

WHAT MAKES A START-UP SUCCESSFUL ?

Can you guess?

There are many factors, reasons, variables etc. which influence the success of an organization, particularly a start-up.

<https://www.mascothedge.com>



Mascot & Hedge ©

A group of four business professionals (three men and one woman) are captured in mid-air, jumping joyfully against a backdrop of a city skyline at dusk. The scene is filled with energy and success. The text is overlaid on the image, with key numbers and terms highlighted in yellow.

A study of **200 companies** revealed & ranked the top 5 factors, which were **critical determinants** of start-up success.

<https://www.mascothedge.com>



Mascol & Hedge ©

The number ONE factor that drove
a start-up's success in terms of its
Sales, Profitability & Market
acceptance was :

1. TIMING

TIMING

✦ The right/perfect time to launch the product / service.

✦ Sometimes it is well planned & sometimes if you are very lucky, it just clicks



Second factor that led to start-up's success was

2. TEAM & EXECUTION



Mascot & Hedge ©

EXECUTION

- ✦ How do you fulfil the product / service requirement as per your promise & customer expectations?
- ✦ Company success is not a one man/woman effort, but a collective effort to pull it off.
- ✦ Execution is certainly the lifeline of any business.

3. IDEA



IDEA

- ✦ The human mind is a fertile ground for ideas.
- ✦ Ideas can change the world & they have.
- ✦ But unless they are brought to life, they don't exist for the world.



Fourth was the
BUSINESS MODEL
& at the very last place
among the top 5 factors
was **FUNDING !!!**



* How do you get the timing right?

* How do you get the right team & best execution?

**CONTACT US FOR ADVICE /
SUPPORT / HELP**

<https://www.mascothedge.com>



Mascot & Hedge ©

IF YOU FOUND IT USEFUL

- LIKE
- COMMENT,
- SHARE YOUR THOUGHTS.