



Mandelbaum Barrett partner Peter Levy respects the small business owner more than most – he represents great small businesses, but he has also been at the helm, running many successful entrepreneurial ventures during his career.

The biggest lesson Levy learned in launching his own businesses?

Take the time to develop a blueprint for success; map out your plan of attack. It has been said, “A goal without a plan is just a wish”. For this reason, Levy uses a proprietary mapping strategy known as “Corporate Topography”™. A “topographical” map is three dimensional – it reveals the obstacles and contours, and the peaks and valleys, every business faces in its journey from launch to success. Legal, regulatory, financial, and political hurdles can create unforeseen barriers for the unsuspecting business owner.

Ask Yourself the Six Key Questions to Map Your Own Journey:

- WHO are the right people for success?
- WHAT are my competitive differentiators?
- WHERE are the antagonists I need to overcome or outperform?
- WHEN does this business need to launch?
- WHY will this value proposition thrive?
- HOW can I accomplish my business goals with integrity?

With the right attorney, a small business owner can smoothly navigate– mapping the charted course with employment contracts, intellectual property rights, confidentiality agreements, due diligence and crisp negotiations, excellent marketing and distribution, and legal compliance – addressing each of these critical questions.

In the words of New Jersey’s own, Jon Bon Jovi (a successful business owner of a winery, a football team and a non-profit foundation):
“Map out your future - but do it in pencil. The road ahead is as long as you make it. Make it worth the trip.”