IGOR VAINSHTEIN · SPEAKER BIOGRAPHY

Exceptional isn't random. It's built.



Igor Vainshtein is a keynote speaker and serial entrepreneur who turned twenty-plus companies' worth of wins and failures into Deal With It™ — a framework, a keynote and the business simulation game he has presented at TEDx and the United Nations.

↑ One-liner for program listings (41 words)

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companies founded	decades as an entrepreneur	TEDx speaker	presented Entrepreneurpoly™ at the United Nations	24/7 Golf, sold to GOLFTEC	countries lived in — USSR, Australia, USA

Short bio · 50 words

Igor Vainshtein is a keynote speaker, two-time TEDx speaker and bestselling author who has started more than 20 companies, lost most of them, and sold one to GOLFTEC. He created the Deal With It™ framework and invented Entrepreneurpoly™, the business simulation game he has presented at the United Nations.

Short bio · 100 words

Igor Vainshtein is a keynote speaker, two-time TEDx speaker and bestselling author with almost three decades as an entrepreneur. He has started more than 20 companies, lost most of them, and sold one — 24/7 Golf — to GOLFTEC. Born in the USSR and raised across Australia and the USA, he turned what the failures taught him into Deal With It™: a four-pillar framework for making progress inevitable when conditions aren't, and Entrepreneurpoly™, the business simulation game he has presented at TEDx and the United Nations and run as a workshop for Entrepreneurs' Organization chapters and executive teams. He is the author of Practical Manifestation and Agile Manifestation.

Credentials

- Creator of the Deal With It™ framework
- Inventor of Entrepreneurpoly™, the business simulation game
- Author, Practical Manifestation and Agile Manifestation
- Contributing author, Approaching the Red Circle Carpet, Vol. 2 (TEDx anthology)
- Host, How I Failed This podcast
- Member, Entrepreneurs' Organization (EO)
- Featured: Forbes · Fox 54 · US Insider · Los Angeles Tribune

Pronunciation

Igor → EE-gor · **Vainshtein** → VINE-shtine

IGOR VAINSHTEIN · SPEAKER BIOGRAPHY

Medium bio · 250 words

Igor Vainshtein started his first business at seven, selling bottled water at a Soviet summer camp. Almost three decades and more than 20 companies later, he has built a multimillion-dollar consulting firm from scratch, lost nearly everything, rebuilt, and sold 24/7 Golf to GOLFTEC after taking it international. He jokes that he has been at rock bottom so many times he has a membership card — and those visits became his research.

The result is Deal With It™, a practical framework built on four pillars — Flip Perspective, Master Inputs, Perfect Practice and Reframe the Random — that shows leaders and teams how to make progress inevitable when the conditions aren't. It is the backbone of his keynotes and of Entrepreneurpoly™, the business simulation game he invented so people could practise the decisions before the stakes are real. He has presented the game at TEDx and the United Nations and delivered dozens of workshops for Entrepreneurs' Organization chapters and corporate executive teams.

Igor is a two-time TEDx speaker, the bestselling author of Practical Manifestation and Agile Manifestation (endorsed by Shark Tank's Kevin Harrington), a contributing author to the TEDx anthology Approaching the Red Circle Carpet, Volume 2, and host of the podcast How I Failed This. Born in the USSR, raised in Australia and now based in Dallas–Fort Worth, he speaks to leadership, sales, founder and franchise audiences who need to perform no matter what the market does next.

> *This book isn't just a manual — it's a movement. It shows how anyone, regardless of their background, can unlock their potential by blending the precision of structured processes with the creative energy of positive intention.*
>
> — Kevin Harrington, original Shark on Shark Tank, on Agile Manifestation

> *He's inspirational, high-energy, and the game is very different to anything out there. I highly recommend working with him.*
>
> — Linh Podetti, Founder & CEO, Outsourcing Angel · EO Sydney

> *Igor is a person who has lived nine lifetimes. I would highly recommend anyone have him come and speak, or play his game with them. It is absolutely a 10 out of 10 experience.*
>
> — Alex Roslaniec, Co-founder, Heybud Skincare · EO Melbourne

Books

Practical Manifestation
Project-management discipline applied to the Law of Attraction, so goals get executed, not just visualised.

Agile Manifestation
Scrum, Kanban and sprints applied to your own life. Endorsed by Kevin Harrington.

Approaching the Red Circle Carpet, Vol. 2
TEDx anthology — contributing author.

Long bio · for programs and press

Igor Vainshtein was seven years old when he started his first business — selling bottled water at a Soviet summer camp, without knowing that was what he was doing. His family later left the USSR for Australia, and Igor arrived speaking no English and starting with nothing. He has been an entrepreneur ever since: more than 20 companies across technology, consulting, manufacturing and golf, most of which failed, some of which succeeded.

The successes were real. He built a multimillion-dollar consulting firm from scratch, and he founded 24/7 Golf, expanded it internationally and sold it to GOLFTEC, one of the biggest names in the sport. Today he continues to build in golf with Golftrak.app. But the failures were just as real — economic crashes, betrayals, cash-flow squeezes, and the rebuilding that followed each one. Igor jokes that he has been at rock bottom so many times he has a membership card. He also treats those visits as the most useful research he has ever done.

Twenty-five years ago in Australia he sat down at a club night to play Cashflow 101, and it changed how he thought about money and risk. He never found a game that did the same for building a business, so he built one. Entrepreneurpoly™ (not related to Cashflow 101 or Rich Dad) is a business simulation in which players build companies, borrow, hire, get hit by the random, and find out how they really decide when the money is on the table. He has presented it at TEDx and the United Nations, and run it as a workshop for Entrepreneurs' Organization chapters and corporate executive teams dozens of times. It is now also an online game with its own community, the Deal With It Club.

Underneath the game and the keynotes is Deal With It™, Igor's framework for making progress inevitable when conditions aren't. Its four pillars — Flip Perspective, Master Inputs, Perfect Practice and Reframe the Random — give leaders, sales teams, founders and franchise owners a repeatable way to act on what they control instead of waiting for conditions to improve.

Igor is a two-time TEDx speaker, the bestselling author of Practical Manifestation and Agile Manifestation (which Kevin Harrington, the original Shark on Shark Tank, calls "not just a manual — a movement"), a contributing author to the TEDx anthology Approaching the Red Circle Carpet, Volume 2, and the host of the podcast How I Failed This, where entrepreneurs talk about the failures that made them. A member of Entrepreneurs' Organization, he lives in the Dallas–Fort Worth area and speaks internationally.

USAGE

Please use the bios as written. Igor is a **contributing** author of the TEDx anthology, not its author. "Deal With It" and "Entrepreneurpoly" carry the ™ mark. Headshots, reel and A/V rider: igorvainshtein.com/meeting-professionals.