



“What many startup founders get
wrong from the beginning”

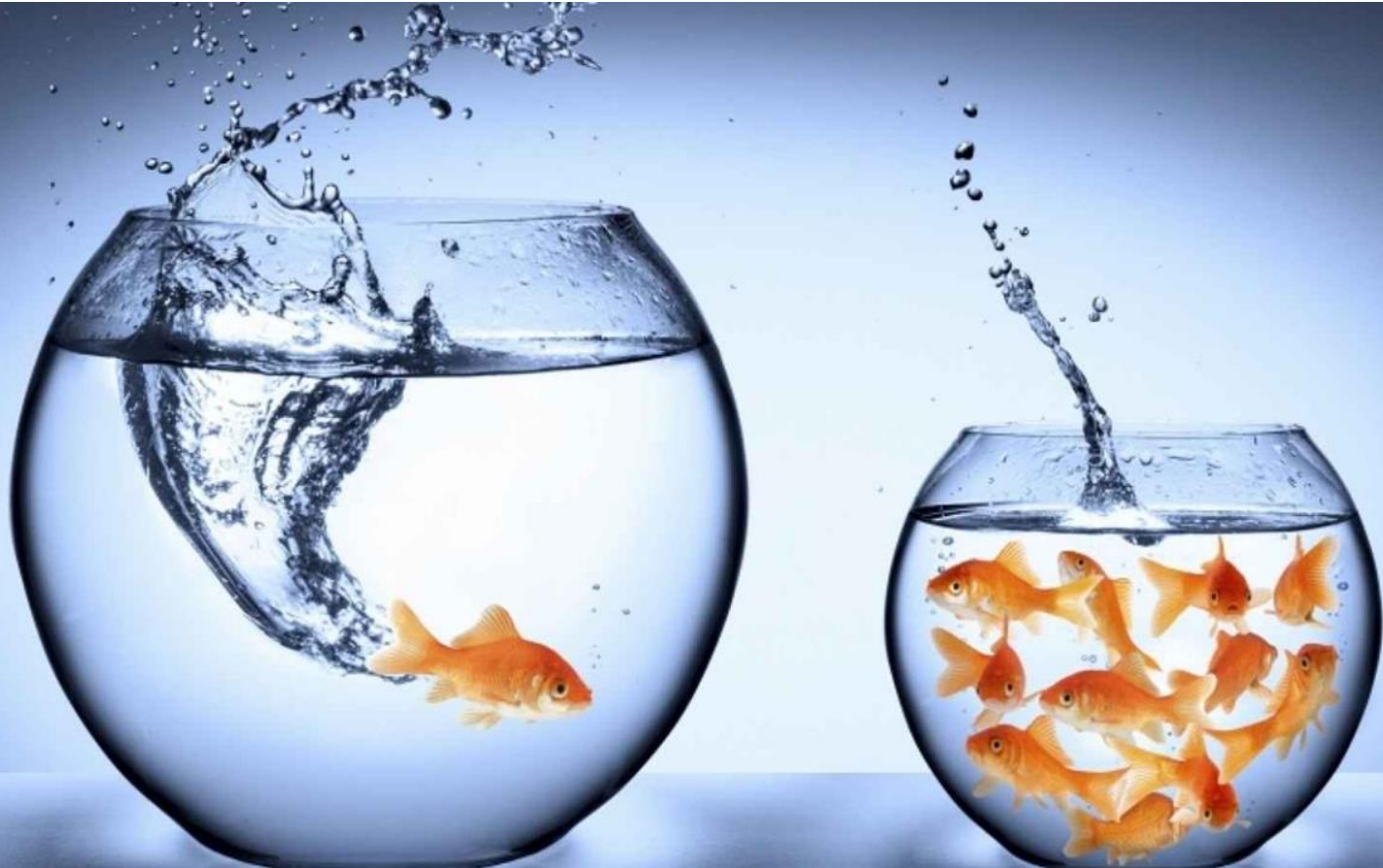
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Agenda

- Business is a “Game of Thrones Unknowns”
- Back to basics: market analysis
- Holistic thinking is needed
- Find a partner
- Systemic thinking
- Bottlenecks
- It's about the execution, stupid!
- Simple plans might work
- Focus is hard
- But only commercial results counts!

Back to basics: market size, growth and maturation

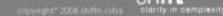




Find a complementary partner

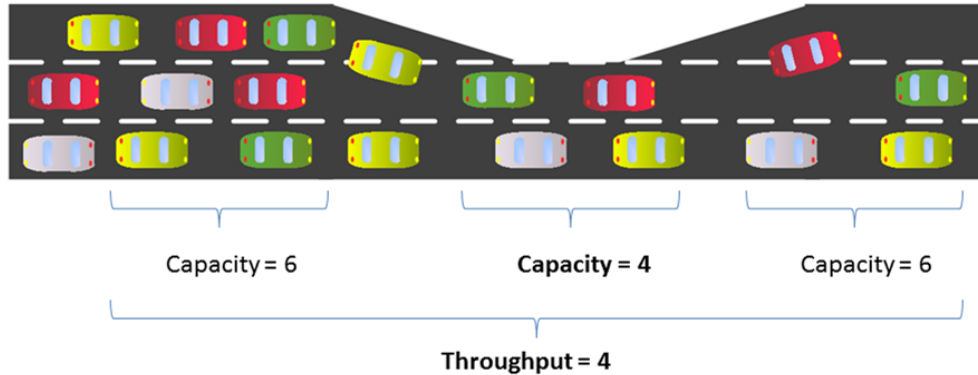
...because single founder
startups fail.

Individual Physiology
Physiology



Bottlenecks: Think deeper to solve

You can't go faster than your bottleneck

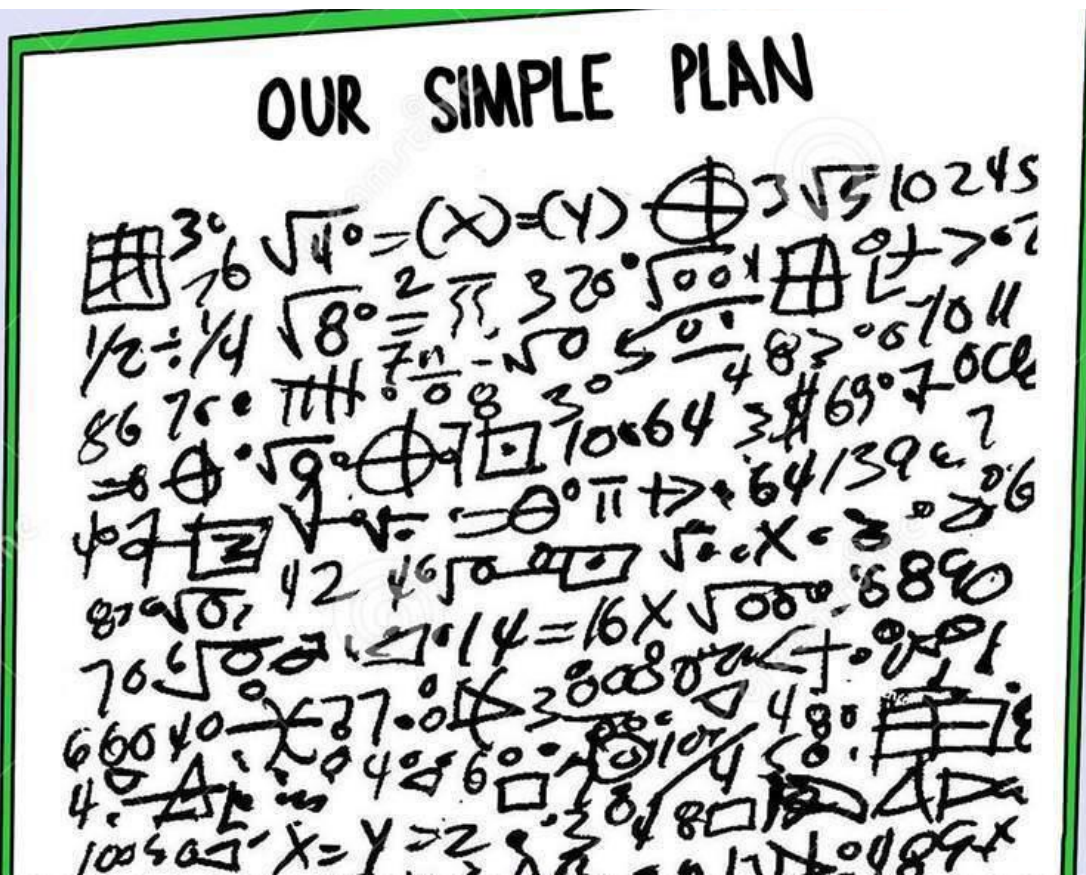
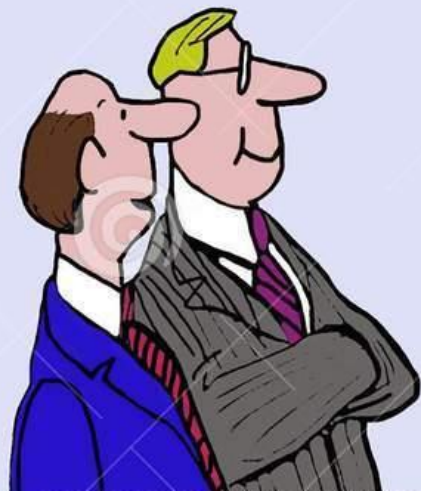


...But don't blame for lack of resources or money.

It's about the execution, stupid!



Simple plan might work, but complex plan will never.



Focus is hard: 5 deadly sins of a startup



Multiple
projects or
companies

Not making
hard decisions

Not choosing
clients

Pricing the
product too
low

Mismatch
between
ambitions and
execution

Only commercial results counts!



Q & A