

Good morning all.

Amazing weather is in store for the foreseeable future.

I feel that my first sunburn isn't too far away...I now have this affliction where the top of my head gets burnt. I can't for the life of me understand why. It's a real scalp-scratcher.

Markets got a solid dose of volatility this week as inflation data was too high for many people wants. Looking through the data, it's easier to make sense of. Inflation data is looked at year over year. Anyone remember what was going on this time last year? Well much of the world was under a full lockdown, little was being bought and sold. Well lo and behold there's much more demand in the world a year later (even though we're still in lockdown) and prices have pushed higher for sure, but the outsized inflation numbers are due to the fact they were negligible at best last year.

We continue to be of the mindset that inflation is being driven off of a strong economic outlook, and the that we still have the support of central banks around the world as we come out the other side of the pandemic.

And as mentioned over the past few months we think the current environment and outlook do have our little Canadian markets pretty well positioned. Eh?

So inflation numbers knocked the markets solidly down the first half of the week, but we saw a pretty solid recovery as the back half of the week took hold.

My oldest kid (teenage boys, am I right!!!) will be heading off to university in the fall. He's somewhat of an entrepreneur and that's the path he'll be taking at school, business with a focus on entrepreneurship. I was thinking of him when I read this piece....wonder if he'll read it like dad asks.

Many readers of this weekly piece are also entrepreneurs and most know full well the challenges of entrepreneurship. Certainly not always a straight line to success, and according to data more often than not accompanied by failure. The good news is entrepreneurs tend to be resilient.

Whether the attached piece from the Harvard Business Review resonates with you, or perhaps you know an entrepreneur who may benefit, this article speaks to the two main reasons many startups fail.

Who wouldn't want to know what some of the bigger risks are as you start out?

Spoiler alert, the biggest risks are:

Good ideas – but bad bedfellows: seems simple enough but highly important that the right people are involved.

False starts – the temptation for entrepreneurs to race to offer their product and service before it has been validated can burn through your precious cash balance before you know it.

A good article for anyone with an entrepreneurial mind, or if you simply want something to read when you're having your morning coffee.

Enjoy the [read](#).

Have a great weekend.

Penned by Greg Roscoe

Sincerely,

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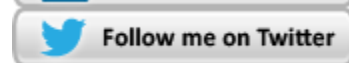
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