

Startups, Problems, Solutions

Start Up in ICT /4





Startups



The **Startup**

”

A startup is a **temporary organization** used to **search** for a **repeatable and scalable Business Model.**

”

Steve Blank

According to Blank, Startups can be grouped in 6 categories

1 – Lifestyle Business

A business run by its founders primarily with the aim of sustaining a particular level of income and no more; or to provide a foundation from which to enjoy a particular lifestyle.

A lifestyle business's goal is to provide a great quality of life to its owners.

2 – Small Businesses

They work as hard as any other entrepreneur. They hire local employees or family. Most are barely profitable. Small business entrepreneurship is not designed for scale, the owners want to own their own business and “feed the family”.

Example: home based food services; plumbing; restaurant; small niche markets.

3 – Startups designed to be scalable

Scalable startups tend to group together in innovation clusters (Silicon Valley, Shanghai, New York, Boston, Israel, etc.). They make up a small percentage of the six types of startups, but because of the outsize returns, attract all the risk capital (and press).

Example: Airbnb, Uber, Netflix, ...

4 – Startups designed to be quickly sold

Their goal is not to build a billion dollar business, but to be sold to a larger company.

Example: pharma, hitech.

The goal of the management is different than that of building a profitable business

5 – Startup from Large Companies

Changes in customer tastes, new technologies, legislation, new competitors, etc., can create pressure for more disruptive innovation—requiring large companies to create entirely new products sold to new customers in new markets.

They are “transformational innovation projects” of large companies.

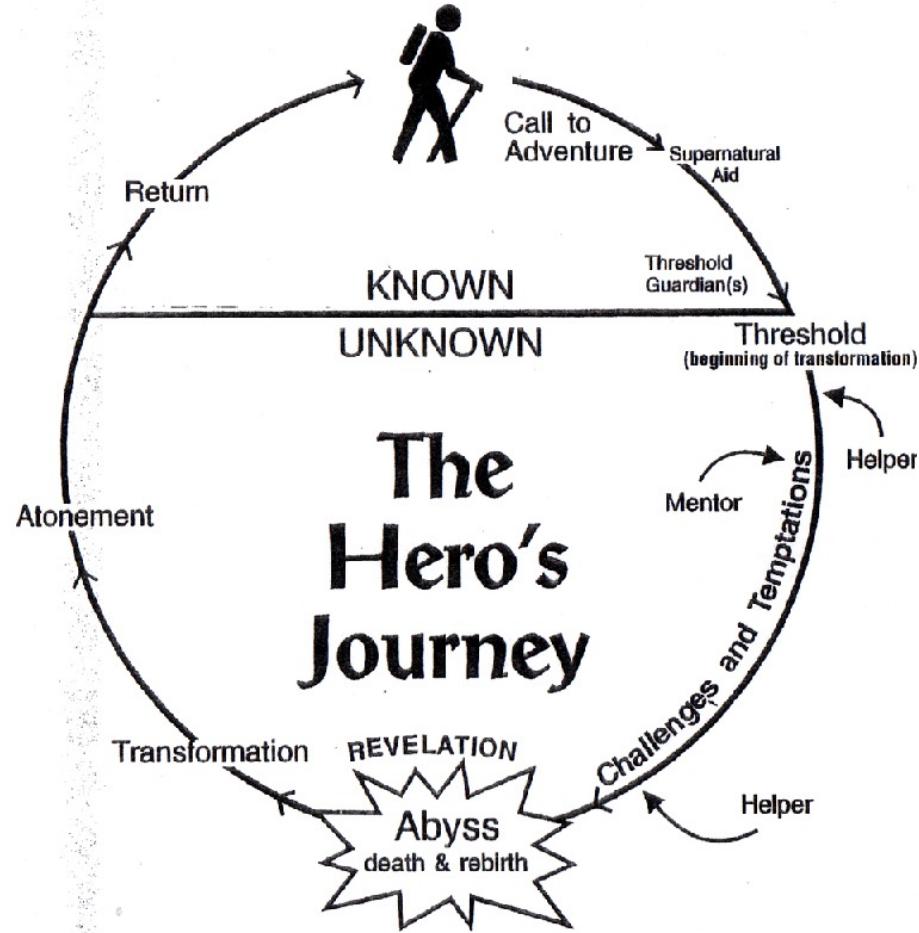
6 – Social startups

Usually they are charitable initiatives, their goal is to make the world a better place, not to take market share or to create wealth for the founders.

So?



So... what is your **Call to Adventure**?



What kind of startup are you going to launch?

What is your **Purpose**?

What do you want to become?

The **Purpose**



What **change** do you want to bring about in the world and what is the **reason** your organization exists.

Your purpose is the fundamental message that fires your people up, brings them to work for more than just a paycheck, and gives meaning to their efforts.

It is often the very idea that launches a company in the first place, sustaining and guiding it through the earliest stages.

How are you going to make it?

What makes your approach **unique and recognizable**? What is your characteristic “way”, how will you bring about the change envisioned in your purpose?

It's inspired by your organization's culture, strategy and "core values".

Your first stakeholders will be your cofounders, family and friends.

What is your **Impact** going to be?

What impact will your business have on the lives of others and what the world will look like when you've accomplished your purpose?

The impact statement should be more aspirational than the Purpose Statement – more of a stretch – because you may never quite get there, but it will keep people motivated and sustain the organization in its later stages of growth

Vision, Mission, Values

Vision Statement: describes, in a simple, immediate way, the major aspirations of an organization – what it hopes to achieve or become.

Mission Statement: describes, in a simple, specific way, how the organization is going to achieve its Vision.

Values Statement: defines what the organization believes in and how people of the organization are going to act and behave. Code of Ethics. The whole company is structured around this.

Vision, Mission, Values /2

Google:

- Vision: “Providing an important service to the world, instantly delivering relevant information on virtually any topic.”
- Mission: “Organize the World’s information and make it universally accessible and useful.”

Twitter:

- Vision: “We believe in free expression and think every voice has the power to impact the world”.
- Mission: “Reach the largest daily audience in the world by connecting everyone to their world via our information sharing and distribution platform products and be one of the top revenue generating Internet companies in the world.”



WRITE IDEAS.



Ideas

Ideas may come from academic projects or industry experience or any other experience which may **spark** your intuition of a **xxxxx**.



IDEA

Ideas

Ideas may come from academic projects or industry experience or any other experience which may **spark** your intuition of a **need**.

Ideas are often associated to assumptions and assumptions are what make great ideas fragile or vulnerable.

And, ideas, alone are “**worth nothing**”.



Innovation = ?

Let's Google it up



Four Ways to Get Your Innovat...
sloanreview.mit.edu



Why Product Innovation May Be the Least Important Thi...
inc.com



CIO report reveals lack of tech matu...
cio.com



Ethics of Innovation: the challenge of new inter...
ied.eu



creativity-solutions-inspiration-innovatio...
confcooperative.cagliari.it



Innovation (not) at the core - The Eur...
europeanbusinessreview.com



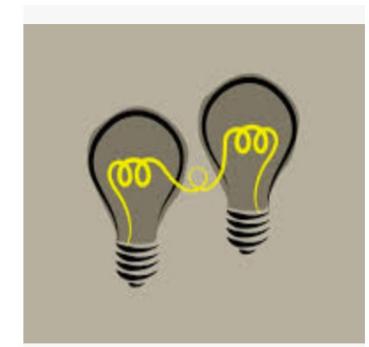
Disruptive innovation: definizione ed esemp...
insidemarketing.it



Do Innovation Units Actually Come Up With Use...
iese.edu



Innovation – Page 2 – i8 Ventures
i8.ventures



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bergamonews.it



Innovation

INNOVATION = INVENTION * COMMERCIALIZATION

(Bill Aulet, MIT)

Commercialization is often forgotten and it is just as hard: it is a research objective, it requires experimentation and, if totally neglected, brings the whole Innovation equation to zero (“worth nothing”).

A massive, sprawling pile of discarded electronic waste (e-waste) stretches across the frame under a clear blue sky. The waste consists of thousands of broken components, including monitors, keyboards, circuit boards, and plastic casings, all piled haphazardly.

“ Be sure that there’ is **a market
that **wants your product.**
Before you build it. ”**

Lean Manifesto – Founder Mantra

Companies start from a Problem worth Solving



“ the Product is the Final Destination of a path, it's never the Starting Point ... Nail down the inner Motivational factors, somebody's Pain Points identification is the Beginning.”

Steve Blank
Stanford University, U.C. Berkeley, Columbia

Very Important Concepts

~~Wow I have a wonderful idea!~~

Possible Intuition of a need

Problem / Solution Fit

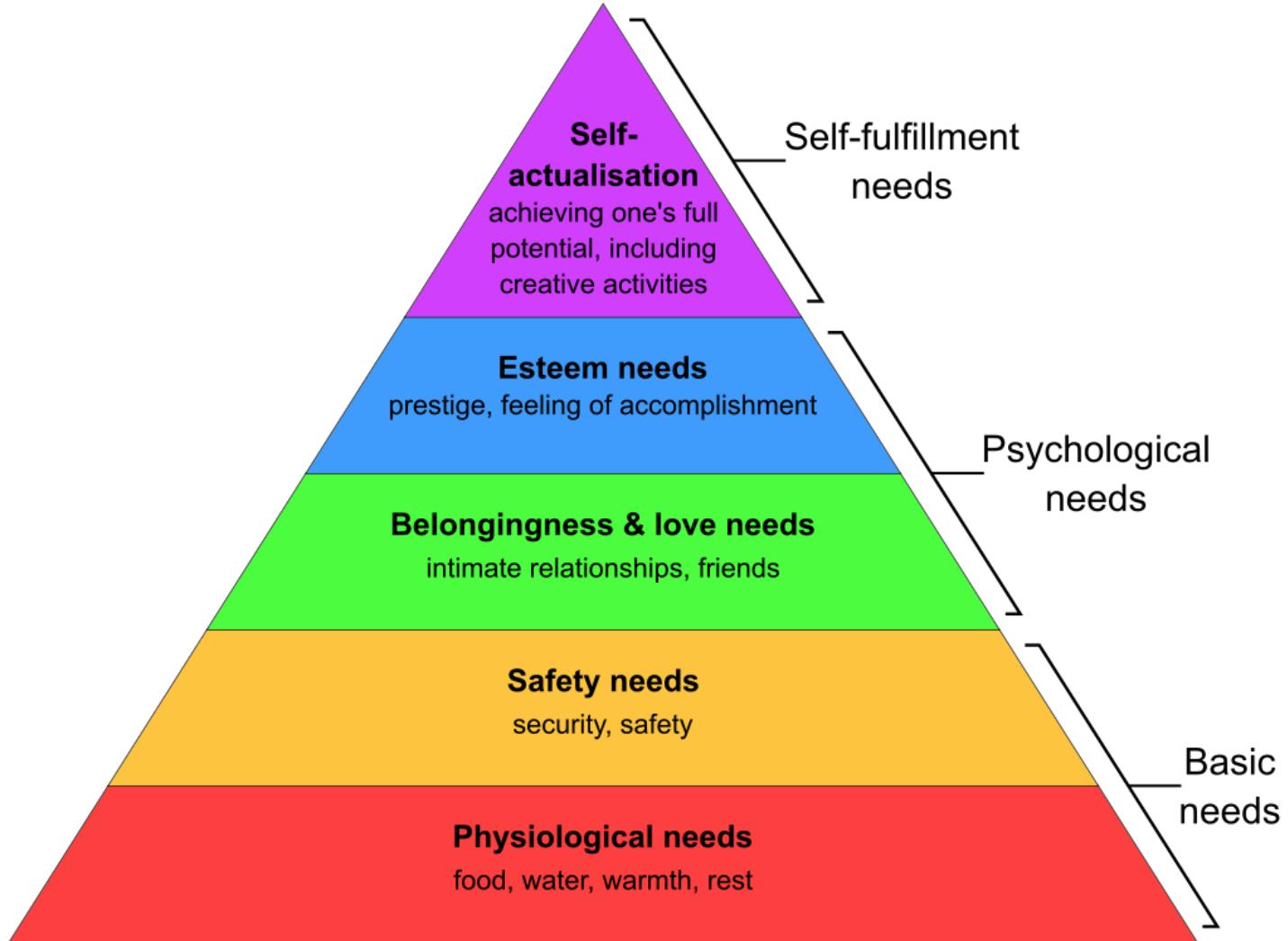
Market / Product Fit



Maslow's hierarchy of Needs (aka "the Pyramid")

Abraham Maslow
(American psychologist, 1943)

Even if Maslow himself never draw it as a Pyramid, his theory on "Human Motivation" and the related concepts have been widely used in all fields to express the way we deal with needs and aspirations, giving different priorities to different type of needs.





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WhatsApp group



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