

Startup Reality Check

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Mara Foundation BizHack Pre-Launch

Why a Reality Check?

- In planning the business case for your startup idea you need to “dream” then wakeup “smell the coffee” to help you focus
- FACTS:
 - Good (great and excellent) technology does not overcome a bad business model
 - Know your customer, learn who they are, so that you can solve their problem and make them see the value you bring
 - Use the simplest and lowest cost technology that can solve a customer problem
 - Just because you have built it, does not mean that customers will come running to you
 - Advertising revenue is not always sustainable ... Find ways of making the customer pay for the value you provide
 - 80% of startups do not make it to 2 years ...

The Good News

- Its not about how many times you fall down, but how many times you get up
 - Steve Jobs conceptualized the new “Apple” business model in 1986 and stayed true to course delivering value 20 year later.
- Its not about the size of the dog, its about the fight in the dog
 - Now that you are going to make your bed, prepare to sleep in it
- Look for a value proposition that you can sell to a customer, adapt, change, learn
 - Only the tree that bends to the wind remains standing after a storm
 - Evolve or die ...
- Your idea may be the next big thing ...
- Apple, Google, Microsoft, HP, Dell, RedHat, LinkedIn, Facebook, Twitter, Skype, Yahoo, Oracle ... were all startups