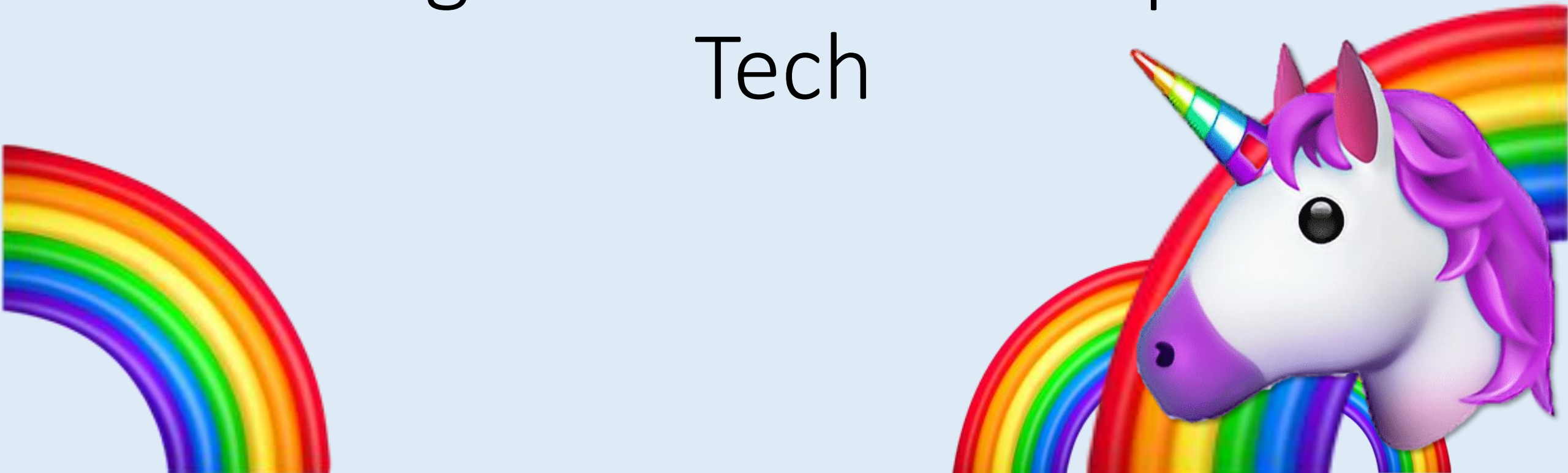


Stop Chasing Unicorns and Rainbows: The Dangers of Survivorship Bias in Tech



This is me

Louëlla Creemers

Web Developer (.NET)

Microsoft MVP

Content creator



3 confessions

- First time giving this session
- I suck at making PowerPoint slides
- My guilty pleasure is 80s music



I love 80s music



I'm So Excited

The Pointer Sisters

PREVIEW



Africa

TOTO

PREVIEW



Like a Virgin

Madonna

PREVIEW



Girls Just Want to Have Fun

Cyndi Lauper

PREVIEW



Take on Me

a-ha

PREVIEW



I tend to overlook....



RICK ASTLEY

NEVER GONNA
GIVE YOU UP



Got ya!



Actual 'bad' hits



Birdie Song (Birdie ...

The Tweets

PREVIEW



Agadoo

Black Lace

PREVIEW



Survivorship bias





Survivorship bias

- Logical error
- Focus on survivors
- Forget the failures
- Create bad conclusions
- Create disappointment

How and why?

- Selective attention
- Availability
- Social proof
- Emotions
- New & shiny



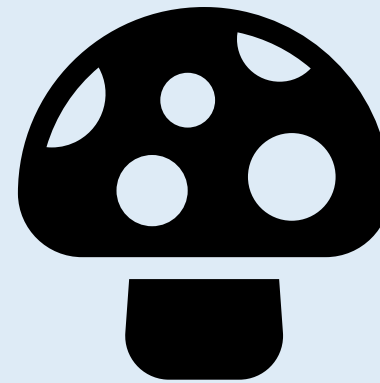
Who does it affect?

- Entrepreneurs / Career fanatics
- Conference visitors
- Social media users



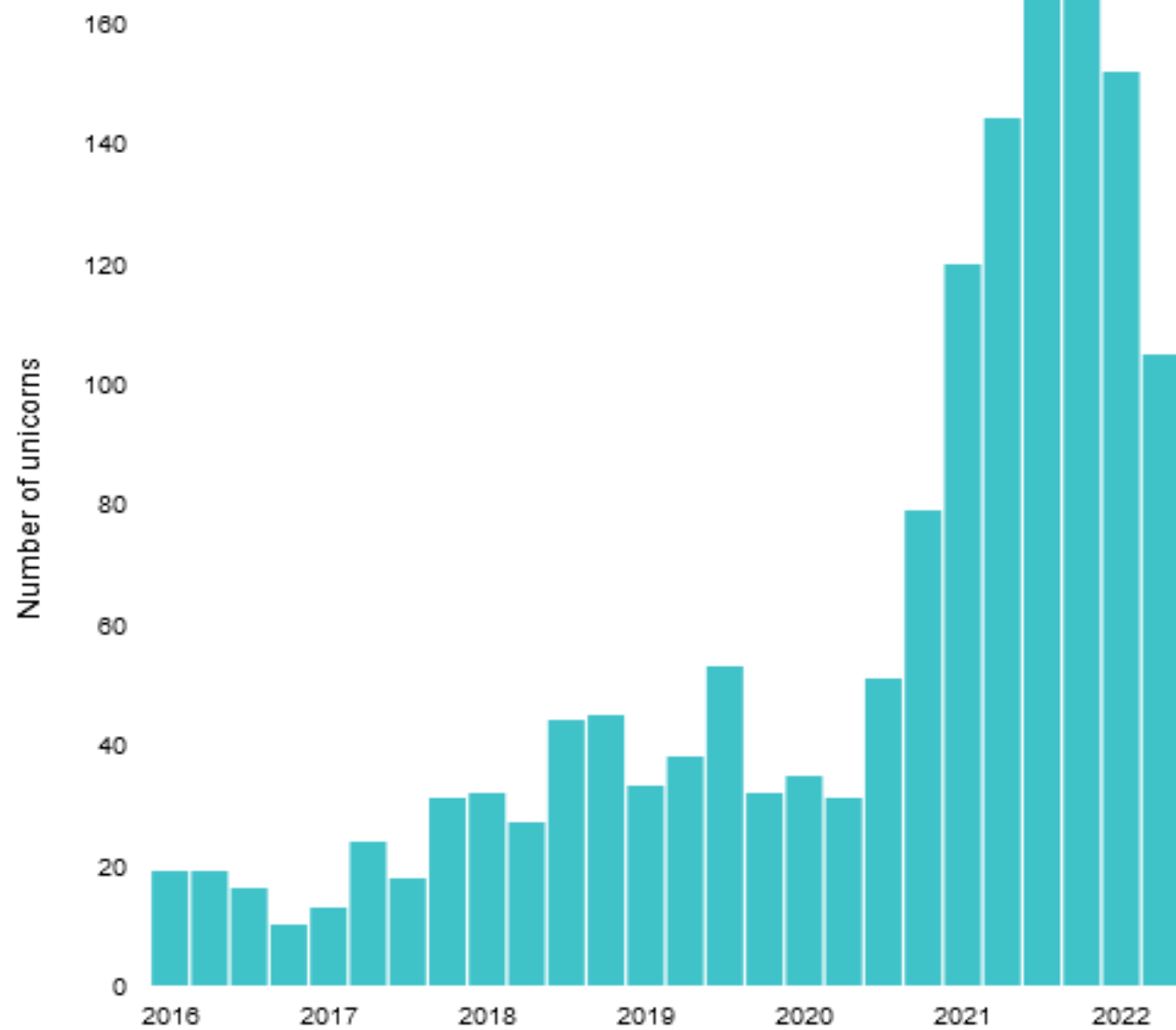
Entrepreneurship

- We hear a lot of success stories online
- Successful IT companies keep popping up



Unicorn companies are those that reach a valuation of \$1 billion without being listed on the stock market







However....

- 9 out of 10 startups fail *(Startup Genome)*
- 1% of startups become unicorns
(CB Insights)





Even hot companies get unlucky



Online users



Be critical

- Algorithm hype
- People want attention
- People want money
- Survivorship bias once again





Chase Dimond | Email Marketing Ner... @ecomchasedim... · Jun 21

ChatGPT is the most powerful tool in the world.

But most people are STILL using it wrong.

Here are 5 MORE prompts you can steal to 5x your marketing results 📌

1. Write [number] LinkedIn post ideas that showcase our client's industry knowledge and engage their professional... [Show more](#)

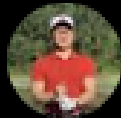
4 15 55 12.7K



Tweet AI-GPT @TweetAIGPT · May 14

ChatGPT-4 is the most powerful tool in the WORLD.

Here are 5 MORE prompts you can steal to 5x your sales and marketing efforts 📌



ADAM TRAN @adamtran_co · Apr 4

ChatGPT-4 is the most powerful tool in the WORLD.

Here are 2 prompts you can steal to 10x your efforts 📌

1. King Of Prompts - Chatgpt Prompt Generator



Conference visitors





New exciting tech

You try it



Expectations not met



You might have...

- Lost time
- Lost money
- Imposter syndrome



IT'S A TRAP!

**How to not
get trapped**



At events






Use the Q&A time

Questions to ask

- Examples of non-compatibility
- Risks and limitations
- Failure experiences
- Future plans
- Comparability



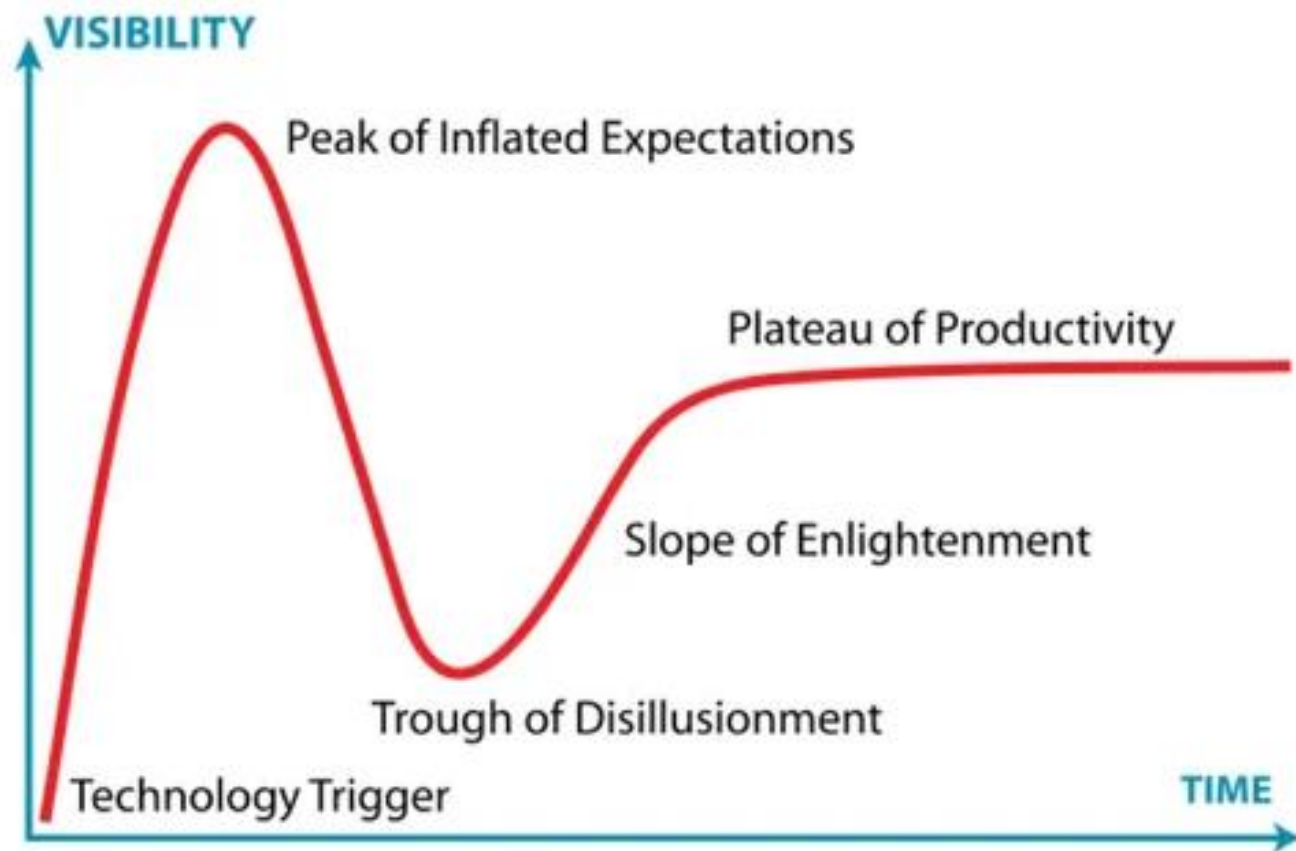
Make conversation with the speaker



The bigger picture

- Blog posts
- Reddit
- People in your network





Beware of the hype cycle!



Tinkering method



*“attempt to repair or
improve something in a
casual or desultory way.”*

- Oxford Dictionary



tinkering playground

seed

- a design goal
- a tool set
- a material
- a theme



process

- experimentation
- observation
- interpretation
- theory forming



discovery

- product
- prototype
- concept
- method



toolbox

- skills
- knowledge
- concepts
- theory



The 4C's

- Creativity
- Critical thinking
- Collaboration
- Communication



We need you



So, in conclusion



Take Aways

- Try to look at the bigger picture
- Beware of hype and start tinkering
- Talk with public speakers



Thank you!

Slides



Socials

