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ARGELICH NETWORKS

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Why does a startup fail?

Creating a startup or being an entrepreneur gets a lot of press; success is taken for granted. But that's not the case. While it's an exciting activity, it certainly carries high financial and emotional risk. The failure rate is a staggering 99%. Why does this happen? What should we know before starting a business to succeed?

Agustín Argelich is an independent and international consultant in digital technologies. He is a telecom engineer. Expert in enterprises' communications, telecom networks, and digital infrastructures. For 8 years, he has been a board member of the Society of Communications Technology Consultants. For almost 40 years, he's been leading projects of development and deployment of new technologies in different sectors, including high-impact events, such as the Barcelona '92 Olympic Games, or others as complex as nuclear power plants. He has mentored dozens of digital startups. He is a fellow member of the think tank Intelligent Community Forum. He is a professor at Geneva Business School.

Humanist activist, promoter of the culture of innovation and continuous improvement, he defends the importance of the integral formation of a person and the need to complete the technical vision with the human one. His courses are based on real experience, fleeing from theoretical and overly academic approaches. Recognized speaker in issues related to innovation, motivation, and change management regarding ICT technologies and networks. Author of Analyze, Act, Advance about continuous improvement.

OBJETIVES

- To train professionals capable of leading a startup.
- To provide the basic and essential information needed to decide whether or not to start a business.

ADDRESSED TO

- Entrepreneurs.
- Potential entrepreneurs.
- Consultants and mentors.

METHODOLOGY

- Workshops with the active participation of the students. The speaker presents a concept, a real example, and opens a debate with the students, encouraging collective reflection.

PROGRAM

- What is entrepreneurship?
- A startup is a business.
- Entrepreneur profile. Who is suitable for entrepreneurship?
 - ✓ Young entrepreneur.
 - ✓ Senior entrepreneur.
- Partners
 - ✓ Vicious cycle: friends, friends-partners, partners, enemies.
 - ✓ Shareholders agreements. Basic clauses.
- Entrepreneurship and family.
- Financing
 - ✓ Loans or capital.
 - ✓ Dilution.
 - ✓ Personal guarantees
 - ✓ Public financing
 - ✓ Private financing.
 - ✓ Own resources

- ✓ Stop loss
- ✓ Investment funds
- ✓ Pre-money and post-money valuation.
- How to sell innovative products or services.
 - ✓ When should you start selling?
 - ✓ Why is it so challenging to sell innovation?
 - ✓ How to overcome reluctance to change?
 - ✓ Marketing and sales.
 - ✓ Strategy: Direct sales or distribution
- Teams
 - ✓ Building a good team.
 - ✓ Disciplined collaboration.
 - ✓ Participation of external advisors.
 - ✓ Multicultural and multidisciplinary teams.
- Development Stage
 - ✓ Idea. Pre-seed.
 - ✓ Prototype. Seed.
 - ✓ First sales. Confirmation of the idea.
 - ✓ Growth.
- Basic Leadership Principles
 - ✓ What is leadership?
 - ✓ Power vs. Authority.
 - ✓ Communication skills.
 - ✓ Motivation vs. Habit.
- Conflict Resolution.
 - ✓ Meeting management.
 - ✓ One-to-one communication.
 - ✓ The skier's technique.
 - ✓ Conflict generation.
 - ✓ Dealing with impossible people.

DURATION

- Impact seminar: 90 min.
- Complete seminar: 4 hours organized in two sessions