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HUM 102

Dr. Raimondo

Research Roadmap 3.3

When starting a company there are many challenges that come up from lack of experience and lack of insight. Some may over prepare and end up losing money that could’ve helped sustain the company longer, but under preparing may scare away potential customers and cause you to lose your customer base before you cultivate one. Software developer startups, however, are a little different. Unlike businesses that rely on meeting quotas or need money to pay for manufacturing space software developers can work virtually anywhere and make a product. If their challenges aren’t relying on quotas and acquiring square footage what are their challenges?

According to Badke the point of doing research is to learn something you didn’t know already and couldn’t find out with a single google search. ‘Inadequate research’ is taking anything and everything you find on your topic and putting it on your paper for a final grade. My understanding of the research assignment is that I should have a topic that relates to my major and the knowledge I gain from the research should be useful to my career choices.

I started with a broad research topic that related to my major and narrowed it down to a more specific topic after reading Badke’ s paper. I came up with a topic that I was genuinely curious about and a topic I could ask questions about and analyze the answers to those questions as well as their practical use.

The planning stages are my weakest point in writing and may cause my paper to become disorganized. A clear understanding of research paper organization techniques may save time in future reports.

Crowne, M., "Why software product startups fail and what to do about it. Evolution of software product development in startup companies," *Engineering Management Conference, 2002. IEMC '02. 2002 IEEE International* , vol.1, no., pp.338,343 vol.1, 2002

This paper analyzes the issues that can occur in product development that can cause company failure. This includes the issue that a startup doesn’t have much money to work with and results in a product that is rushed due to inexperience. Inexperience in software development leads to creating software that won’t scale with the company and gradually it becomes harder and harder to change the foundation of the software.

Chenoweth, S., "Undergraduate Software Engineering Students in Startup Businesses," *Software Engineering Education and Training, 2008. CSEET '08. IEEE 21st Conference on*, vol., no., pp.118, 125, 14-17 April 2008

In this paper research is done on SE majors and their experiences in startup software companies. SE majors are said to be lacking in experience and this reflects in their work when given poor education in practical environments. Common mistakes are made through the chaotic flow of enterprise that comes with software startups and ends up disturbing the deliberate process of developing software.

Giardino, C., Wang, X., & Abrahamsson, P. (2014). Why Early-Stage Software Startups Fail: A Behavioral Framework. In *Software Business Towards Continuous Value Delivery*. New York, Dordrecht London: Springer International Publishing.

This chapter in *Software Business Towards Continuous Value Delivery* is an investigation into why startup software companies fail in the early stages of product development. One of the reasons software company startups fail is because they destroy themselves. A consistent way they do this is by misunderstanding the problem they are trying to solve with their software and putting focus into directions that ultimately make them less productive. A possible reason for this is a lack of a behavioral framework.