

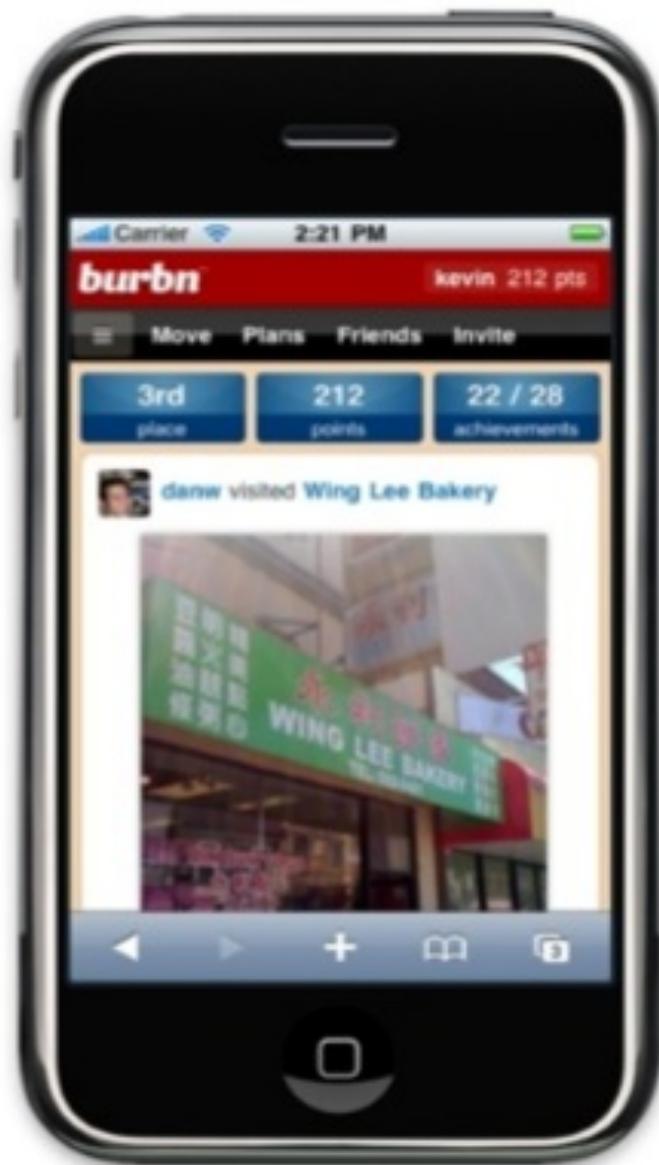
Chase One Rabbit

The Power of Less to Achieve More

Phil Kim



- Check in to locations
- Make plans (future check-ins)
- Earn points for hanging out with friends
- Share photos
- *and much more!*



Burb'n

- 2010 Launch
- \$500K investment
- What's the BEST, COOLEST, MOST AWESOMEST location sharing app?
 - What's the simplest app?
 - 10 months later...



Instagram

1M users 3 months after launch.
Purchased by FB in 2012 for over \$1B

THE PARADOX OF CHOICE:

Why less is more when it comes to engagement



**4 months
later...**



\$4B

Myth of multi-tasking

productivity

40%

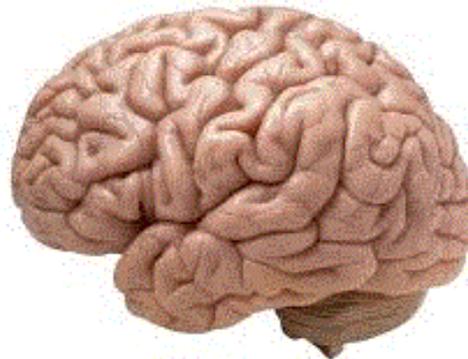
longer to task

50%

more errors

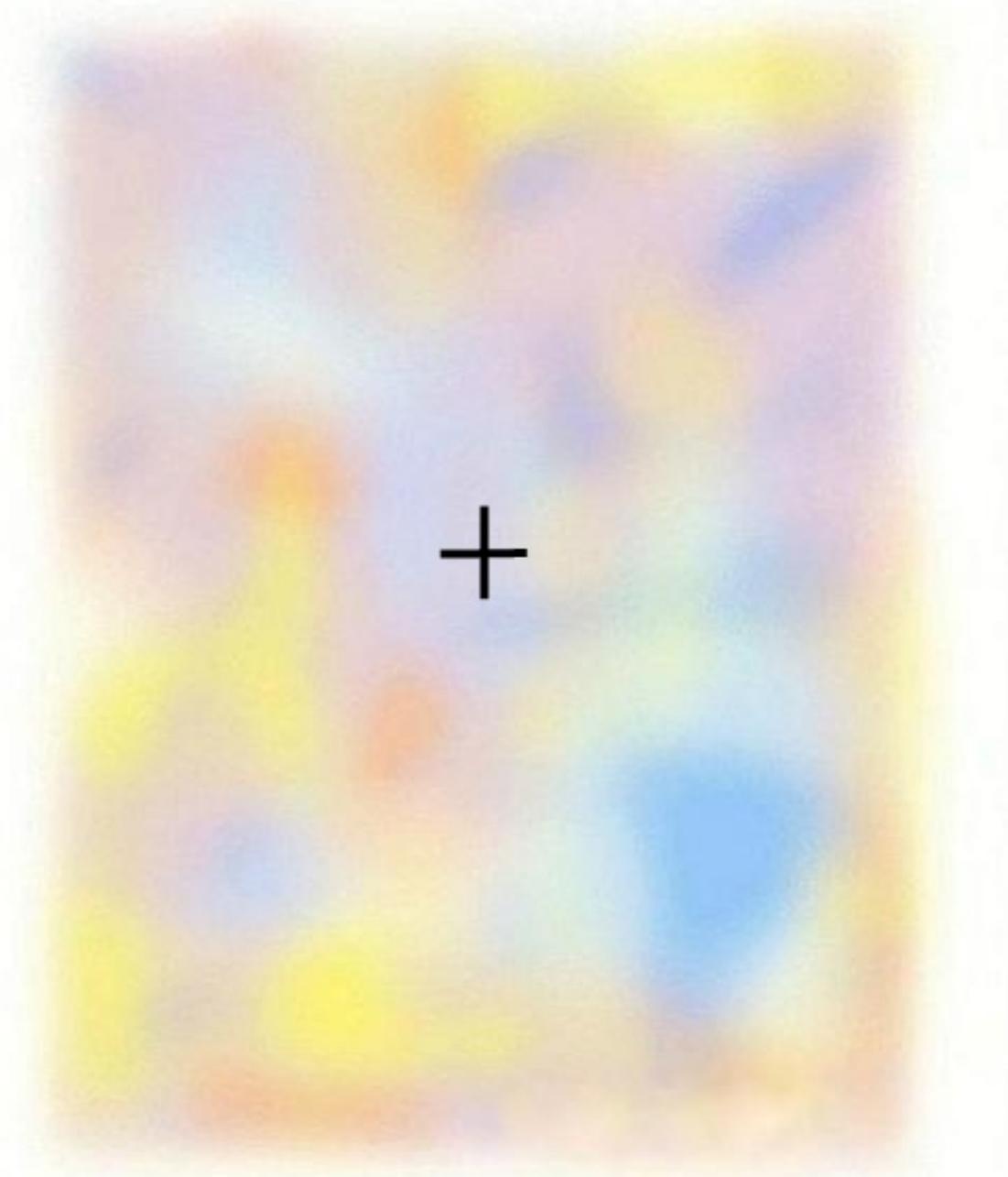
50%

decrease in
IQ by 15 pts



3x more
than the effect
of smoking
cannibis

Fixate on the + for >30s. Blinking is OK.







7 min

win

winwin

winwinwin

winwinwinwin

winwinwinwinwin

winwinwinwinwinwin

winwinwinwinwinwinwin

winwinwinwinwinwinwinwin



1.2 million

2.9%

1995

From high school dropout to college professor

Philip Kim is a Walsh University professor who dropped out of high school at age 18. Kim shares the lessons he has learned with his students and in his new book "Chase One Rabbit: 10 Habits that Move You from Failure to Success."



COMMENT

1

Recommend

389

Tweet

4

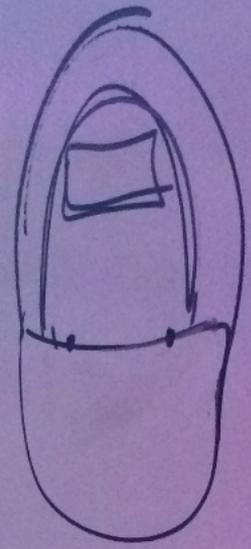


**A series of small wins
leads to great results.**

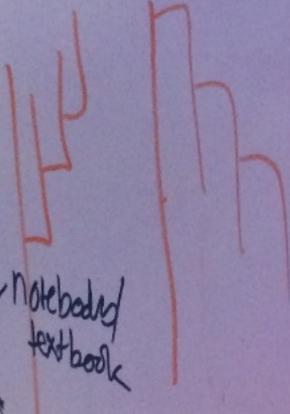






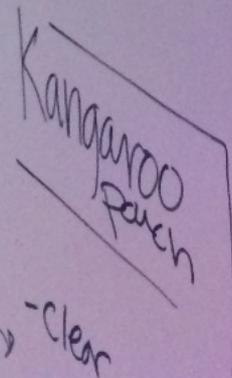


- Sketches
- Sections
 - Use Straps/Clipping, Wires
 - Spot for laptop



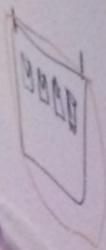
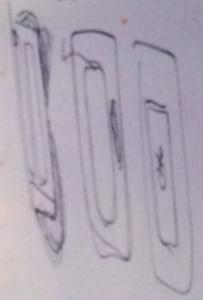
notebook
textbook

COMPETITOR
• LLBEAU
- LINE



- Clear
delivered
Laptop

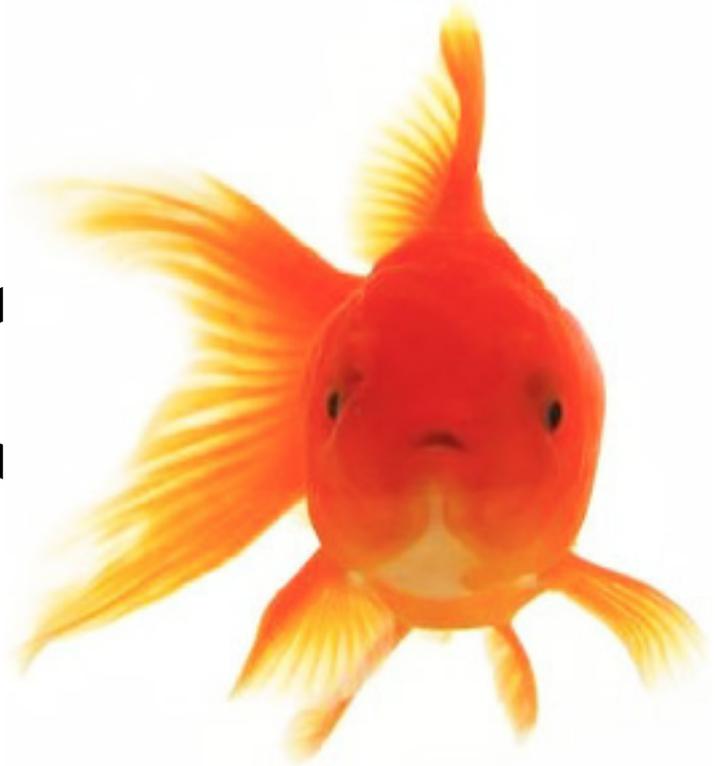
- pencil compartments
- "Clicker" compartment
- four d.f. compartments



MVP

8

V









@ideapath

#progress

You Need Community

5 Groups:

Group 1: think (43%)

Group 2: write

Group 3: action steps

Group 4: tell somebody

Group 5: weekly status (76%)

Intentional Accountability

Wednesday Rule

Walsh's Online MBA Ranked in Top 10 Across the Nation

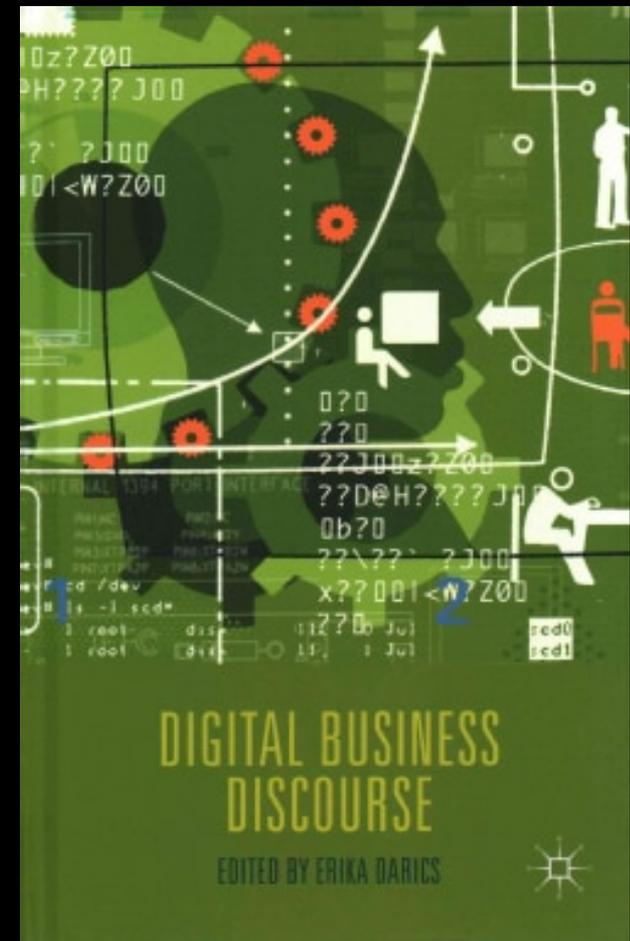
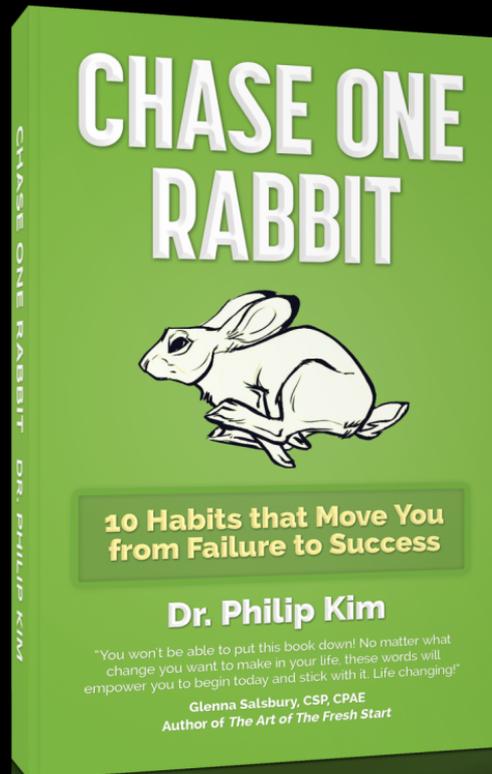
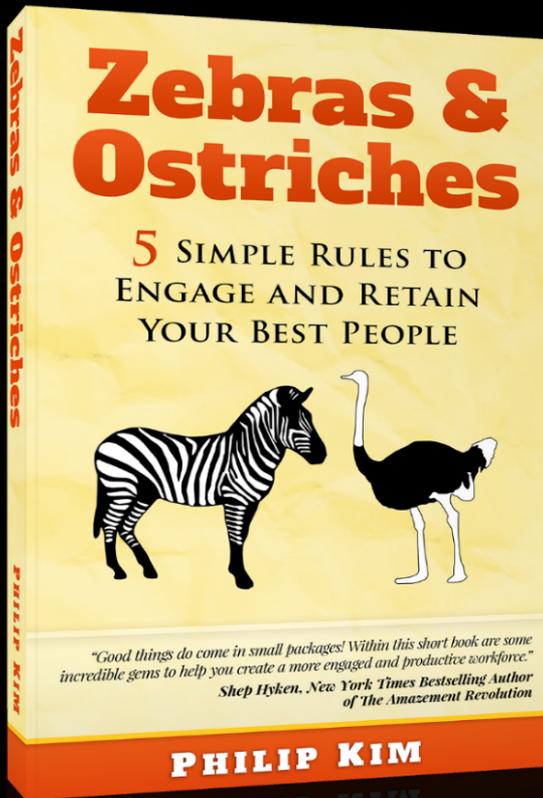
School News



WALSH UNIVERSITY

A Catholic University of Distinction

The DeVille School of Business







INDIANA UNIVERSITY
OF PENNSYLVANIA



Broadcast Yourself™



Winter 2008 Volume XXXII, No. 1

IUP

MAGAZINE

The cover features a photograph of two men standing together in what appears to be an arena. On the left is an older man with glasses, wearing a brown suit jacket, a yellow shirt, and a dark tie. On the right is a younger man with dark hair, wearing a dark jacket over a white shirt. They are both smiling. In the background, a sign for 'ED FRY ARENA' is visible, along with a basketball court and spectators.

CHAD HURLEY Honors
Longtime Mentor in Naming
the **ED FRY ARENA**

PLUS:

IUP'S OWN OLYMPICS COACH
GOING TO WORK WITH GORILLAS
A FAMOUS FRENCHMAN VISITS

Even with a late start



시작이 (sheejaki)
반이다 (banida)



**“If you chase both rabbits,
you catch neither.”**

~ Confucius