

Startup Foundations

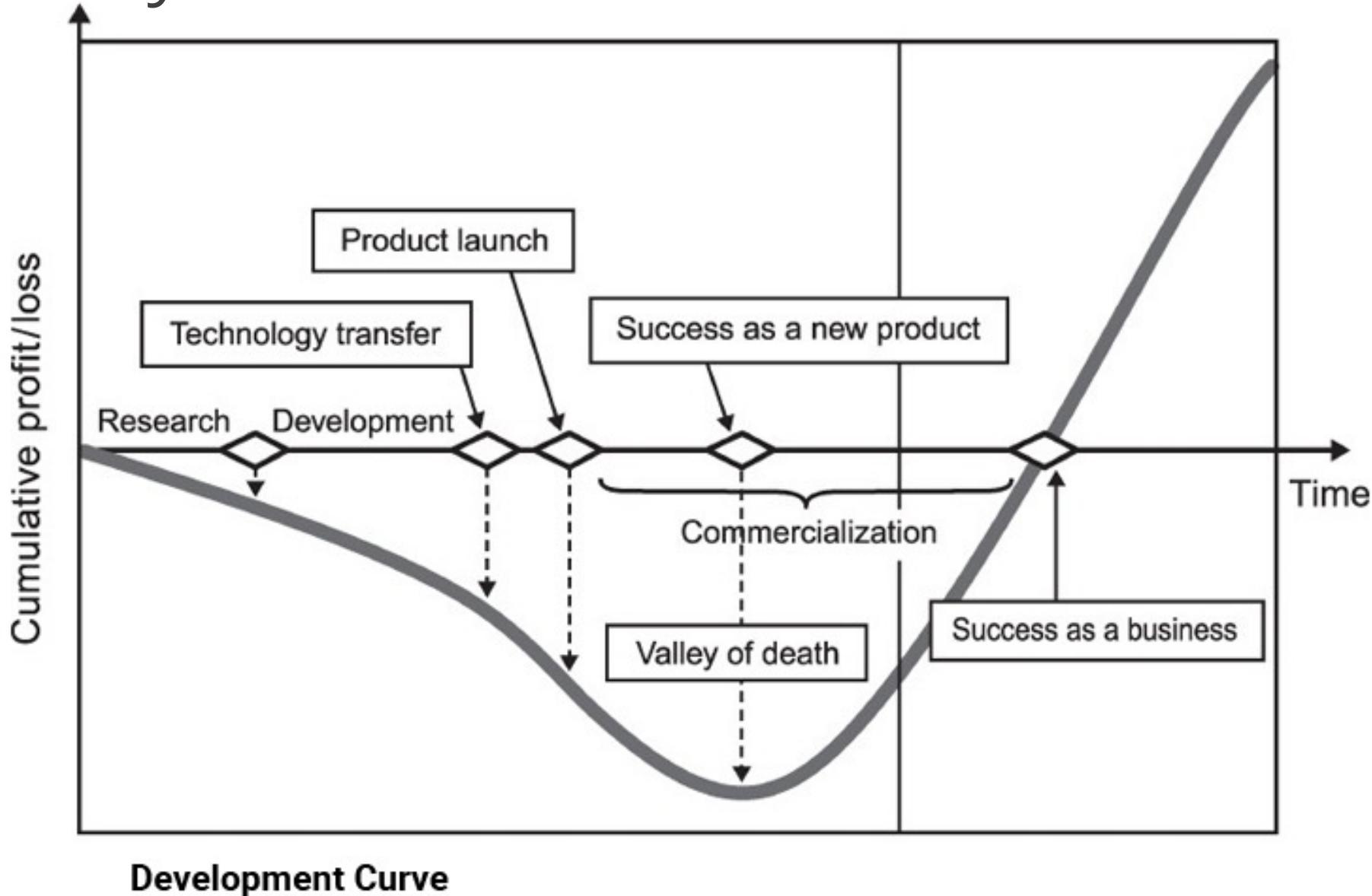
# Start Up in ICT /3



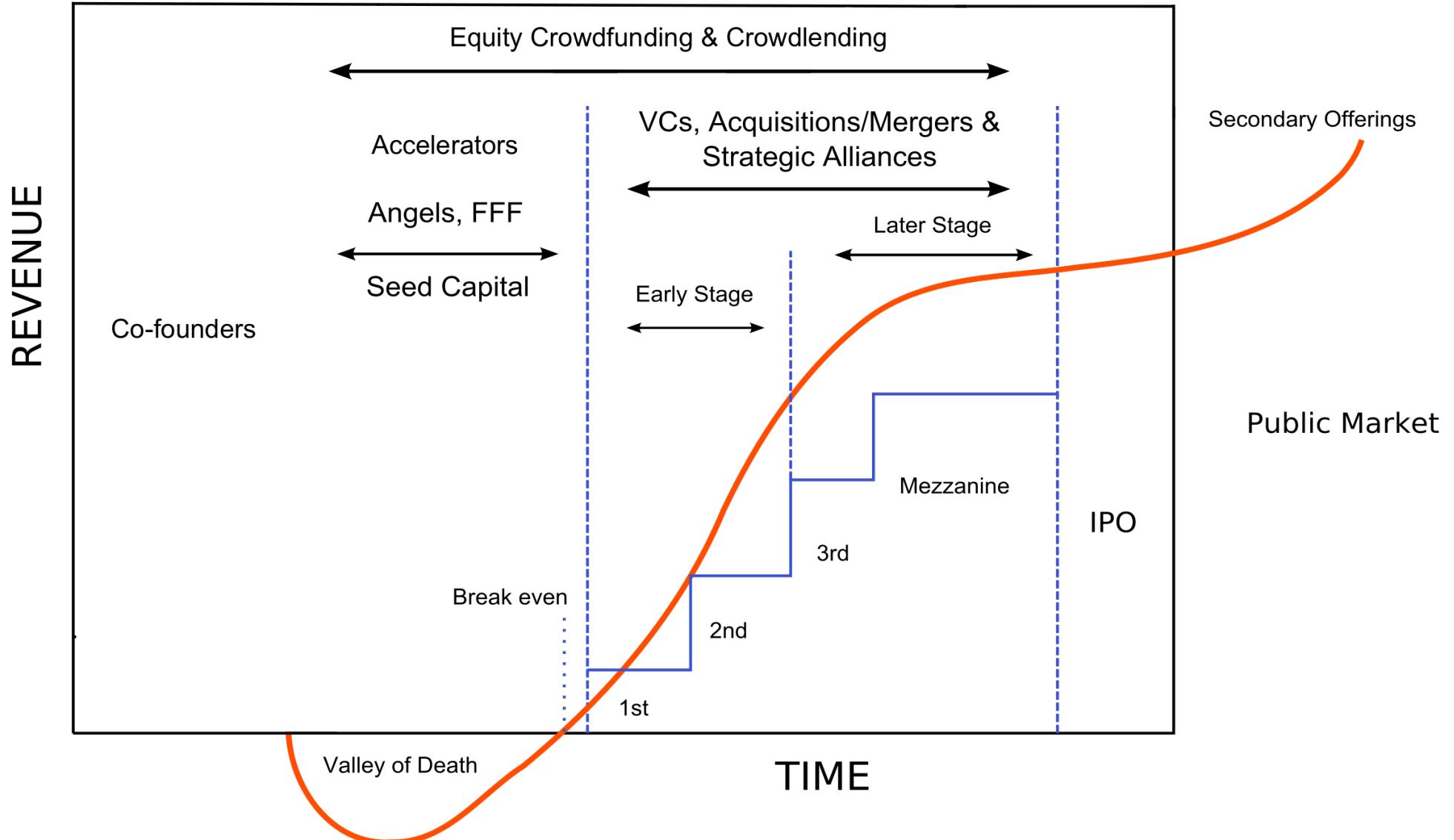
A climber in a yellow shirt and blue shorts hangs from a large overhanging rock formation against a bright blue sky with distant limestone peaks.

Let's give a look at  
**Your Journey**

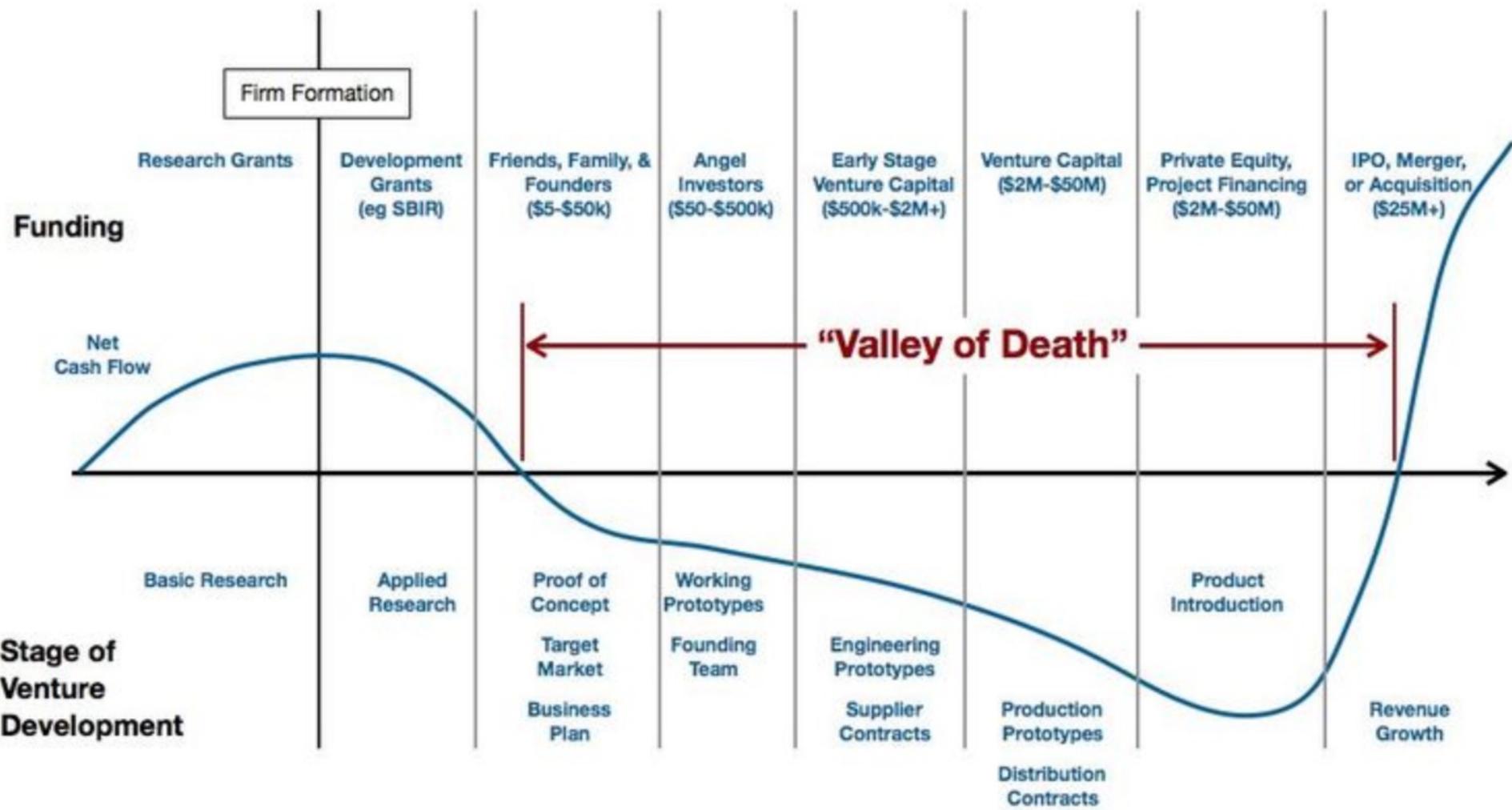
# The Valley of **Death**



# The Valley of **Death** (the bigger picture)



# Another source (different sources, same story)



# The Valley of **Death**

Additional information on the typical venture path can be added by looking at the Sales and Business Development stage.

Which brings us to a very important concept: **in a startup, technical & product maturity, interest for investors and business model maturity are intrinsically linked.**

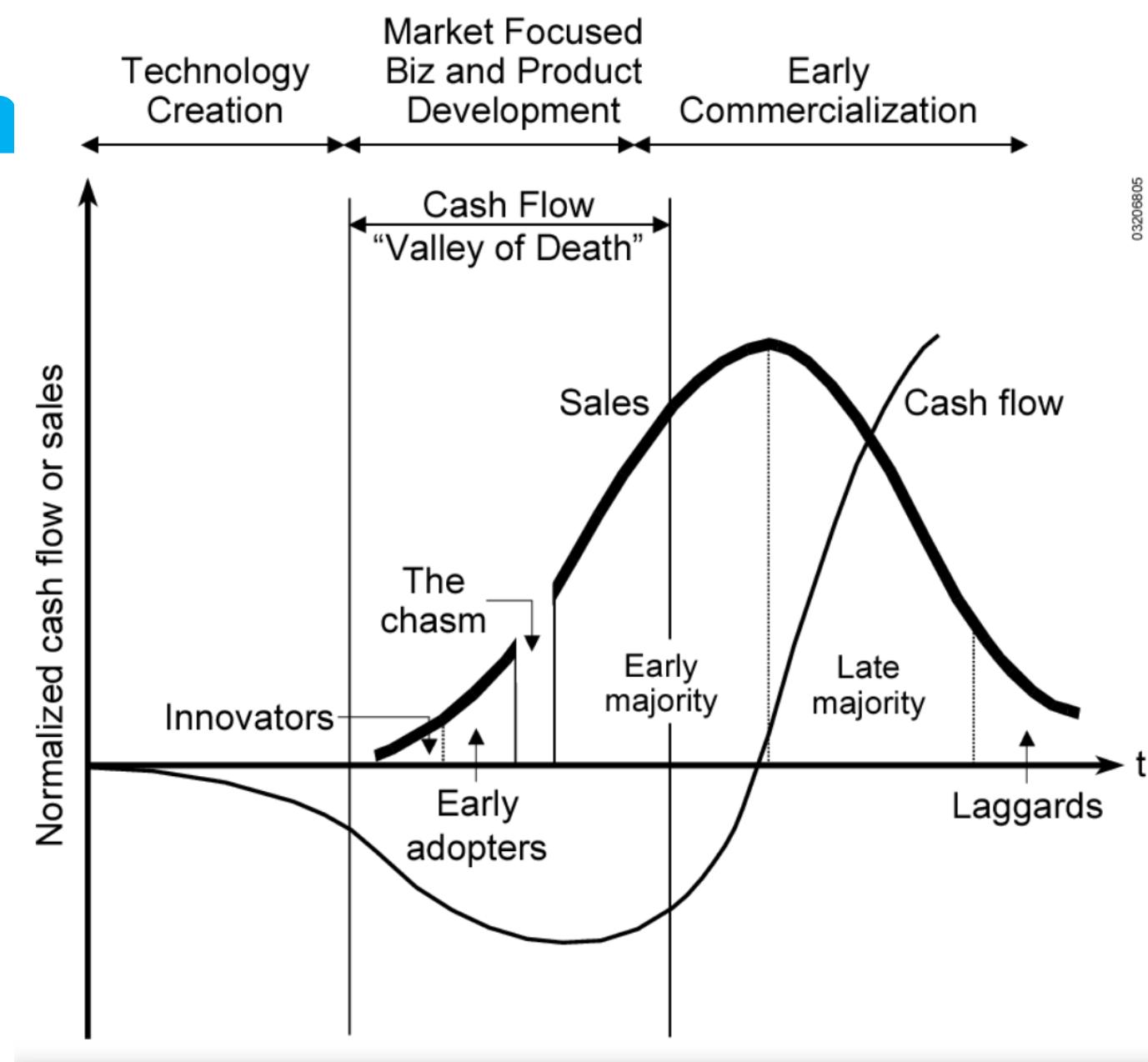
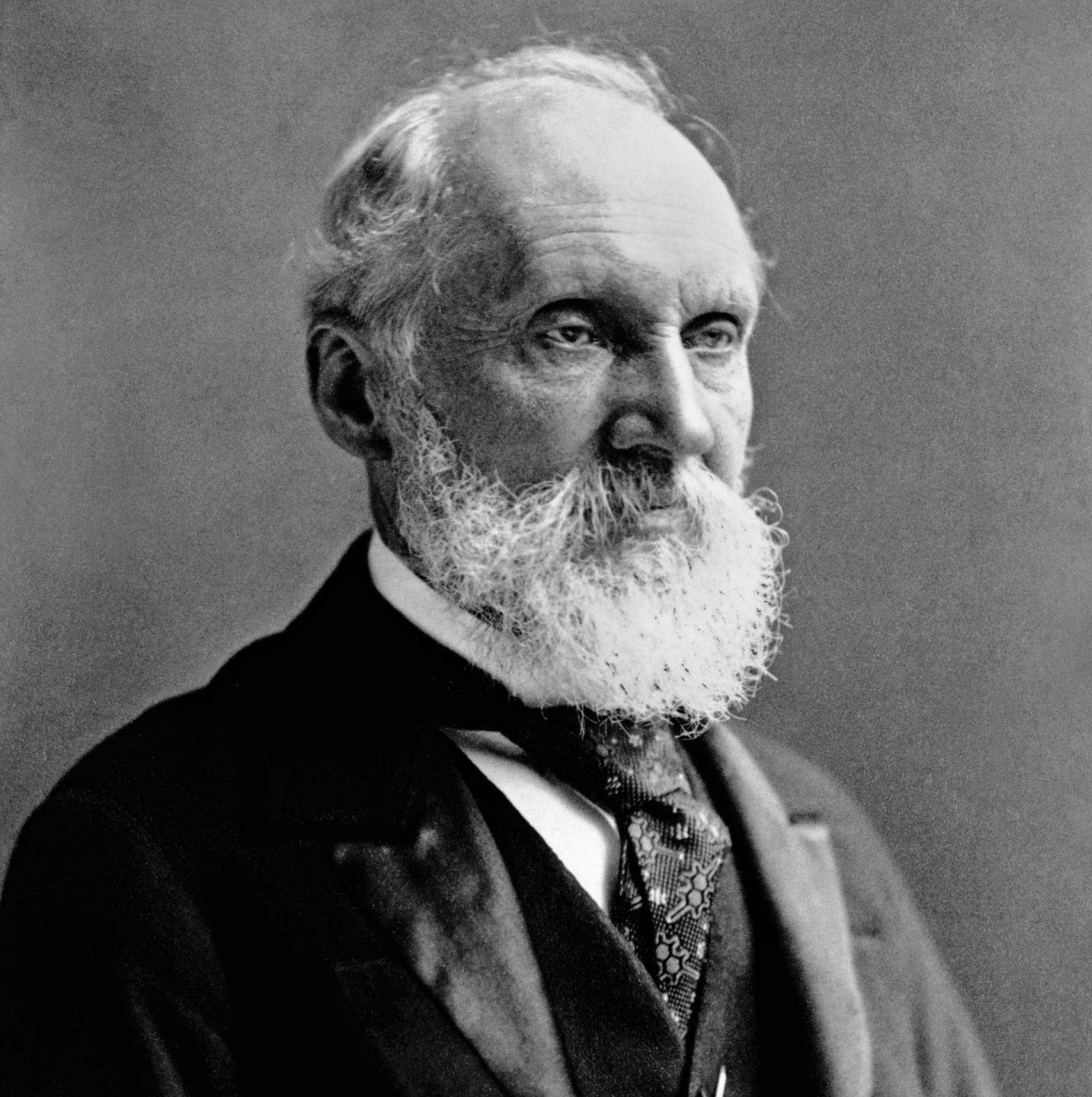


Figure 3. Market development and creation as described by Moore (1995 and 1999) as a function of business development stage. Cash flow shown for comparative purposes.



*“You cannot improve  
what you cannot  
measure”.*

Lord Kelvin

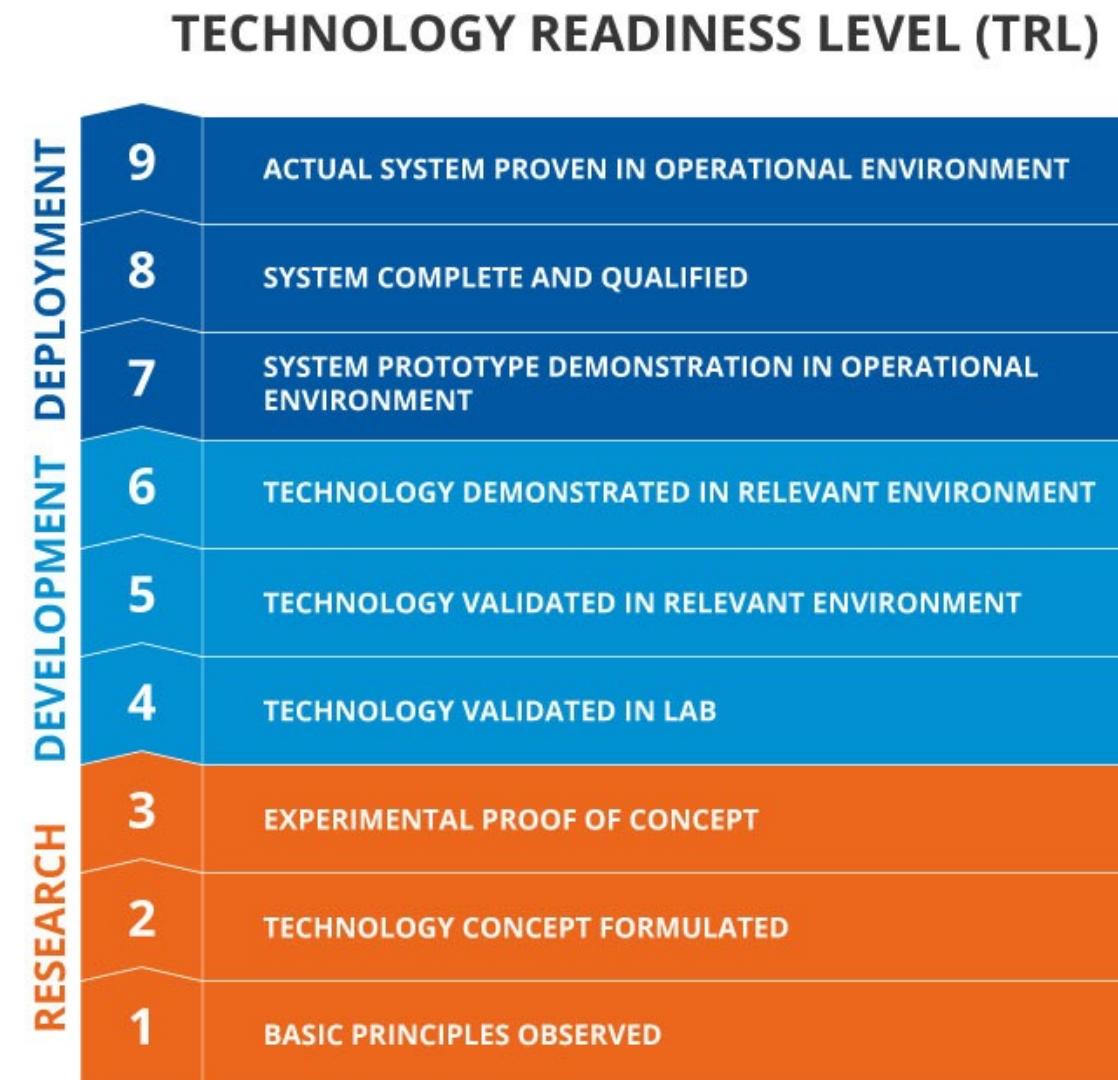
Ok, so how do I measure features like the technical maturity of a product, the interest of investors, the maturity of my business model?!?

# “Readiness Level” (or RL) indexes

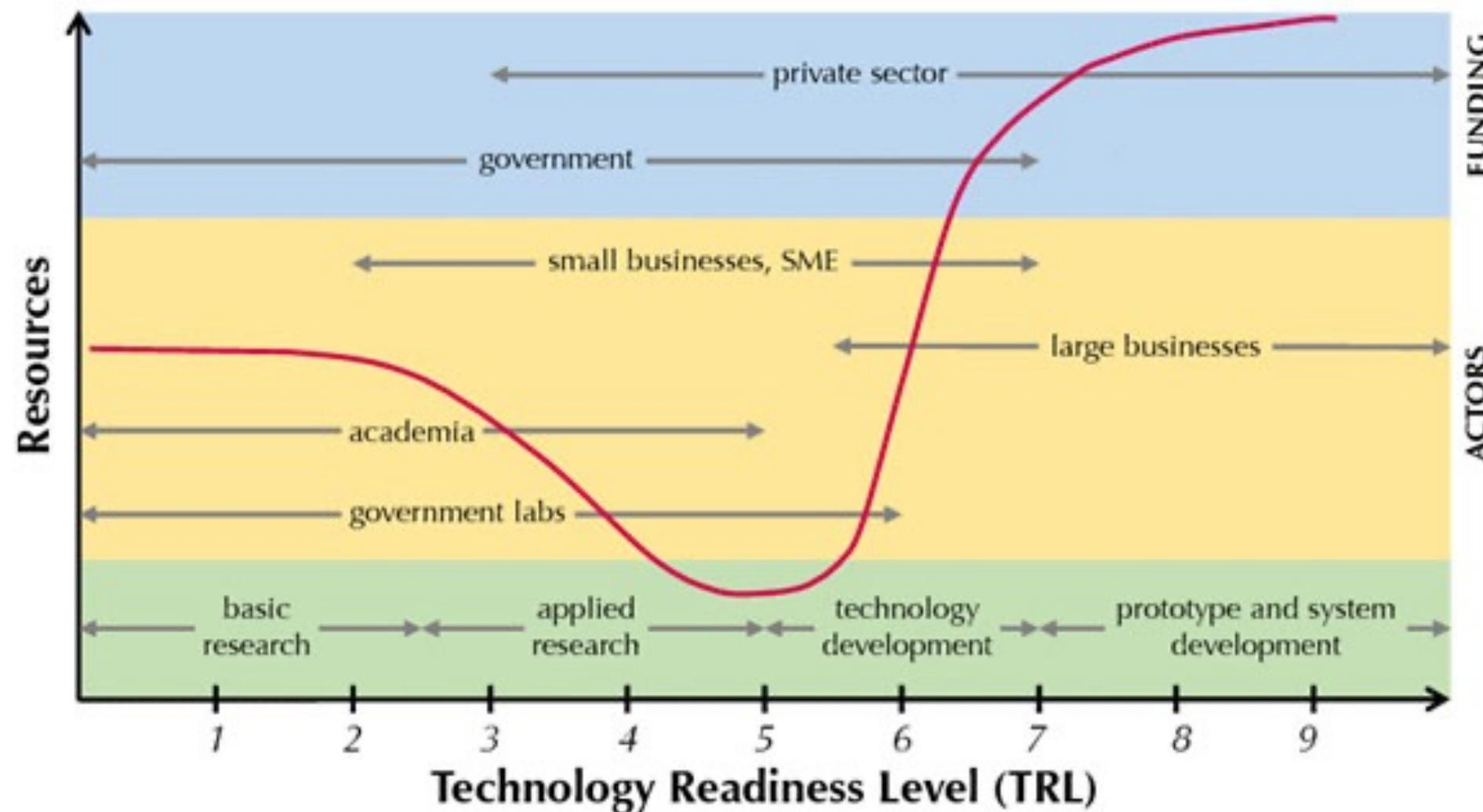
Derived from aerospace tech assessment methodologies at NASA, these are scales ranging from 1 (lowest) to 9, describing the maturity of specific features.

Most important the Technology Readiness Level (TRL).

Other scales deal with Manufacturing, Investment, Integration in complex systems, etc.



# TRL is linked to the Valley of Death



Source: Hensen, Jan & Loonen, Roel & Archontiki, Maria & Kanellis, Michalis. (2015). Using building simulation for moving innovations across the "Valley of Death". REHVA Journal. 52. 58-62.



StartUp in ICT  
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WhatsApp group



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