

# *N00092 – Looking Backward and Forward*

Markus Pietzka, INITS

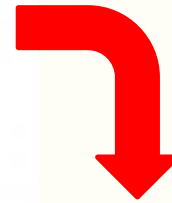
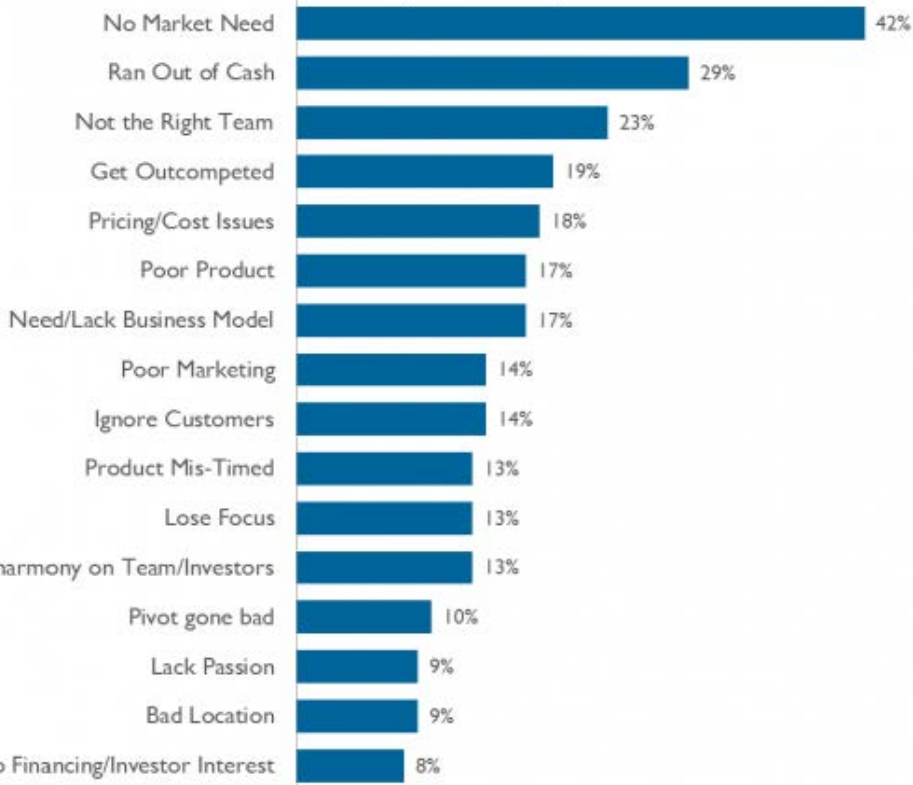


NOV., 27th  
2014

# Why INITS joined the project (1/2)?

## Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems

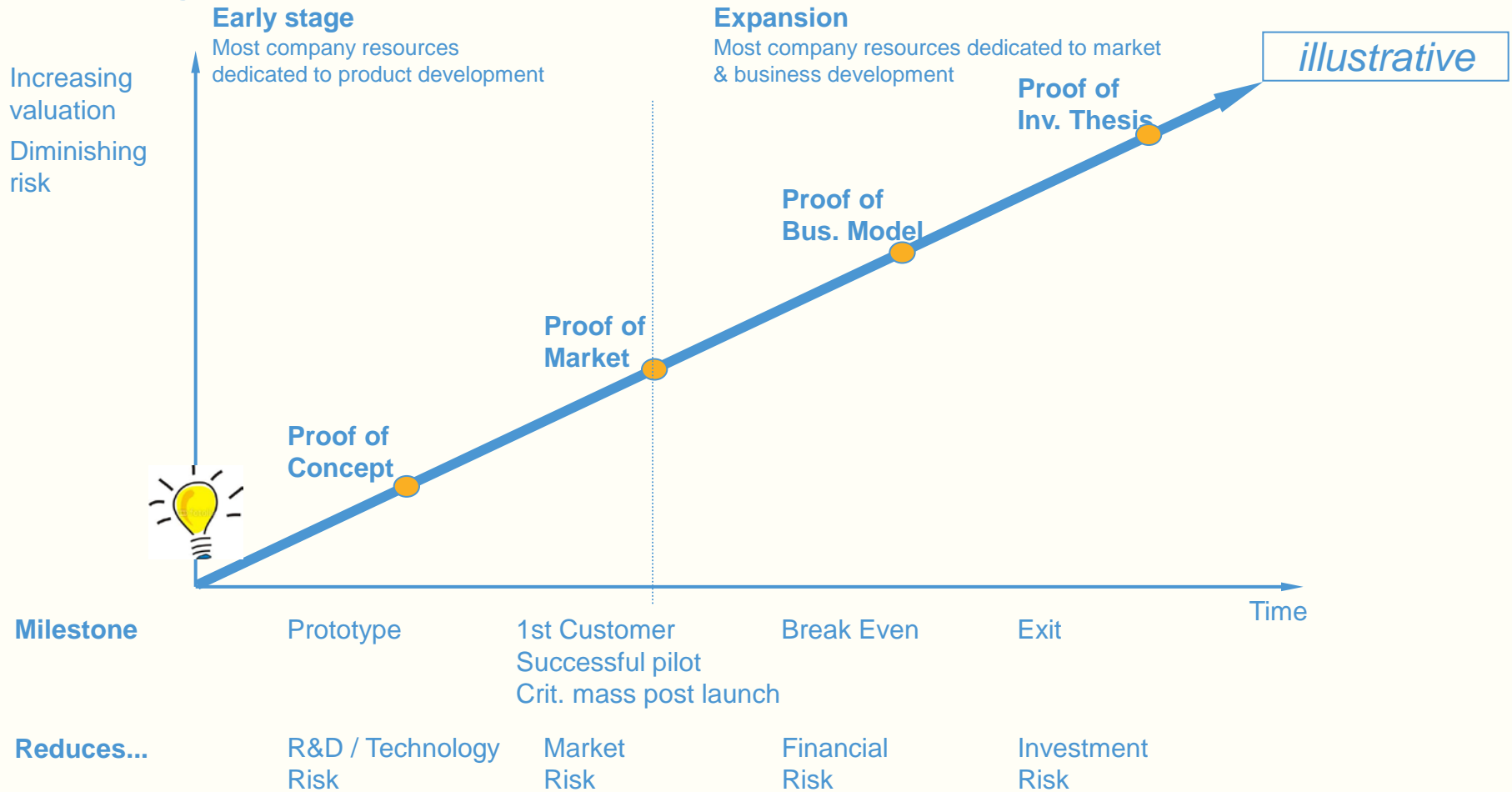


“... Most startups don’t fail because they haven’t developed a product – they fail because they haven’t developed customers/markets. ...”

*Steve Blank*

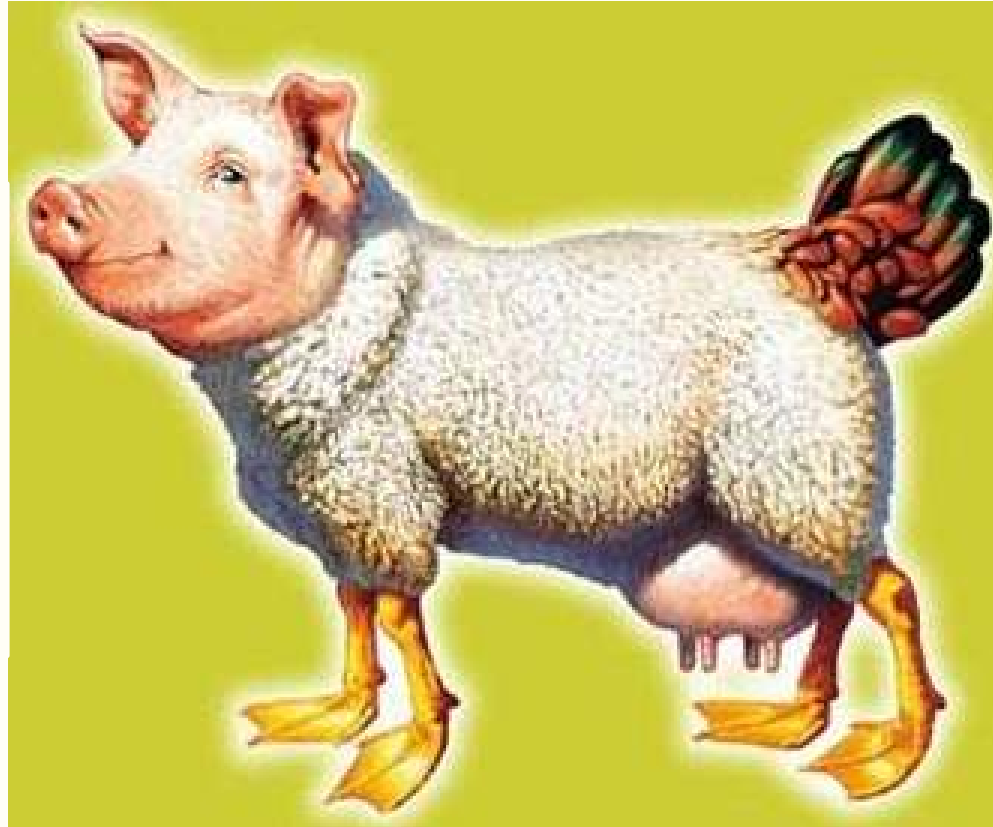
<http://fortune.com/2014/09/25/why-startups-fail-according-to-their-founders/>

# Why INITS joined the project (2/2)?



# The *Challenge* in 2011

<http://www.geocities.ws/films4/intergirl.htm>



Is there such an approach for customer and product development that is widely applicable?

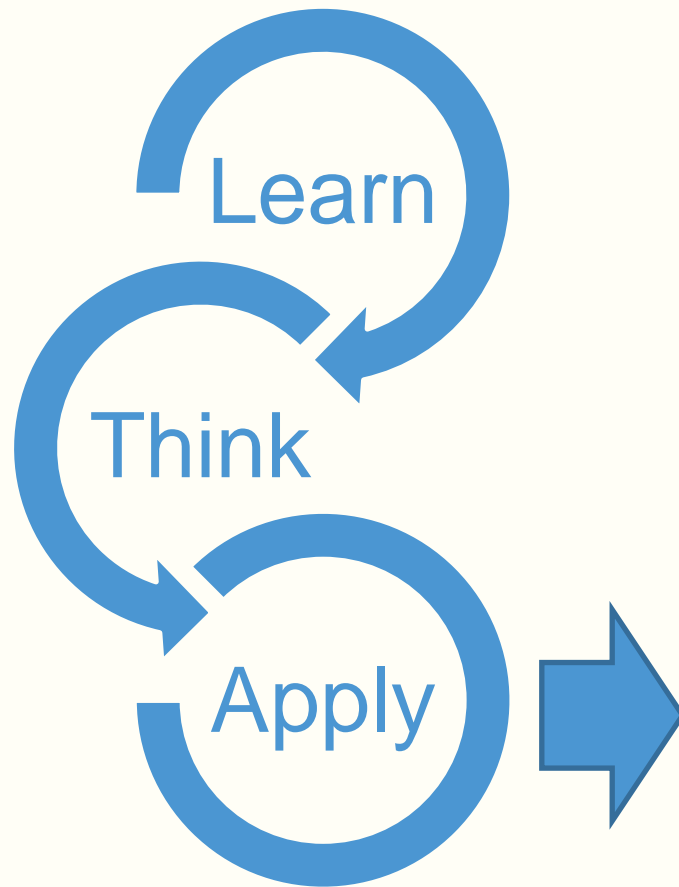
# 3 Years later

From the perspective of an incubator the following conclusions can be drawn:

- No, the project did not come across such a structured approach. The specific needs are too different across the technologies.
- But, multinational teams are more likely to really find the weak spot.
- It is worth to further investigate this topic on an academic level to elaborate on concepts / models guiding through the process of customer / product development
- ... and (to entrepreneurs/startups)

Get out of the building to find out whether a particular customer segment has a pain and will pay for your resolution

...SO...

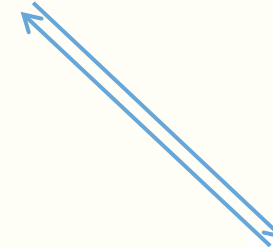
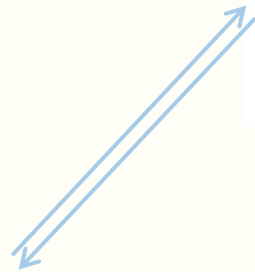


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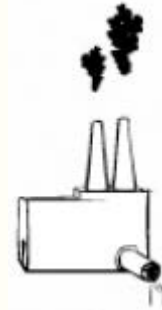


# Example

XXX



**Labels**  
(Jeans-Design and distribution)



**Jeans-  
producer -  
washer**



**Chemical  
Industry**