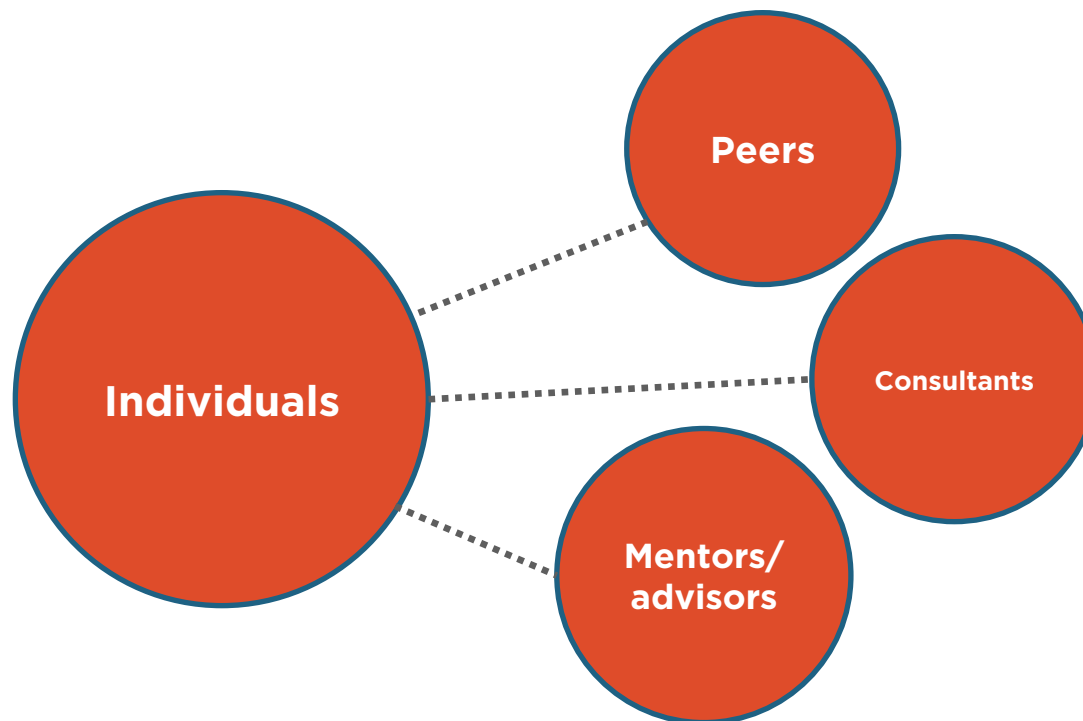
## More nuanced

- Only 13% of people are including financial planning as a resolution in 2021 - an 11-year low
- More than 60% of Americans said they were more stressed this year, more than double the number in 2019

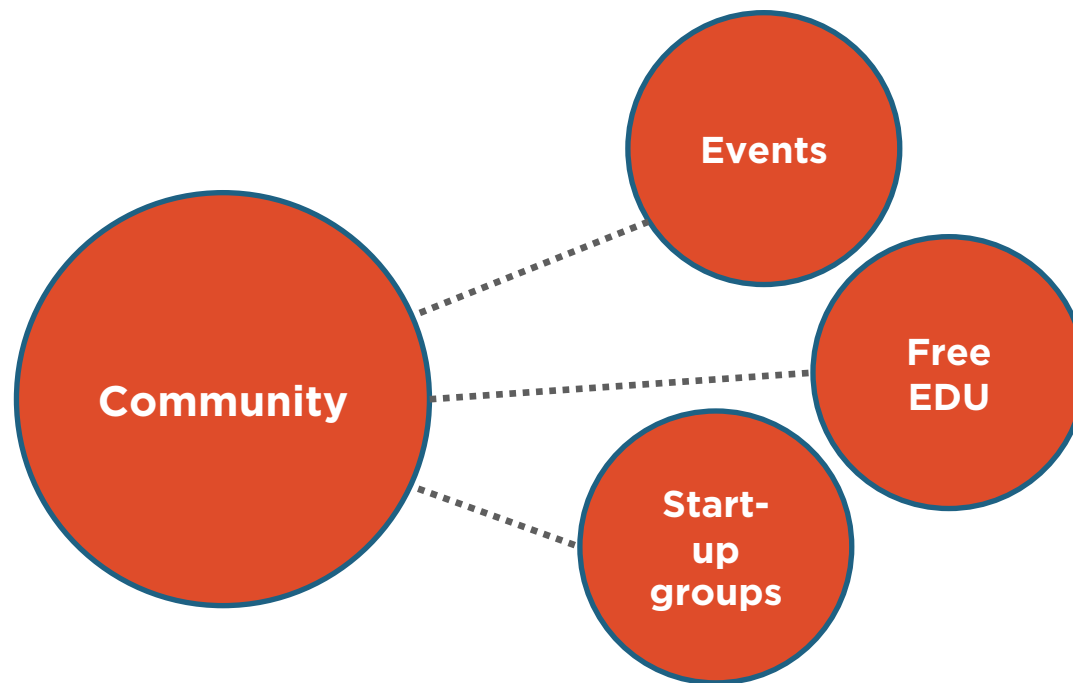
# Baby stuck under a tree.



# Ask for help.



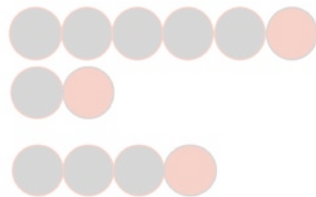
# Ask for help.

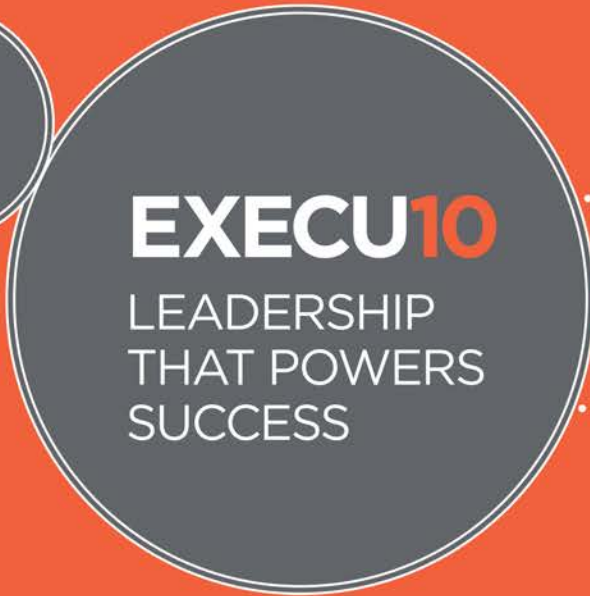


# Remember this baby.

*“Give me a lever long enough and a fulcrum on which to place it, and I shall move the world”*

*-Archimedes, c. 287- c. 212BC*





**THANK YOU!**

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