

Orazio Angrisani



Hero or Zero

Startups

Derick Angelo David

What it is about?

It's a list of essential business questions that every startup or business must answer

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Why should i answer them?

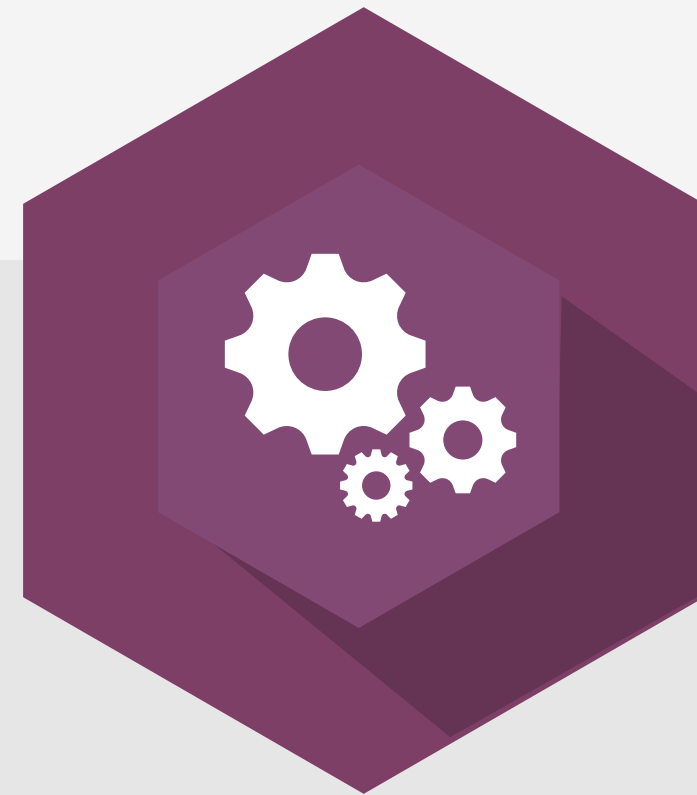
To better your chance of breakthroughs and success on your ventures
Avoid "bad luck" and failing your business

The Engineering

Can you create breakthrough technologies instead of incremental improvements?

A great technology should have proprietary technology an order of magnitude better than its nearest substitute

Only when your product is 10x better can you offer the transparent superiority.



The Timing

Is this the right time to start your particular business?

Is it too early?
Is it the right time?
Is it too late?

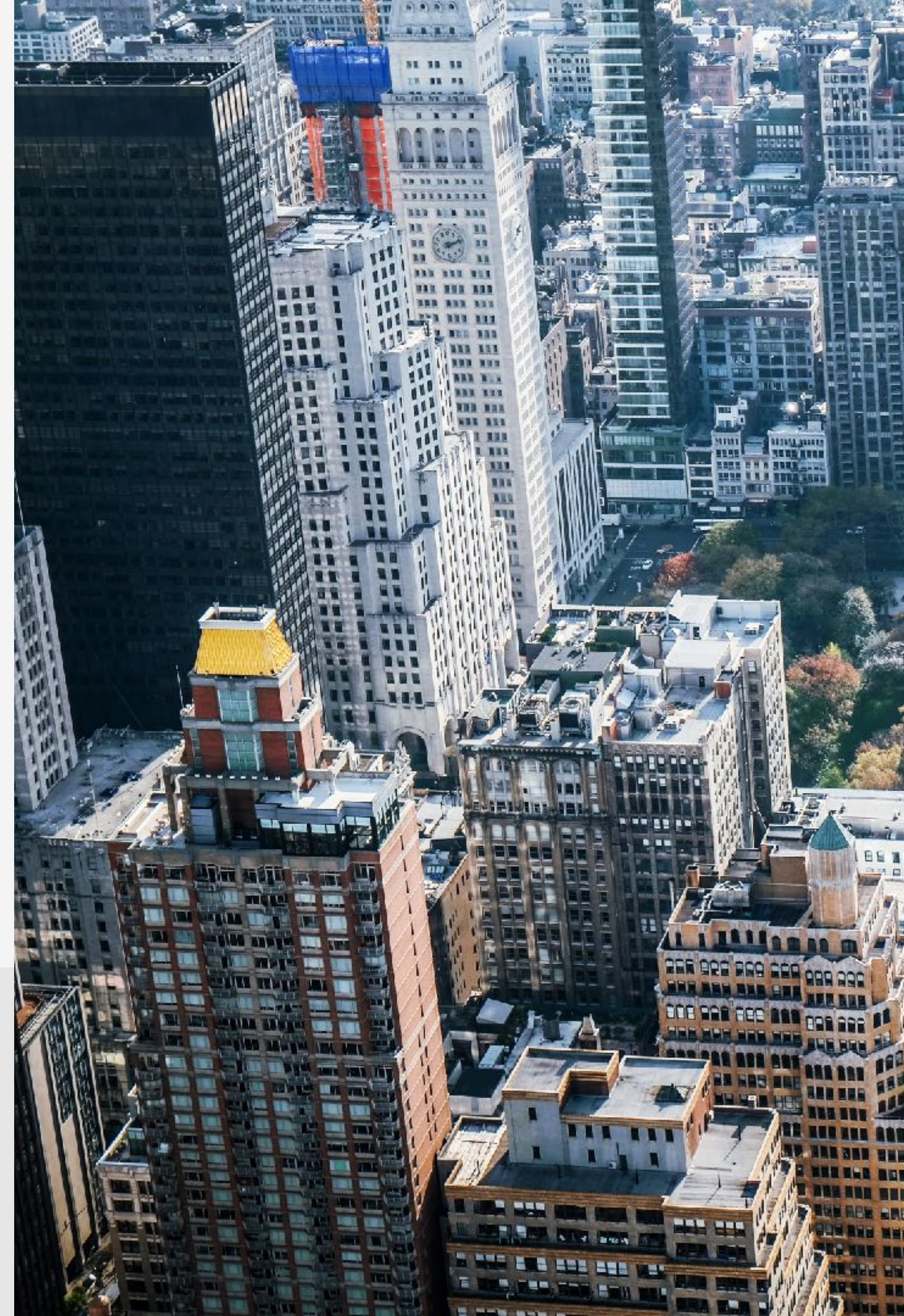


The Monopoly

Are you starting with a big share of a small market?

Always start from a small market and scale from there

If you can't monopolize a unique solution for a small market, you'll be stuck with vicious competition



The Distribution

Do you have the way to not just create but deliver your product?

Selling and delivering a product is at least as important as the product itself.



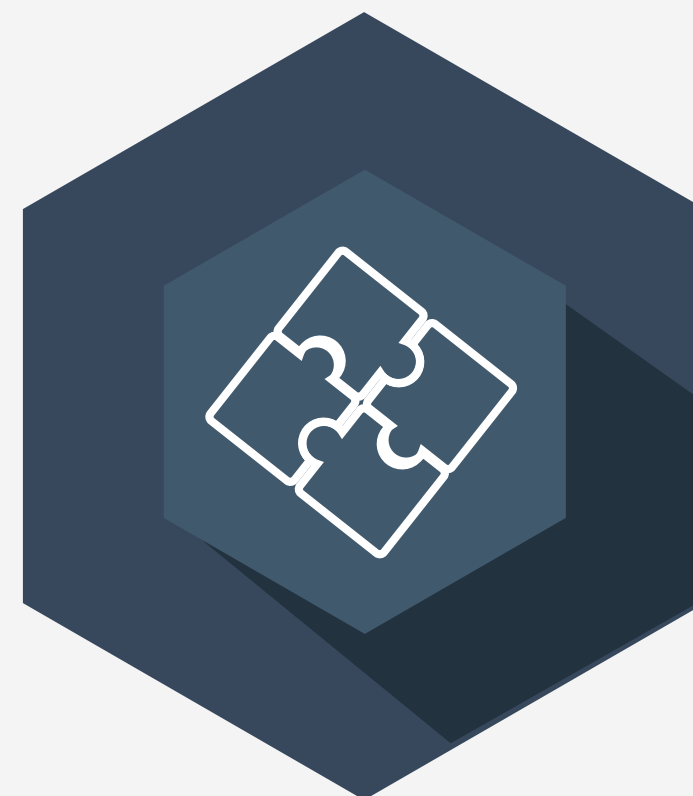
The People

Do you have the right team?

Passionate
Persistent
Tenacious
Relentless

~~Hiring Consultants
Part-time employees
Working Remotely~~

**Everybody should be
committed full-time**



The Durability

**Will your market position be defensible
10 and 20 years in the future?**

Go for a long-term planning

Be the last mover of a particular market

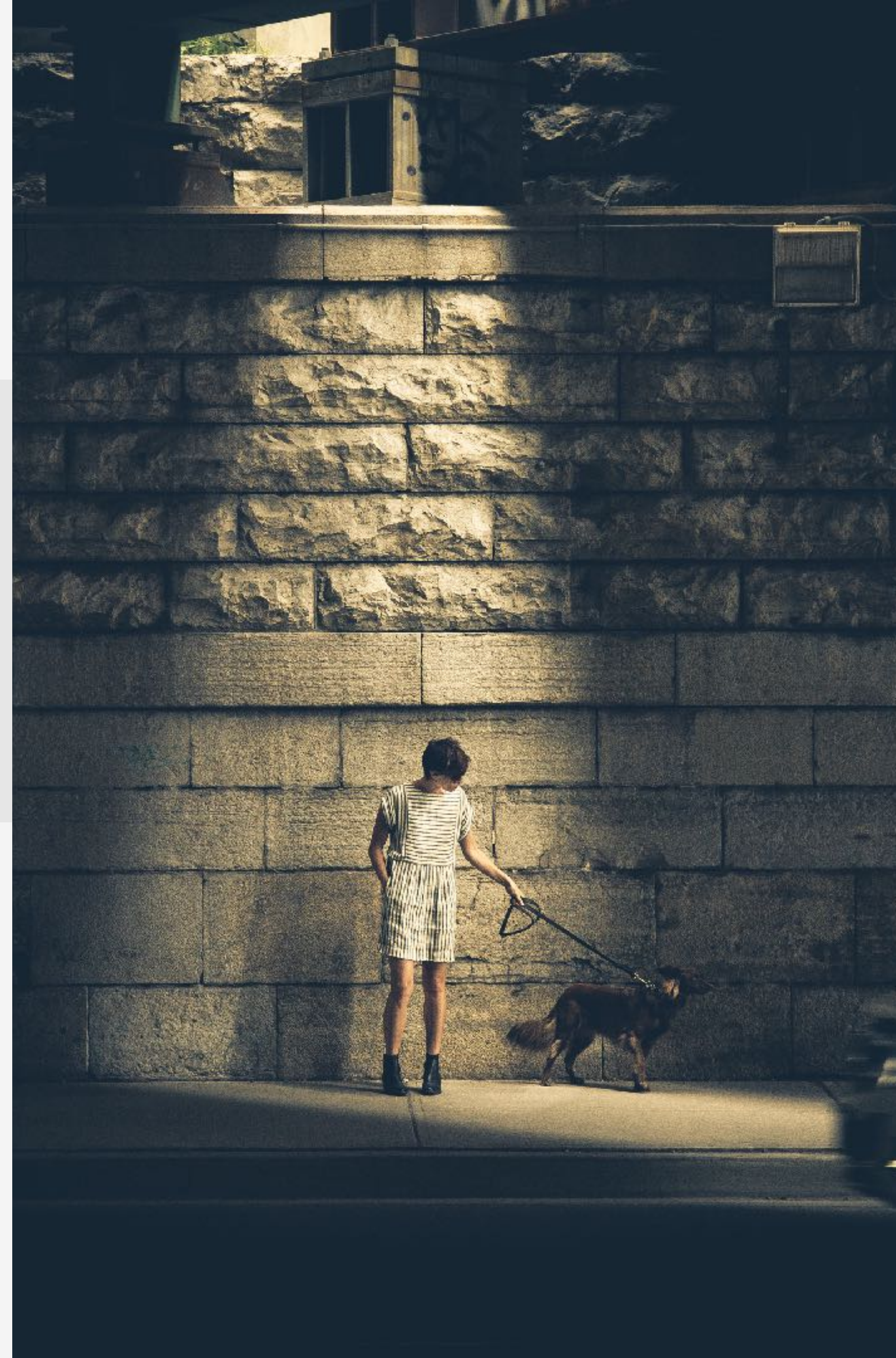
Make projections (Financial or Market)



The Secret

Have you identified a unique opportunity that others don't see?

Look where other people don't see
Best opportunities do lie in secrets



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The Durability

Will your market position be defensible 10 and 20 years in the future?

The Secret

Have you identified a unique opportunity that others don't see?



Shh... It's secret..



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A hand holds a crystal ball that reflects a landscape with trees and a sky. A compass is visible in the lower-left corner, held by the same hand. The background is dark and textured.

Don't be afraid to
DREAM BIG!