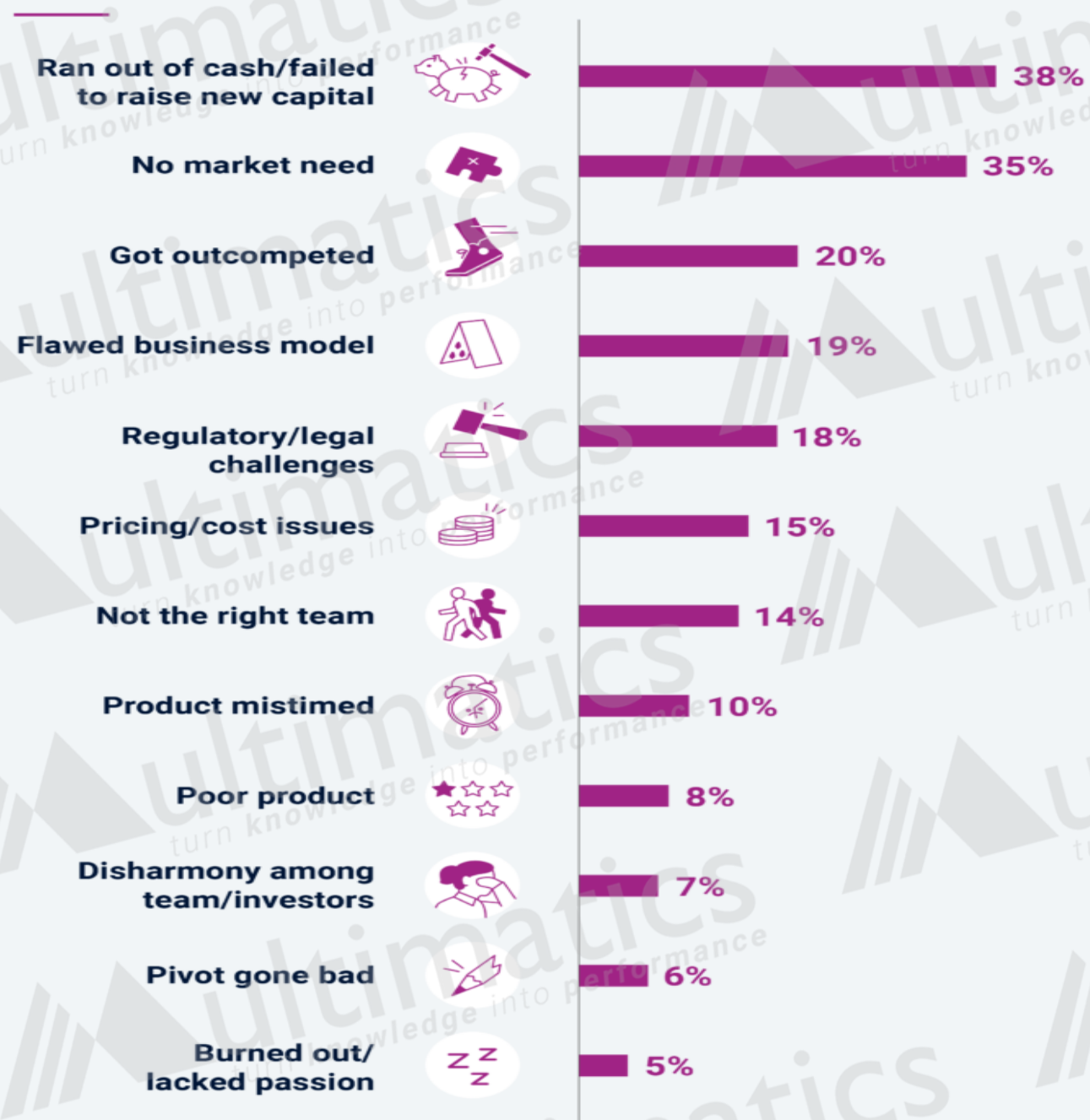


# DECONSTRUCTING **START UP** **RETROSPECTIVE** **SUCCESS AND FAILURE**

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# 110+ Startups

## Top reasons startups fail





# 01 Ran Out Of Cash

## Cause

No more cash left

Failed to raise new capital

## Solution

Prudent use of funds

Bootstrap

Co-founders vs employees

Product-Market fit?



## 02 Product Market Fit

### Cause

No Market Need

### Solution

How useful?

How badly needed?

How well does it solve the problem?

How many need to use it?

Too many similar alternatives?





# 03 Outcompeted

## Cause

Outcompeted

## Solution

Awareness & Branding?

USP?

Unfair Advantage?

Faster?

Better?

Cheaper?



## 04 Flawed Business Model

### Cause

Problem not painful enough?

Not monetizable?

### Solution

“Benefit Ceiling” too low





## 05 Regulatory/Legal Challenge

### Cause

Costs money

How to pass requirements

### Solution

May need funding

Use of consultants

Becomes a Defensive Moat

Enter from the side



## 06 Pricing/Cost Issues

### Cause

Predatory Pricing  
Prohibitive costs

### Solution

USP  
Partnership





# 07 Not The Right Team

## Cause

Chemistry

Skill gap

Lack of drive (“Why”)

## Solution

Culture

Mindset

Collaborative team

Upskilling

Commitment, grit, perseverance



## 08 Product Mistimed

### Cause

Tech not ready (eg mobile)

Market not ready

### Solution

Go back to basics





# 09 Poor Product

## Cause

Product not ready

## Solution

Design Thinking

B2B premature vs B2C ready



# 10 Disharmony: team/investors

## Cause

Internal fights

Lack Investors' support

## Solution

Founder chemistry

Investors: thicker than spouse!





# 11 Wrong Pivot

## Cause

Pivot costs more time & money

Lack of additional funding

## Solution

Validate effect of Pivot

Get investors' support



# 12 Burned Out / Lack Passion

## Cause

Dead end

“Not worth it” anymore

Wrong Cause

## Solution

Re visit your WHY

Go/no-Go criteria

Sometimes just have to cut loss





# Are these The Only Reasons?

# What Factors For Startup Success?

- Criteria of Success?
  - How big a user base?
  - Product frequently used?
  - Solves a “painful problem”?
  - Customer Delight?
  - Revenue?
  - Profitability?
  - Valuation?
  - SDG?





# How You Can Apply This?

- There is no Magic Formula / 1 guaranteed approach
  - They fail, but you CAN succeed
  - They succeed, but you have a different condition!
  - Whats changed: Tech, market, target segment,
- Be Productively Paranoid:
  - Cannot be Complacent
  - Continue to learn and adapt
- Vision without Good Execution = just a dream
- Monetization = a must
  - “Having Money” = solves problems that “Not Having Money” causes

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thank you

**TURN KNOWLEDGE  
INTO PERFORMANCE**