

11 Keep THE FOCUS

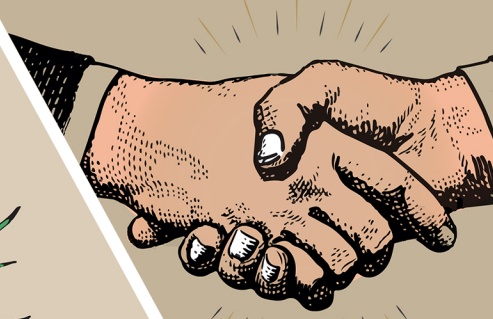
You should not be distracted by projects, personal problems or be diverted from your objectives.



13% of startups do not maintain focus and fail.

12 Take care of the harmony between INVESTORS AND FOUNDERS

Disagreement between founders or with investors can be harmful.



13% of startups do not take care about their business relationships.

1 Target a MARKET NEED

Too many startups try to solve "interesting" problems rather than building solutions that meet a real market need.



42% of startups miss the target of the market need.

2 Create VALUE AND CASH MANAGEMENT

Money and time are limited and must be allocated effectively.



29% of startups do not know how to manage their resources effectively.

10 Ensure the RIGHT TIMING ON THE MARKET

The right "time to market" (TTM) is essential. Either customers do not expect your product, or they do not need your product anymore.

13% of startups choose a bad TTM.

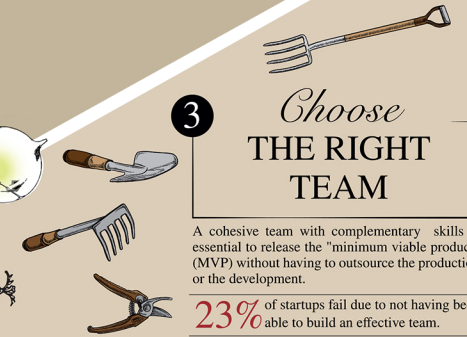
The Garden OF IDEAS

12 KEYS TO CULTIVATE THE STARTUP ATTITUDE

3 Choose THE RIGHT TEAM

A cohesive team with complementary skills is essential to release the "minimum viable product" (MVP) without having to outsource the production or the development.

23% of startups fail due to not having been able to build an effective team.



9 Take into account CUSTOMERS' FEEDBACK

It is fundamental to pay attention to the users and take their comments into account.

14% of startups are unaware of their customers' opinion.



4 Manage COMPETITION

When an interesting idea gathers market support, there can be many new entrants in a very short time.

19% of startups are unaware of competition and quickly lose their competitive advantage.



8 Choose the right MARKETING STRATEGY

Based on rather technical profiles, a portion of startups wrongly concentrate more on the construction of the product rather than on its commercial development.

14% of startups do not focus on the right commercial strategy.



Entreprise agricole
Beauchemin
qualité depuis
1882

7 Create a VIABLE BUSINESS MODEL

Many startups expect fund raising, creation of a resilient business model or capitalization on traction. It is a question of generating cash and proving that the business model is sustainable.

17% of startups do not have a viable business model.



6 Produce AN USER-FRIENDLY PRODUCT

User experience (UX) design is key to earn customer's return business. The final version of the product or the service must meet the user's expectations and perceptions.

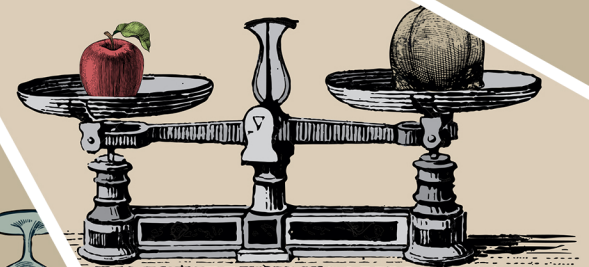
17% of startups miss the UX design.



5 Setting THE RIGHT PRICE

The price determination is as much art than science.

18% of startups apply an appropriated price to their product/service.



5€/Kg