

**'FAIL FAST'**



# The Reality Check

- "Fail fast" is misunderstood
- Most take it too literally
- Creates a quitting culture



Damaging good startups

# Learn Fast, Don't Fail Fast

- Test hypotheses rapidly
- Measure all outcomes
- Keep moving forward



Maintain momentum



# Smart Testing Framework

- Run controlled experiments
- Scale tests gradually
- Learn from each iteration



Build resilience

# Success Pattern

- Make small, calculated bets
- Get fast feedback
- Make data-driven pivots



Sustainable growth

# What Works



**TEST → MEASURE → LEARN**



**TEST → FAIL → QUIT**

# You're Doing It Wrong

- Quitting too early
- No measurement system
- Random experiments
- Emotional decisions



# Action Steps

- Define clear metrics
- Set up feedback loops
- Create test framework
- Build learning systems



# Remember

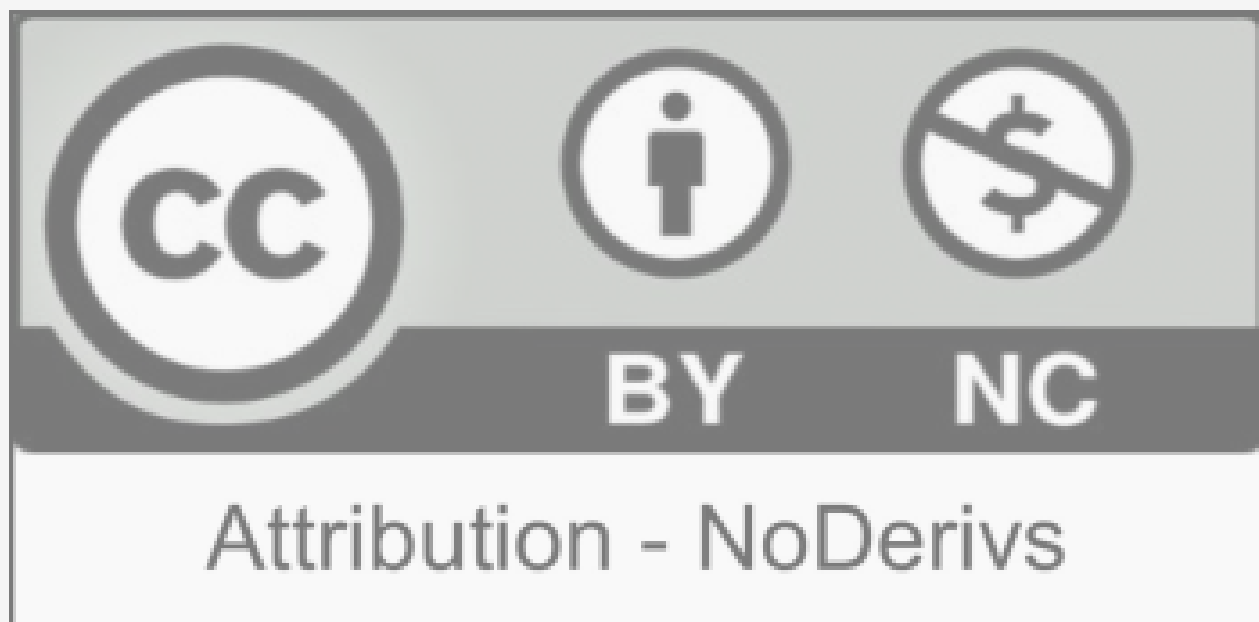
"Move fast and learn.  
Don't move fast and fail."



# PLAIN LANG UAGE



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B U R A K   B U Y U K D E M I R



# DO NOT 'FAIL FAST'

