

1. Start-up growth and survival are driven by the entrepreneurs' ability to acquire funds, recruit talent, and manage their venture team.
2. Vision communication is a crucial tool for entrepreneurs in convincing stakeholders to support their start-ups.
3. Entrepreneurs should carefully craft the content of their vision communication, as it may affect how key stakeholders make sense of their venture
4. Disruptive visions may help start-ups in acquiring a first-round investment, albeit receiving lower amounts.
5. Perceptions of extraordinary return underlie early stage investors' sensemaking of start-ups that communicate with disruptive visions.
6. Social visions may hamper new ventures in recruiting talent to their team or may make it more costly.
7. Job seekers' sensemaking of the venture as a job opportunity is driven by their perception of the venture as an opportunity for personal achievement.
8. Entrepreneurs should avoid changing their well-performing venture teams, or else they may risk losing valuable knowledge and hamper routines.
9. "I like the dreams of the future better than the history of the past – so good night!" - Thomas Jefferson
10. "What is right is not always popular, and what is popular is not always right." – Albert Einstein
11. "Maak er wat van, maak er wat van. Als je ontevreden bent. Nou doe daar dan wat an [...] Moet je maar eens kijken wat je allemaal niet kan." – Bert & Ernie