

I picked Nvidia and InVision for this analysis. It's eye-opening to compare their journeys.

Nvidia nailed customer discovery. They listened to gamers' needs. They saw the potential in AI early on. This foresight paid off big time. They adapted their GPUs for machine learning. Now they dominate the AI chip market.

InVision struggled with customer discovery. They started strong in design collaboration. But they didn't keep up with user needs. They missed the shift towards all-in-one design tools. Figma capitalized on this trend instead.

Nvidia's competitive analysis was spot-on. They positioned themselves as innovators. They didn't just make graphics cards. They created entire ecosystems for developers. This strategy set them apart from rivals like AMD.

InVision's competitive analysis fell short. They blended in with other design tools. They didn't differentiate enough. When Figma came along with real-time collaboration, InVision looked outdated.

Innovation drove Nvidia's success. They constantly pushed boundaries. They expanded from gaming to data centers and AI. Their GPUs found new applications in diverse fields. This versatility fueled their growth.

InVision lacked innovation. Their product grew stale. They didn't evolve fast enough.

Competitors overtook them with fresh features. Their failure to innovate led to their downfall.

My top takeaways? First, never stop innovating. Nvidia's success shows the power of constant evolution. Second, really understand your users. InVision's decline highlights the danger of losing touch with customer needs.

To aspiring entrepreneurs, I'd say: Stay curious. Keep talking to your users. Don't rest on past successes. Always look for new opportunities. Prepare to adapt quickly when the market undergoes a change in direction.

As Blank and Dorf (2020) state, Customer discovery is about testing your hypothesis about your customers' problems and needs. Nvidia exemplified this principle. They continually sought to understand and solve new customer problems.

Ries (2011) emphasizes that the only way to win is to learn faster than anyone else. InVision's failure to keep learning and adapting ultimately led to their downfall.

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