



In the aspiring Professional Entrepreneur's early educational development stages, there is little comprehension of the StreetSmart MBA® modules' connectivity.

Relationship

A-1

Guiding Principles

H-4

*"If you could choose only four (4) cornerstones to cement the business to its "Built to Last" foundation, what corner stones would you choose? The stones of relationships, guiding principles, company culture, and understanding the 'zen' of its business purpose should anchor the Professional Entrepreneur's® company."*

**John Bosch Jr.  
Partnering Coach  
TyRex Technology Family**

Company Culture


H-2

Business Purpose

A-11

It is highly probable that almost no entrepreneur, successful or not, thought to establish their entrepreneurial business on a foundation with any of their four cornerstones.

## The Professional Entrepreneurial Business Management Educational Puzzle Development Process



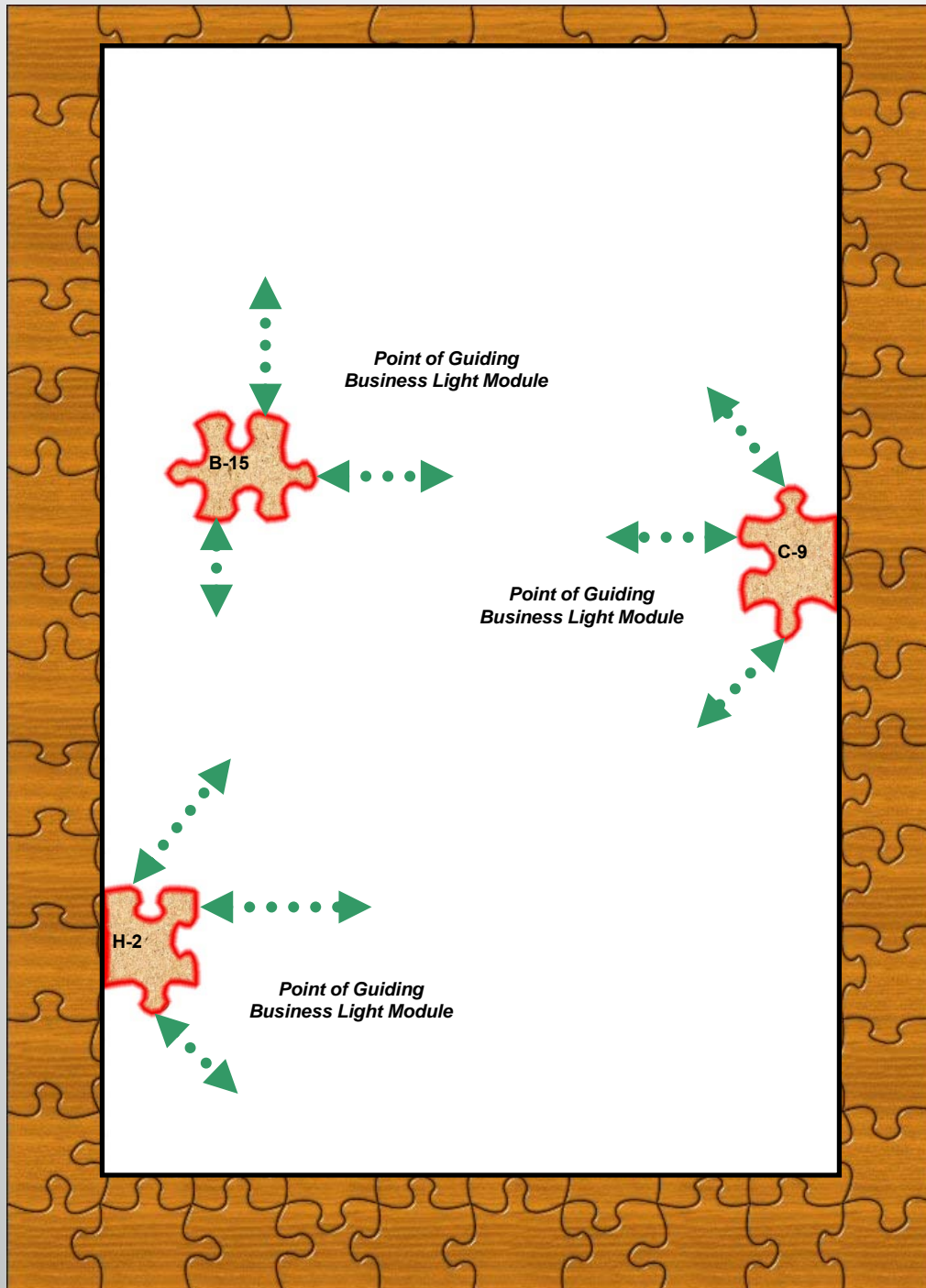
Fifteen (15) Areas of Entrepreneurial Understandings

- A. Fundamental Entrepreneurship
- B. Basic Sales and Marketing
- C. Functional Accounting and Financial Controls
- D. Manufacturing Management and Controls
- E. “E” Business Development
- F. Entrepreneurial Leadership
- G. Entrepreneurial Coaching
- H. Entrepreneurial Company Culture
- I. Just Entrepreneurial
- J. Entrepreneurial Globally Thinking
- K. Entrepreneurship in the 21<sup>st</sup> Business Century
- L. Bidding and Estimating
- M. Quality as a Company Culture
- N. Entrepreneurial Partnering Disaster Recovery Program (Business Cycling)
- O. Entrepreneurial Business Decision-Making

After the first five (5) to seven (7) modules of the TyRex Entrepreneurial Institute puzzle are complete, the Professional Entrepreneurial Business Manager begins to discern the outline of the Fifteen (15) Areas of Entrepreneurial Understandings for Professional Entrepreneurial Business Management.

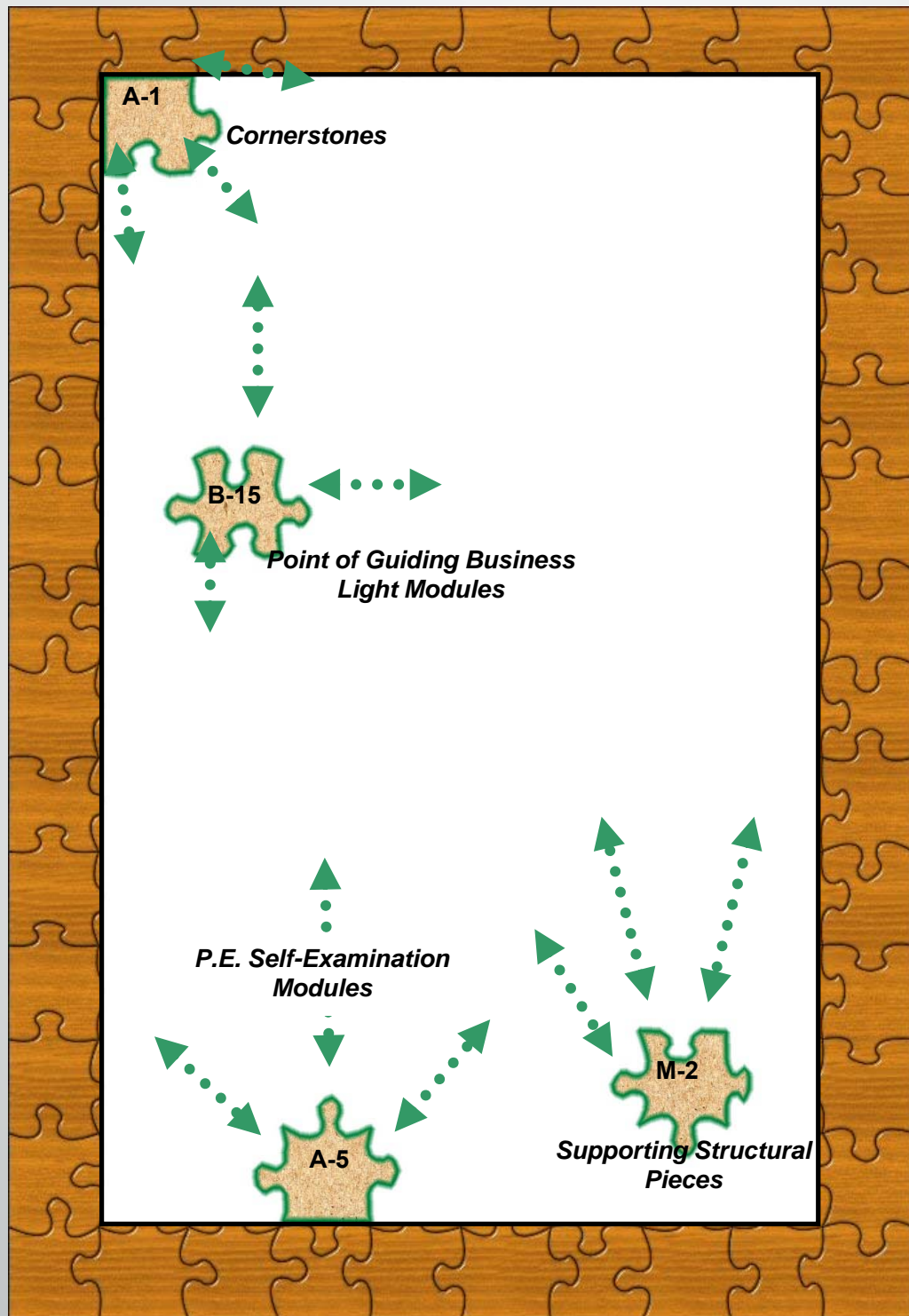


**Each multiple point of Professional Entrepreneurial Guiding Business Light Modules create multiple direct-connect and indirect line linkage module connections.**



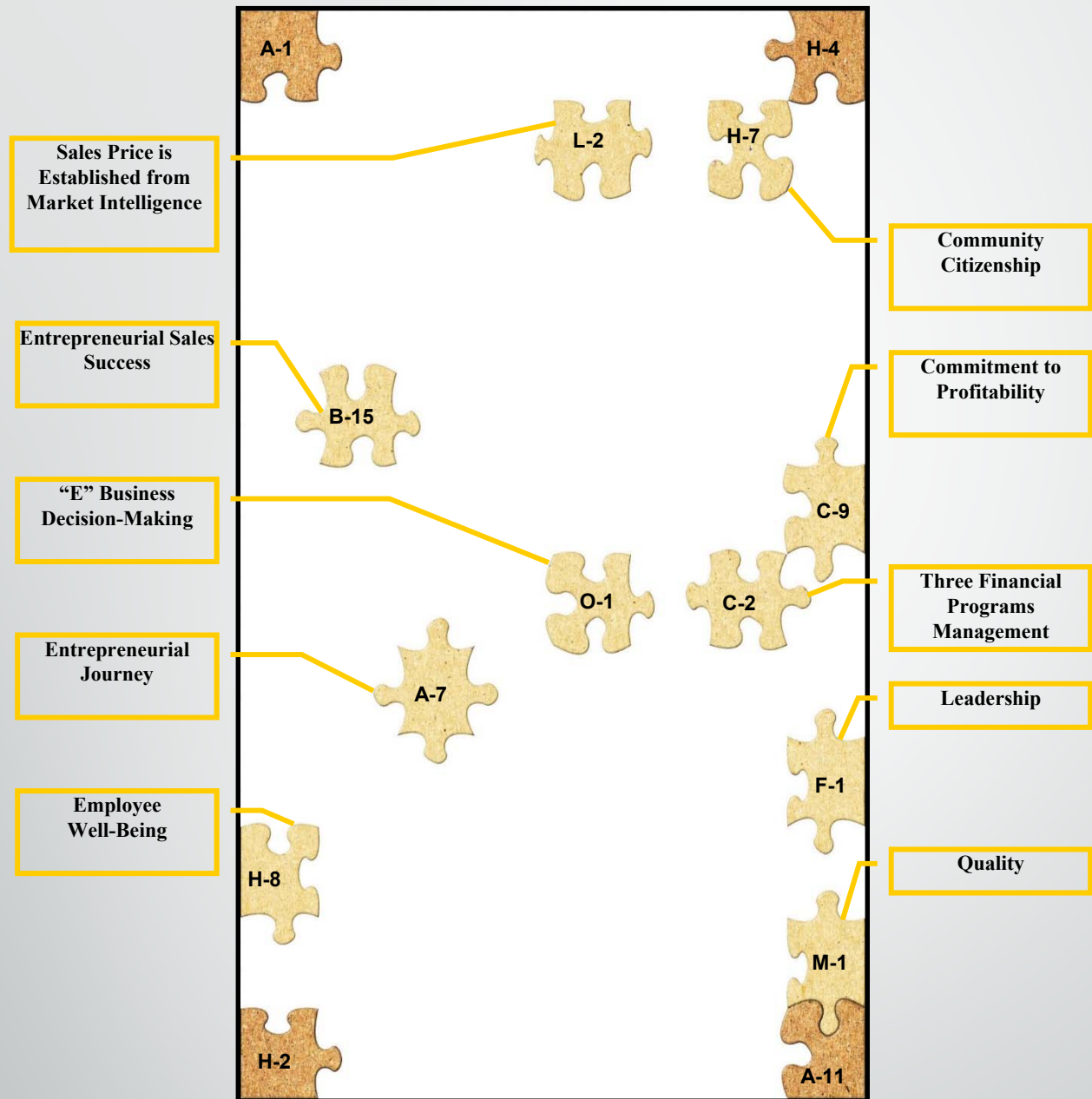
**Professional Entrepreneurial Puzzle Pieces (StreetSmart MBA® modules) not only connect by direct placement but also by indirect line linkage, creating a series of complex puzzles resulting in a highly sophisticated professional entrepreneurial business management knowledge structure.**

Every cornerstone piece, every point of guiding business light module, every P.E. self-examination module, as well as every supporting structural puzzle piece has its own direct connectivity and indirect line linkage to every other StreetSmart MBA® module (i.e. 96 modules) puzzle piece.



It is hard to comprehend, but absolutely true, that changes in one module, no matter what direction, results in a counteraction of every other module. It is the Professional Entrepreneur's® understanding of this phenomenon, as well as the daily balancing and realignment of these modules, that ultimately gives strength to the Professional Entrepreneur's abilities to manage their entrepreneurial business successfully.

## Ten “Points of Guiding Business Light” Puzzle Pieces of Entrepreneurial Knowledge That Focus the Professional Entrepreneur



### Ten “Points of Guiding Business Light” TEI Modules

- A-7: Understanding the Nature of the Entrepreneurial Journey
- H-7: A Community Citizenship Manual
- B-15: Defining Professional Entrepreneurial Sales Success
- C-9: The Entrepreneurial Commitment to Profitability
- O-1: Fundamentals of Professional Entrepreneurial Business Decision-Making
- C-2: The Three (3) Financial Programs of a Successful Professional Entrepreneur®
- L-2: Sales Price is Established from Market Intelligence, Then Compared to Cost
- F-1: Professional Entrepreneurial Leadership
- H-8: A Professional Entrepreneurial Employee Well-Being Manual
- M-1: Integrating Quality into a Company’s Culture

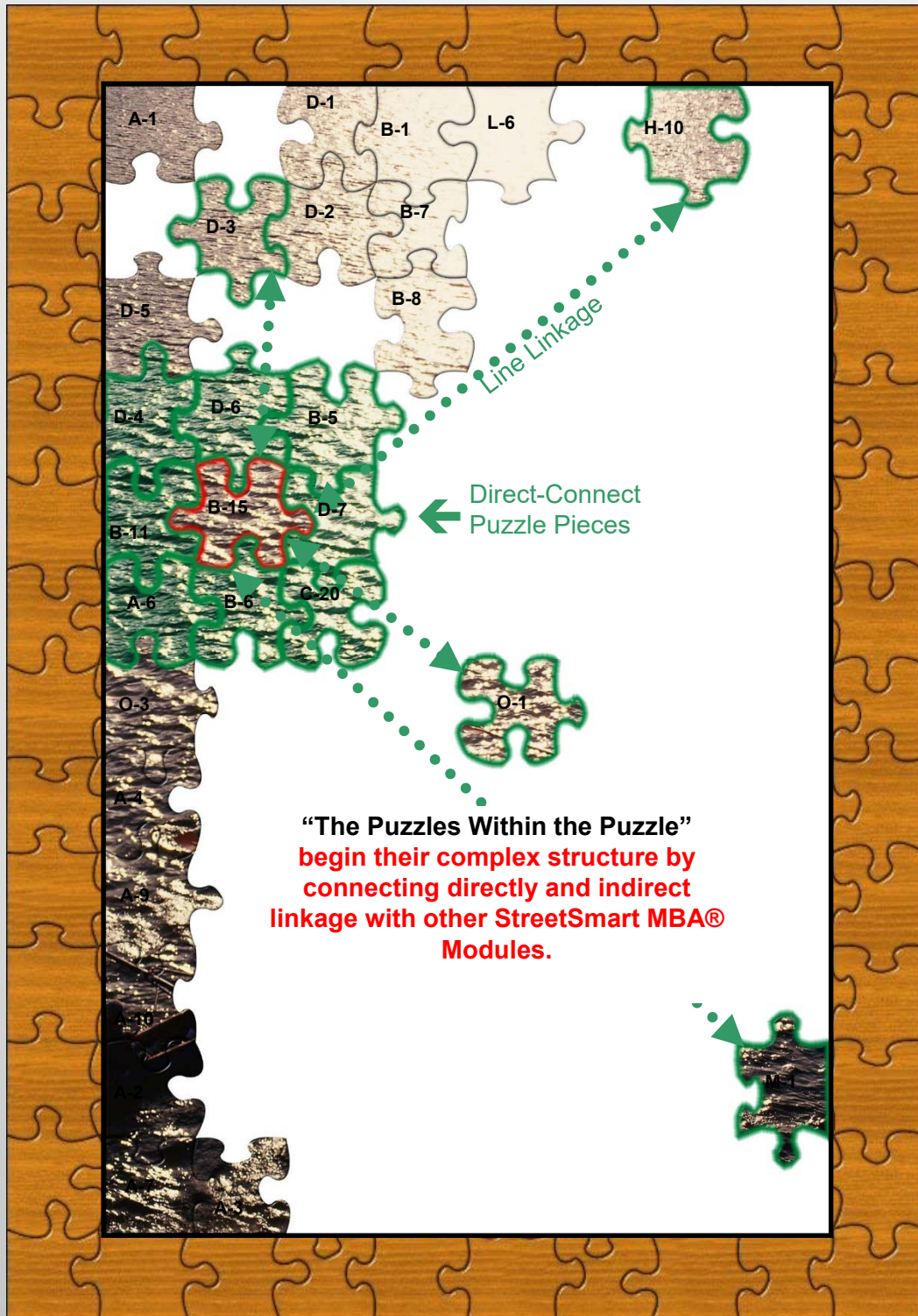


Upon completion of 35 to 40 TyRex Entrepreneurial Institute modules, the Professional Entrepreneur Candidate begins to see an Impressionistic-style picture of the complete and comprehensive knowledge necessary to conduct and manage a successful, growing entrepreneurial business.



It is at this stage that the actual puzzle pieces connect, providing their direct-connect and indirect linkage line connections. Understanding the concept and importance of these linkages becomes the foundation to exploring the complexities of a Professional Entrepreneurial Business Understanding.

Composed of 96 pieces, the puzzle transforms into the portrait of a knowledgeable Professional Entrepreneur®.



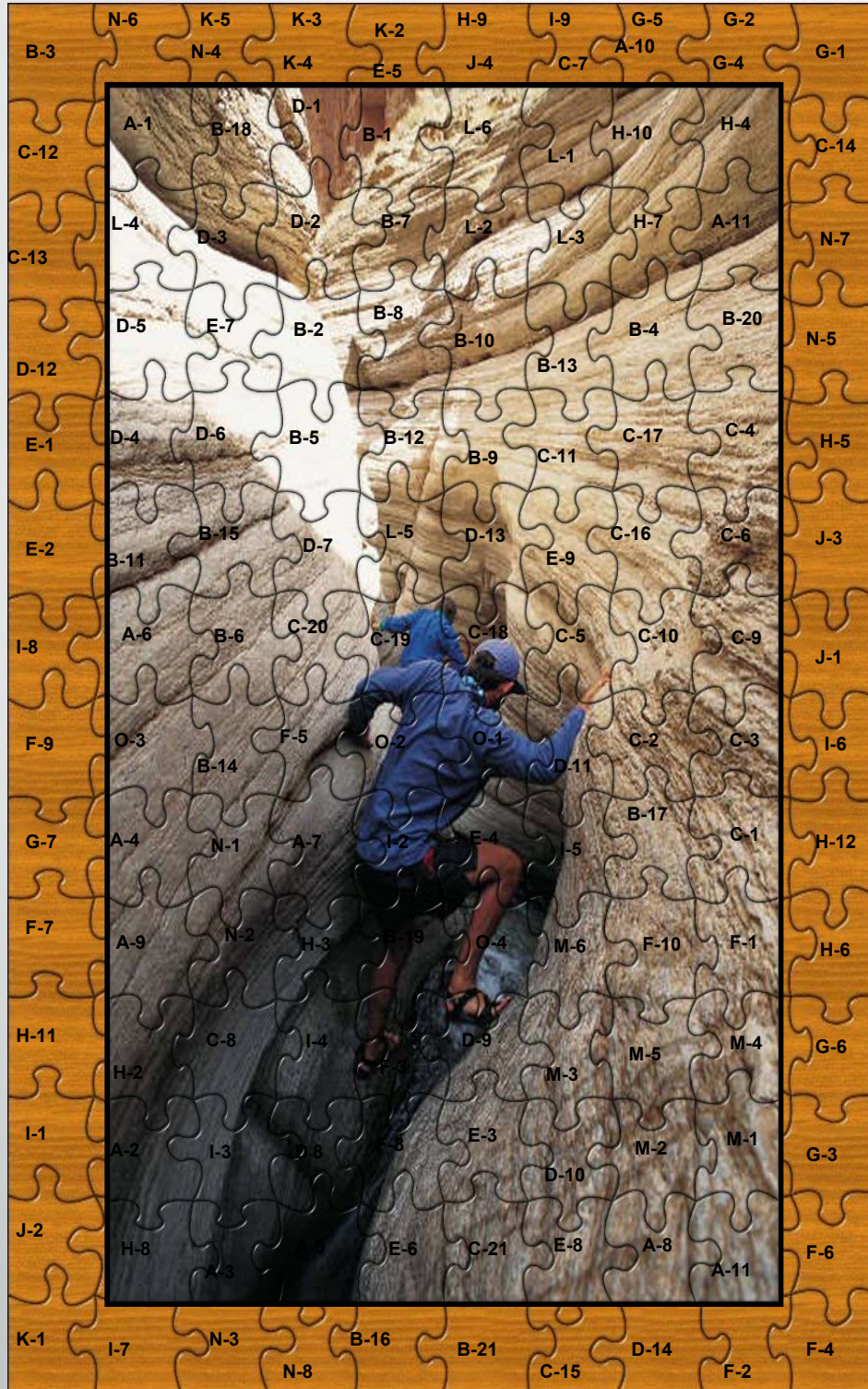
Professional Entrepreneurial Puzzle Pieces are connected by their direct placement. Their connectivity is also revealed by their indirect line linkage, creating a series of complex puzzles within the puzzle, covering the professional entrepreneurial business structure.



The framing of the Professional Entrepreneurial “Streetsmart MBA®” Business Manager’s Educational Puzzle relates primarily to the coaching and mentoring of others and features advanced independent business management studies designed to help the Professional Entrepreneur® cross the chasm into professionally managed entrepreneurial companies.

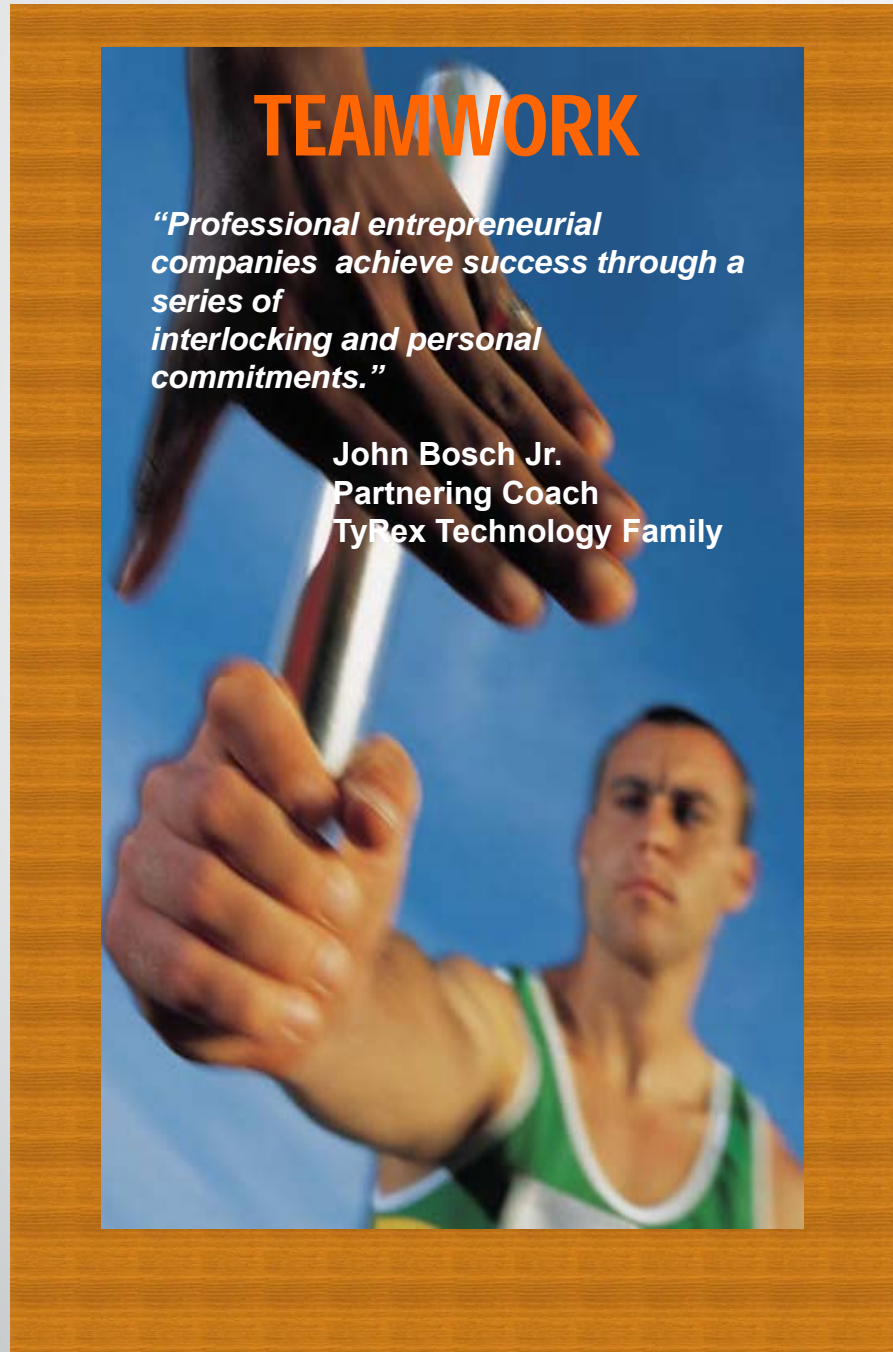
## The Puzzle’s Frame

**The Frame:**  
Composed of  
Coaching,  
Mentoring, &  
Advanced  
“Streetsmart  
MBA®”  
Independent  
Business  
Management  
Studies



Connecting Coaching, Mentoring Modules and Advanced Areas of Understandings  
 ♦ Advanced “Streetsmart MBA®” Independent Management Studies  
 ♦ Coaching of Other Aspiring Professional Entrepreneurs®  
 ♦ Advanced Professional Entrepreneurial Coaching

A clear picture of professional entrepreneurial business understanding framed by a support group consisting of successful entrepreneurial coaches and mentors is formed by the certified Professional Entrepreneur® who achieves Streetsmart MBA® status.



## The TyRex Learning Foundation

12317 Technology Blvd, Suite 100

Austin, TX 78727

[www.tyrexlearningfoundation.com](http://www.tyrexlearningfoundation.com)





Learn what the textbooks can't tell you about being an entrepreneur and navigating your own business start-up!

## ABOUT US

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The **TyRex Entrepreneur Institute (TEi)** is one of several TyRex Learning Foundation entrepreneurial knowledge, awareness and online e-self-assessment programs.

### PROFESSIONAL ENTREPRENEUR EDUCATION PLATFORM

The **Professional Entrepreneur**<sup>®</sup> program does not follow traditional business thinking, and it certainly is not a pure capitalist play. It includes such elements as social values, individual moral and business ethical principles. Its intent is to produce a new breed of 21st century local, national and international professional entrepreneurial business owners and community leaders. In addition, it keys on six cultural principals of longevity "built to last" business philosophies, including prosperity to longevity, professionalism, entrepreneurship, employee well-being, community citizenship, and imagination and innovation.

### StreetSmart MBA<sup>®</sup> Learning Modules

The **StreetSmart MBA**<sup>®</sup> consists of 96 learning modules covering 15 areas of entrepreneurial business understandings that represent an estimated 80 percent of the necessary entrepreneur business knowledge to achieve the first three to five years of start-up business success.

The **TEi Entrepreneur Library and related programs** are intended to provide entrepreneurial business awareness complimentary to a higher education business curriculum. It is estimated that only five to 10 percent of the related StreetSmart MBA<sup>®</sup> module coursework overlaps with traditional business and entrepreneurial education.

TyRex Learning Foundation · (512) 623-4694 · [tyrexlearningfoundation.com](http://tyrexlearningfoundation.com)





# THE TYREX LEARNING FOUNDATION

Learning in 3D while Visualizing the Future in 4D

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Professional Entrepreneur<sup>®</sup>



StreetSmart MBA<sup>®</sup>

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