

Startup Strategies

From **Ideas** to **Products**

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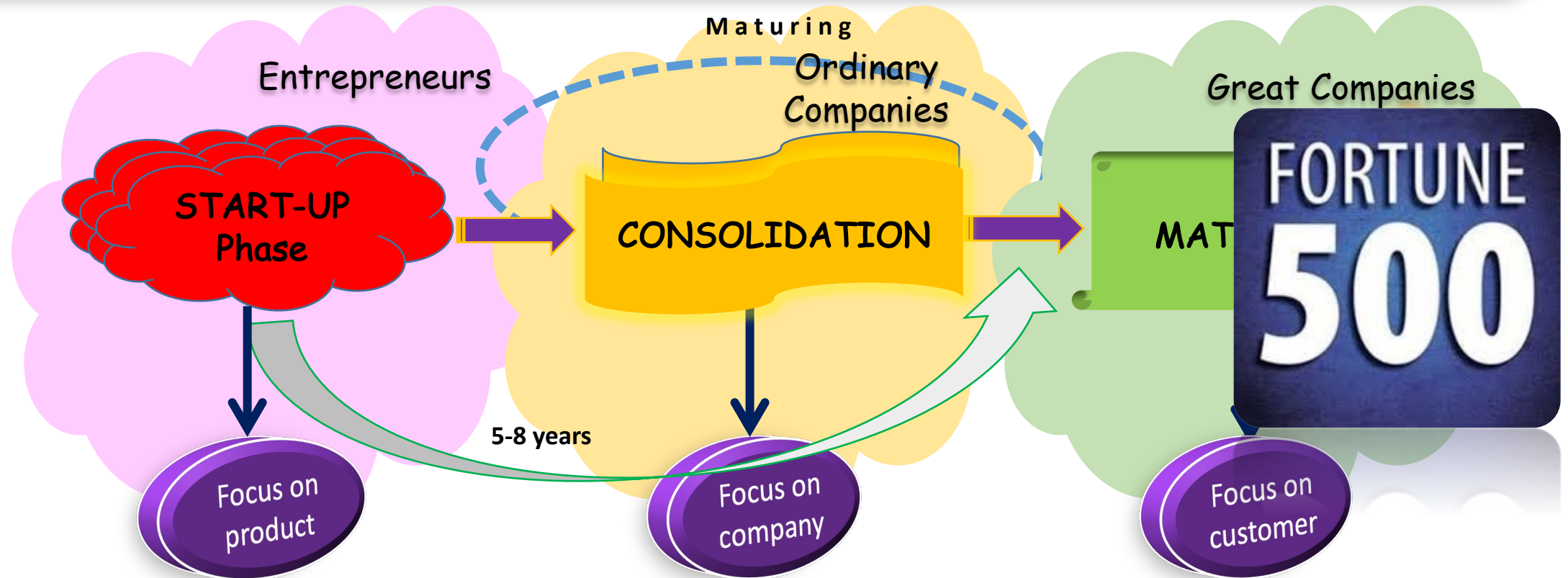
What we do for you ...

We provide consulting, education, and resources for technology-based startups seeking to turn their ideas into innovative and marketable products.

The services we offer include 'market analysis', 'customer discovery', 'value modeling', 'funding', 'product development', and 'commercialization'.

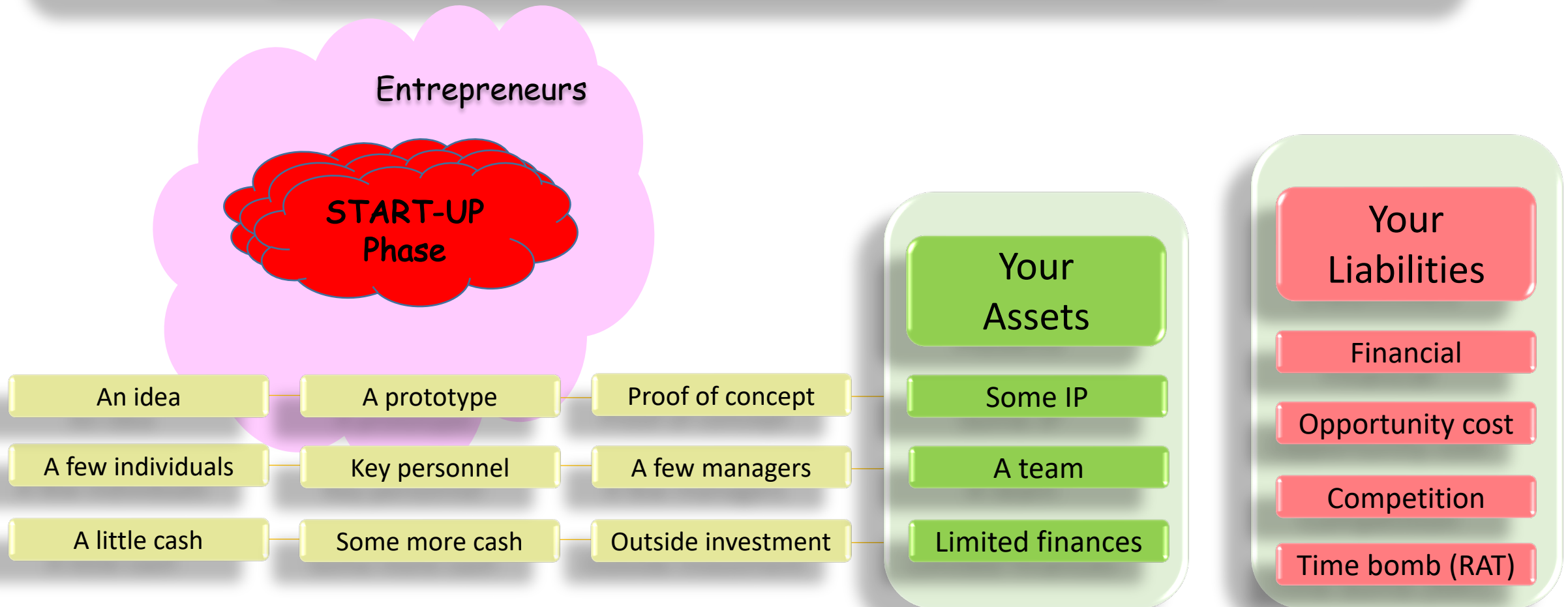
Lifespan of a software company

The Silicon Valley Model



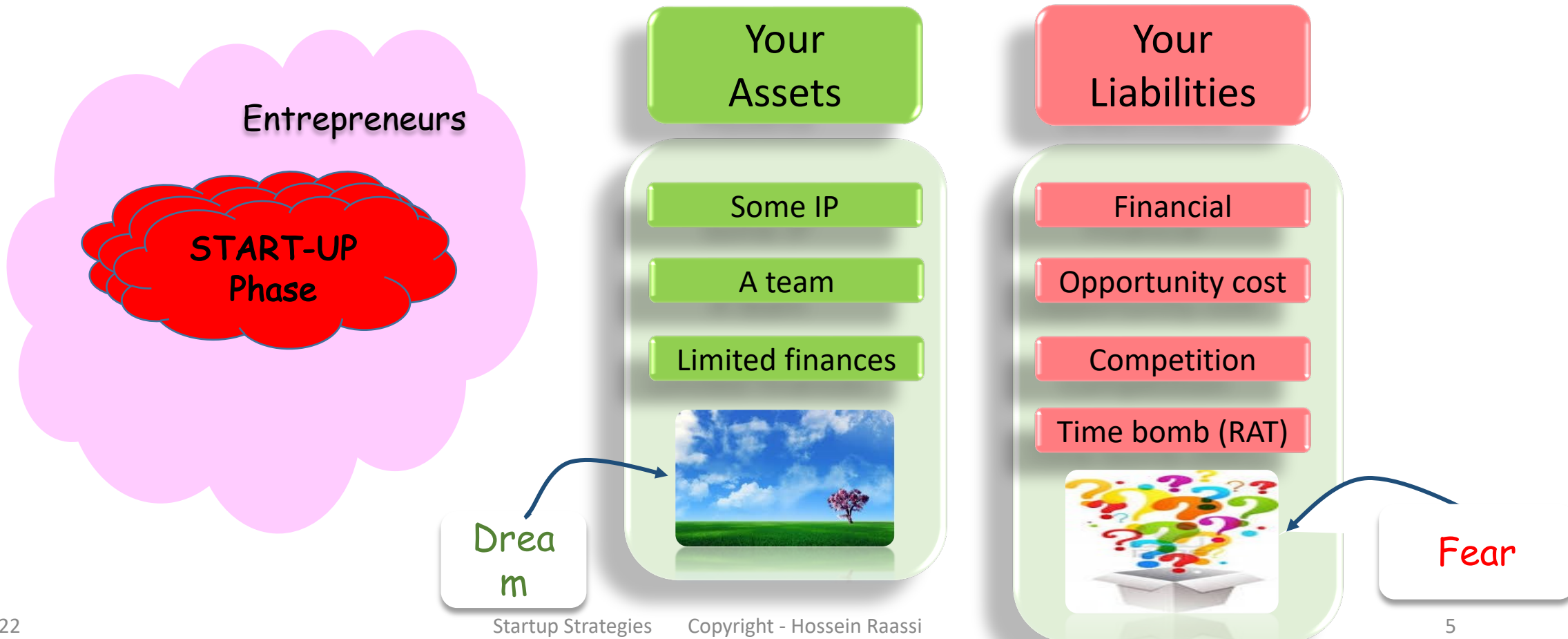
Lifespan of a software company

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Lifespan of a software company

The Silicon Valley Model



Economically speaking



BANKRUPT

bright!DE

Empty **SHELVES**

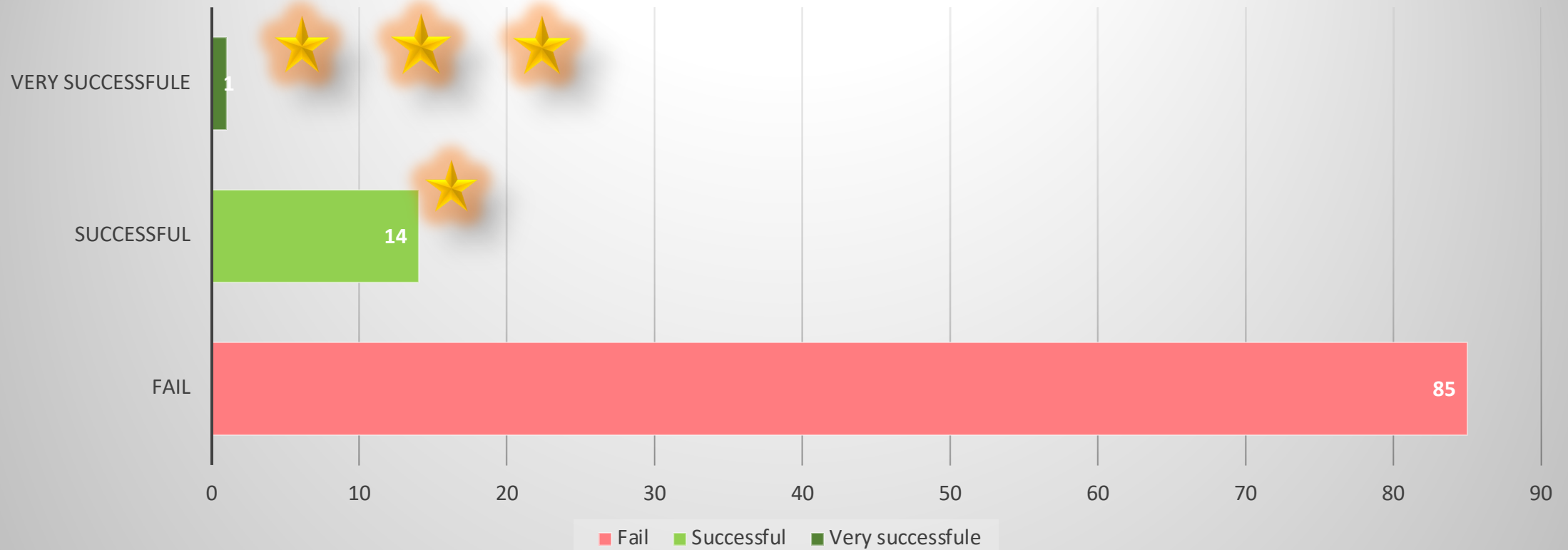


Economically speaking ...

The Silicon Valley Model



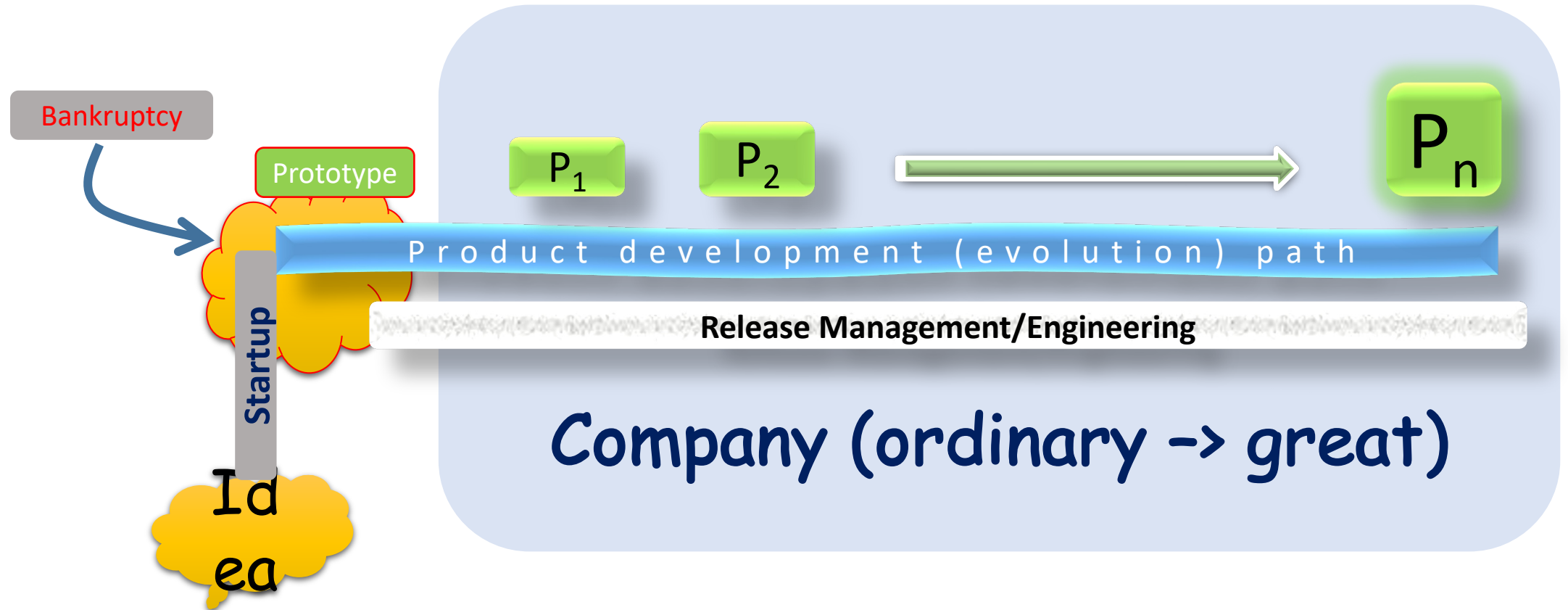
Startup success and failure rates



Economically speaking ...



Your top challenge ...



Your top challenge ...

Refine your idea

- Establish a rock-solid business proposal and find your market niche. Be prepared to deliver a strong, confident pitch to investors.

Test the market

- Test your product, your market, your services - not only with potential customers, but also in active talks with mentors, investors and industry experts.

Get funded

- Define an extensive list of potential investors and lay the groundwork for winning them over. Be ready to for due diligence under investor scrutiny!

Execution is paramount

