STARTUP

Presented by Giulia Zanatta
About me

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Startup unit

- Startup mentor & Lecturer
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Covered Today

A brief outline

What is a Startup
Why startup fail
How to find a product-market fit
HIT supports high tech startup
What is a startup?
You can make the world a **better place** with your startup.
startups are one of the best ways to solve problems and implement solutions rapidly on a global scale
93% of startups fail
Why startups fail?
### THE TOP 20 REASONS STARTUPS FAIL
Based on an Analysis of 101 Startup Post-Mortems

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>No Market Need</td>
<td>42%</td>
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<tr>
<td>Ran Out of Cash</td>
<td>29%</td>
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<tr>
<td>Not the Right Team</td>
<td>23%</td>
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<tr>
<td>Get Outcompeted</td>
<td>19%</td>
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<tr>
<td>Pricing/Cost Issues</td>
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<tr>
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<td>Pivot Gone Bad</td>
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<tr>
<td>Lack Passion</td>
<td>9%</td>
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<tr>
<td>Bad Location</td>
<td>9%</td>
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<tr>
<td>No Financing/Investor Interest</td>
<td>8%</td>
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<tr>
<td>Legal Challenges</td>
<td>8%</td>
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<td>Don't Use Network/Advisors</td>
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<tr>
<td>Burn Out</td>
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<td>Failure To Pivot</td>
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THE TOP 20 REASONS STARTUPS FAIL
Based on an Analysis of 101 Startup Post-Mortems

1. No Market Need: 42%
2. Ran Out of Cash: 29%
3. Not the Right Team: 23%
4. Get Outcompeted: 19%
5. Pricing/Cost Issues: 18%
6. Poor Product: 17%
7. Need/Lack Business Model: 17%
8. Poor Marketing: 14%
9. Ignore Customers: 14%
10. Product Mis-Timed: 13%
11. Lose Focus: 13%
12. Disharmony on Team/Investors: 13%
13. Pivot Gone Bad: 10%
14. Lack Passion: 9%
15. Bad Location: 9%
16. No Financing/Investor Interest: 8%
17. Legal Challenges: 8%
18. Don’t Use Network/Advisors: 8%
19. Burn Out: 8%
20. Failure to Pivot: 7%
What is the **single necessary** and **sufficient condition** to have a business?
A PAYING CUSTOMER
Make something people want
Find an **UNMET NEED** and build your business around it
Product/market fit means being in a good market with a product that can satisfy that market. Fit

Product  Fit  Market
What does this look like an action?
These two activities are

#1) Building an MVP

#2) Talking to your customers
**MINIMUM**
Nobody wants to use it; 
Doesn’t solve the problem

**MINIMUM+Viable**
Good enough product to attract 
de the first users

**Viable (maximum)**
Product you want to build
KNOW YOUR CUSTOMER
There is no silver bullet to achieve Product-market-fit
However, you can reduce the risk of failure by learning processes and gaining knowledge.
HIT helps in reducing the risk

HIT promotes and enhances the results of research and innovation in Trentino.

STARTUP HIGH TECH SUPPORT

1. Scouting and support of new business idea
2. Trentino Startup Valley acceleration program
3. Network and cross-contamination
How HIT can help in reducing the risk

**Tokens for services according to the ranking; services purchased from TS**

**Cash bonus paid according to the ranking to established and stable companies (2y)**

**PRE-BOOTSTRAP**
- Coaching Dedicated (CD)

**Support on demand**

**MAX 6 MONTHS**
- Coaching Dedicated (CD)

**Bootstrap**
- Lessons (LF)
- Coaching Dedicated (CD)

**Supported hosting**

**4 MONTHS**
- Lessons (LF)
- Coaching Dedicated (CD)

**8 MONTHS**
- Coaching Dedicated (CD)
- Expert Consulting (CS)

**Validation**
- CD
- CS
In HIT we help in reducing the risk

1. Cover slide
2. Deal
3. Market & market segmentation
4. Customer value proposition
5. Product
6. Financials
7. Impact of the thematic field
8. Competitive advantage
9. Team & dream
Wrap up & Questions