

# Build a venture from what you already have.

## Background

Saras Sarasvathy · 2001

Effectuation describes how expert entrepreneurs think — and it's the opposite of standard business planning. Instead of starting with a goal, you start with what you have — your means — and explore what you can make from them.

## How to Run This

- 1 Map your means: who you are, what you know, who you know.
- 2 Define your affordable loss — not your expected return.
- 3 Identify 2–3 stakeholders who could co-create with you.
- 4 List recent surprises and what they enabled.
- 5 Define your first committed step — the minimum that starts the process.

## Facilitator Tips

### Common mistake

Treating this as a resource audit. Effectuation is about commitment. Who will take a step with you?

### What good looks like

A Crazy Quilt partner who brings something you couldn't acquire any other way.

### When to move on

When you have one committed co-creator, a defined affordable loss, and a first step you can take this week.

## About Wade Institute

Wade Institute of Entrepreneurship is Australia's leading centre for entrepreneurial education, based at the University of Melbourne. The Studio is Wade's free, AI-powered innovation workshop platform — making 24 structured frameworks available to anyone, each one facilitated by Pete, an AI coach trained in Wade's methodology.

## Try this interactively in The Studio

Pete will help you map your means and find the committed first step that starts the process. You'll leave with an effectuation map and a session report.

[studio.wadeinstitute.org.au](https://studio.wadeinstitute.org.au) →

**1 WHO I AM**

*Identity, values, tastes, and personal strengths.*

**2 WHAT I KNOW**

*Education, expertise, skills, and experience.*

**3 WHO I KNOW**

*Network, mentors, allies, and potential partners.*

**4 AFFORDABLE LOSS**

*What can you afford to lose? Time, money, reputation. Set your risk boundary.*

**5 CO-CREATORS & PARTNERSHIPS**

*Who has self-selected in? What do they bring? How does this reshape the venture?*

**6 SURPRISES & PIVOTS**

*What unexpected events have occurred? How will you leverage them rather than avoid them?*

**7 FIRST COMMITTED STEP**

*What is one concrete thing you can do this week with the means you already have?*