



SEMINARS & FIELDSTUDY PORTFOLIO

1st Semester, AY
2022-2023

DION REY
GEMALAYA
BSIS 4-B



STARTING YOUR NEXT STARTUP

November 07, 2022





AZIZ SHAHMARDINI
Guest Speaker

New Startup: Power of Social Media Marketing



DURING
WEBINAR

Is there a need?



Assess the product or service that you will offer.

1. Is there a need for it in the Market?
2. Who is your target Market?
3. Competition

.....

DURING
WEBINAR



Website Platform

Easily editable Back End

Secure Checkouts

Easy Data Captures

Fast Setup with Minimal Skills Required

- BigCommerce
- WooCommerce
- Shopify
- PinnacleCart
- Shift4Shop



DURING WEBINAR



DISCUSSION

The speaker discussed his own experience working for an organization as well as all of the start-ups he attempted but failed at.

Additionally, he explained the definitions of "startup" and "website platform," which will enable us to work with a back-end that is simple to change, straightforward data gathering, and little expertise.



DISCUSSION

Additionally, he made the point that before launching a start-up, we should evaluate the good or service we intend to provide by determining whether or not there is a market need for it. Who is your intended audience? along with rivalry.



STARTUP COMPANIES: LIFE CYCLE AND CHALLENGES



This paper attempts to conceptualize the phenomena known as "startup" and identify the obstacles it may confront. Startup companies are newly established businesses that strive for survival. These entities are typically founded on amazing concepts and grow to be successful. These phenomena are discussed in management, organization, and entrepreneurial theory literature.

STARTUP MANAGEMENT

This study investigates the causes and implications of disrupted product and process launches in many industries. Inappropriate management activities can cause considerable departures from projected startup productivity trends, resulting in short- and long-term productivity losses. The debate suggests various startup management guidelines.



SOFTWARE DEVELOPMENT IN STARTUP COMPANIES: THE GREENFIELD STARTUP MODEL



This study aims to understand startup software development strategies. The investigation used grounded theory. They put the data in the "Greenfield Startup Model" (GSM), which describes how entrepreneurs prioritize product release. Startups can assess product-market fit and change product trajectory depending on early user input. Shortening time-to-market by using low-precision engineering is counterbalanced by the necessity to reconfigure the product before aiming growth.

SUMMARY OF LEARNING

I LEARNED THAT BEFORE LAUNCHING A STARTUP, WE SHOULD DETERMINE IF THERE IS A MARKET NEED FOR THE PRODUCT OR SERVICE WE PLAN TO OFFER. WHO'S YOUR TARGET? RIVALRY THE SPEAKER DISCUSSED HIS WORK EXPERIENCE AND FAILED START-UPS. HE ALSO DEFINED "STARTUP" AND "WEBSITE PLATFORM," WHICH WILL GIVE US AN EASY-TO-CHANGE, SIMPLE-TO-GATHER, AND EXPERT-FREE BACK END.



REFERENCES

BALOFF, N. (1970). STARTUP MANAGEMENT. IEEE TRANSACTIONS ON ENGINEERING MANAGEMENT, (4), 132-141.

REFERENCES

SALAMZADEH, AIDIN AND KAWAMORITA KESIM, HIROKO,
STARTUP COMPANIES: LIFE CYCLE AND CHALLENGES (2015).
4TH INTERNATIONAL CONFERENCE ON EMPLOYMENT,
EDUCATION AND ENTREPRENEURSHIP (EEE), BELGRADE,
SERBIA, 2015, AVAILABLE AT SSRN:
[HTTPS://SSRN.COM/ABSTRACT=2628861](https://ssrn.com/abstract=2628861) OR
[HTTP://DX.DOI.ORG/10.2139/SSRN.2628861](http://dx.doi.org/10.2139/ssrn.2628861)

REFERENCES

GIARDINO, C., PATERNOSTER, N.,
UNTERKALMSTEINER, M., GORSČEK, T., &
ABRAHAMSSON, P. (2015). SOFTWARE
DEVELOPMENT IN STARTUP COMPANIES: THE
GREENFIELD STARTUP MODEL. IEEE TRANSACTIONS
ON SOFTWARE ENGINEERING, 42(6), 585-604.

