

Ursus Horribilis





**Entrepreneur &
Venture Design**



Ted Ladd PhD

Professor of Entrepreneurship
Hult International Business School

Instructor
Harvard University



Grizzly Bear Biologist
Wyoming Game and Fish Commission

A young boy with curly hair, wearing a red and black plaid shirt, is looking up at a large brown bear. The bear is standing on its hind legs, leaning its head towards the boy. The background is a lush green forest.

Lean Resolves the Risk Paradox

AOM Atlanta, Monday 4:45 pm



Entrepreneurial Self-Efficacy for Searching and Marshaling

Business Model Canvas: CS, VP, CH



Ladd, T. (2017). Does the Business Model Canvas Drive Venture Success? *Journal of Research in Marketing and Entrepreneurship*.



Stopping: Perfection vs. Satisficing