

Igniting Start-ups

- Sustainable Business Model
- Business Plan
- E-Marketing

Moving from an idea to Commercialization!

What Factors Matter for a Company's

GROWTH?



5 ESSENTIAL ELEMENTS THAT LEAD TO SUCCESS



Ideas



Team



Business
Model



Funding



Timing

01.

The Idea





THE TEAM ?

“Everybody has a plan until they get punched in the face” Mike Tyson



THE

BUSINESS MODEL

Our lowest cost goal
will be approached
responsibly

Incremental reductions
in true customer costs
as network grows



OR MAYBE

FUNDING



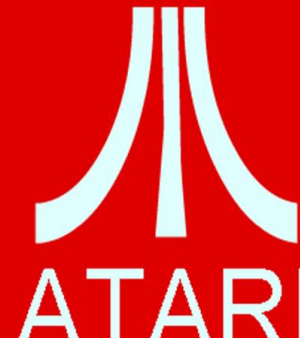
Or Maybe

TIME



50 Examples of Corporations That Failed to Innovate

VALUER+



1917

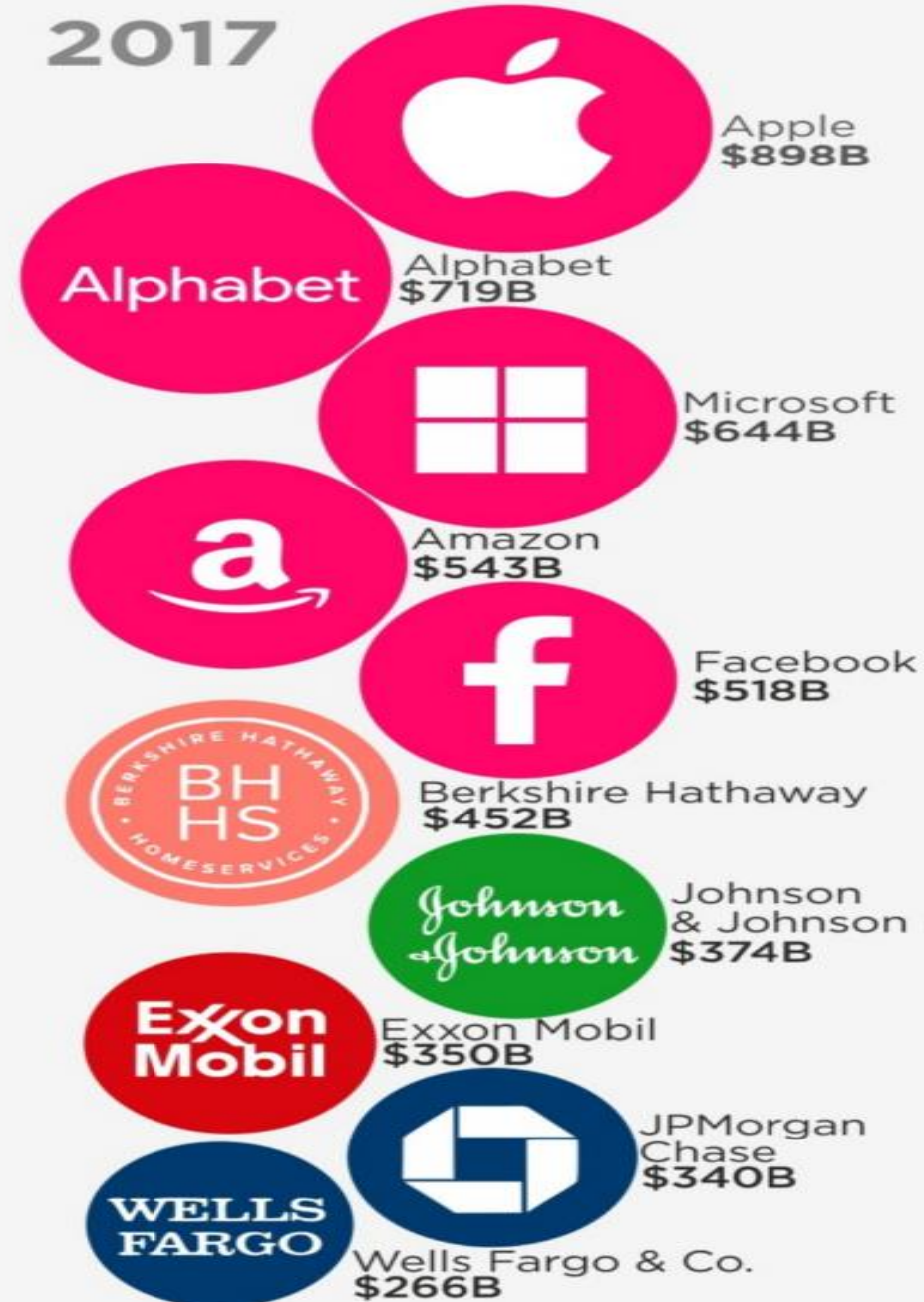


1967



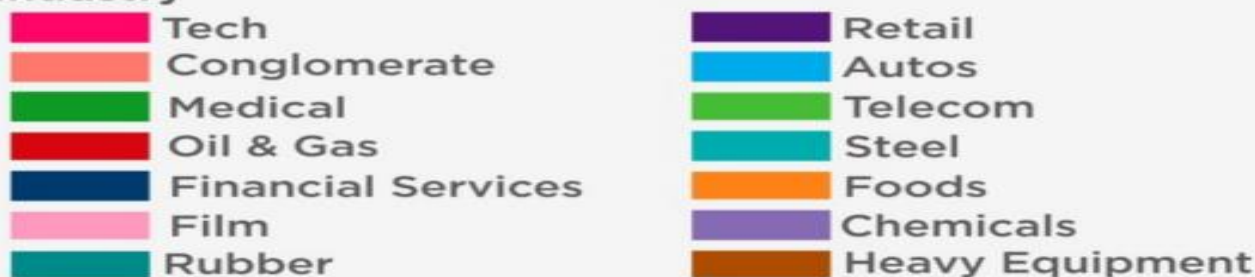
Mkt. Val. (\$ bn) Inflation adjusted September 2017

2017



Mkt. Val. (\$ bn) as of November 10th, 2017

Industry



Top 5 Factors in Success Across More Than 200 Companies



Timing

42%



Team / Execution

32%



Idea "Truth" Outlier

28%



Business Model

24%



Funding

14%

TIME





Company Successes and Failures



"Disruption" is the new normal

Winners



Innovation: Pioneered streaming video services

Result: \$6B revenue (2014)



Innovation: Pioneered digital ride-sharing

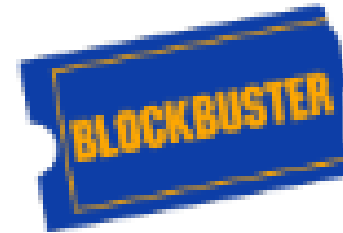
Result: \$10B revenue (2015)



Innovation: Pioneered eCommerce platforms

Result: \$89B revenue (2014)

Losers



Mistake: Didn't adapt to streaming video

Result: bankrupt (2010)



Mistake: Didn't adapt to digital photography

Result: bankrupt (2012)



Mistake: Didn't adapt to eCommerce

Result: bankrupt (2011)

MOST VALUABLE US START-UPS



Uber

\$68bn



Airbnb

\$31bn



Palantir

\$20bn



WeWork

\$18bn



SpaceX

\$12bn



Pinterest

\$11bn



Dropbox

\$10bn

TECHNOLOGY





IF YOU WANT TO GO FAST, GO ALONE.
IF YOU WANT TO GO FAR, GO TOGETHER.

- AFRICAN PROVERB

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