

Technology Entrepreneurship

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Why do some startups succeed when others fail?

For this first assignment, we'd like you to choose a successful local start-up, describe the business, and list 5 reasons why it's successful. Our goal is to come up with a global catalogue of successful start-ups so that we can begin to see what attributes successful start-ups share. For this reason, it will be helpful for you to think beyond the obvious when analyzing your chosen start-up's success: lots of start-ups formed around great ideas fail, so having a great idea isn't the only factor in a start-up success. And investors lose a lot of money in start-ups with great ideas, so having funding also isn't a slam dunk. What made your start-up successful? Was it market knowledge? Vision? Understanding the core customer? Or something completely different? The more detailed and specific your answer is, the more helpful it will be to you and your classmates as we begin to build our own (hopefully successful) start-ups!

Special Instructions

This is an individual assignment. In the text box please:

- Identify the start-up (name)
- Describe the business (what it provides or produces) and how it is successful (number of users, market share, revenue)
- List five specific, detailed reasons for its success

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My Submission

Due by Sunday
January 11
at 8:00pm

This is an individual assignment.

- ☒ Read the [assignment description](#)
- ☒ Submit [your assignment](#) by January 11th at 8:00pm

After January 11th

- ☐ View [all submissions](#) after January 11th



Submitted

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Last updated 29 days ago ⚙️

Revise

