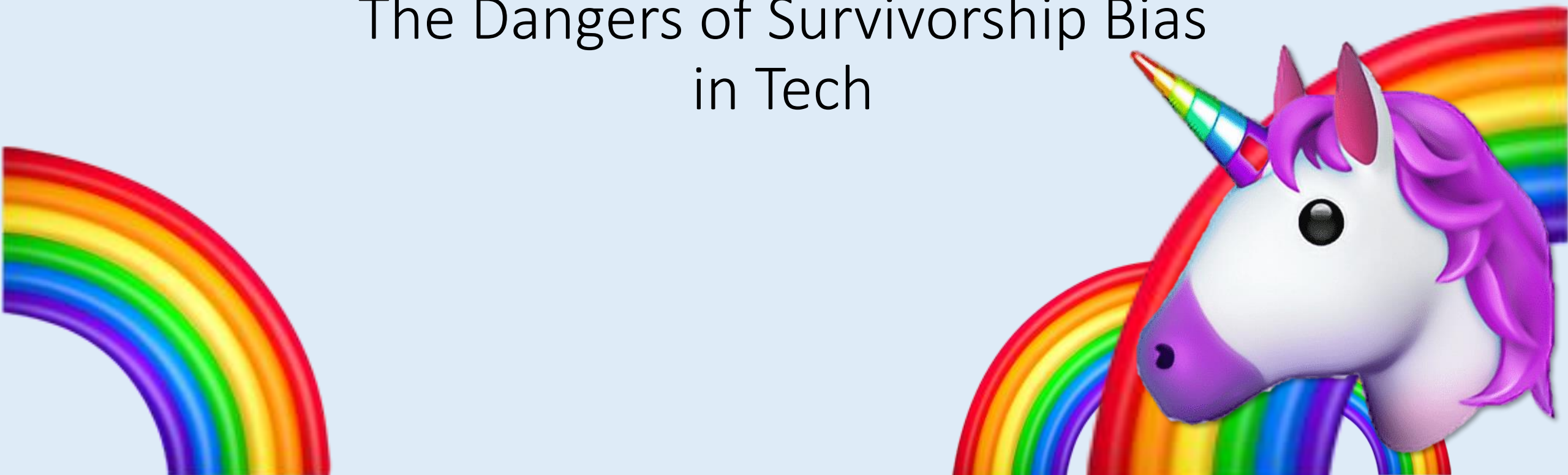


# **Stop Chasing Unicorns and Rainbows:**

The Dangers of Survivorship Bias  
in Tech



# Who am I

Louëlla Creemers

.NET dev @ 4DotNet

University teacher

Microsoft MVP



Confession: I suck at making PPT slides



Confession 2: I love 80's music



# I really 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

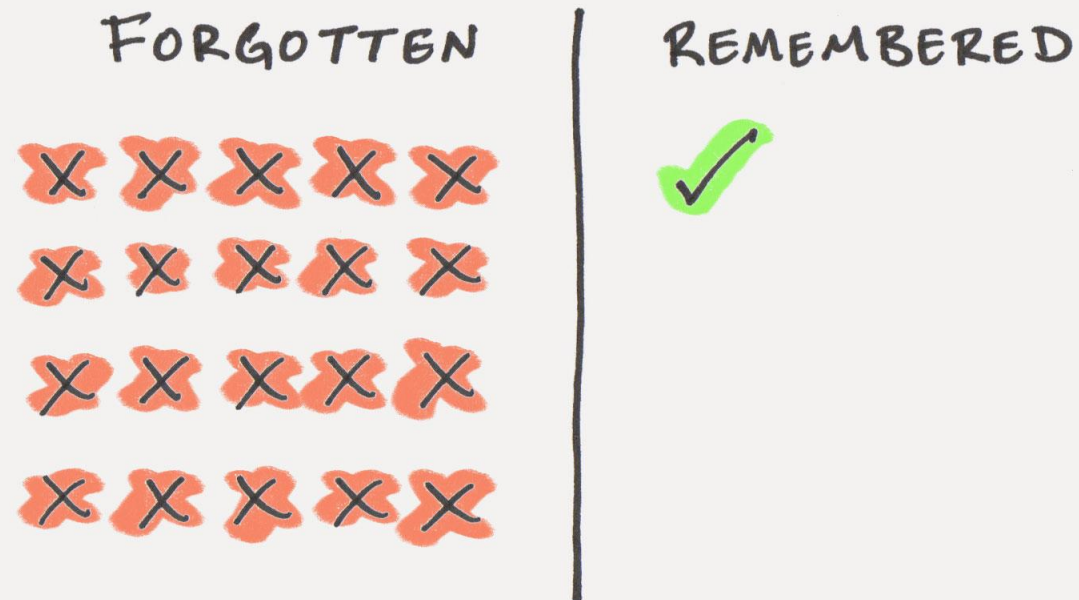
PREVIEW



# Survivorship bias

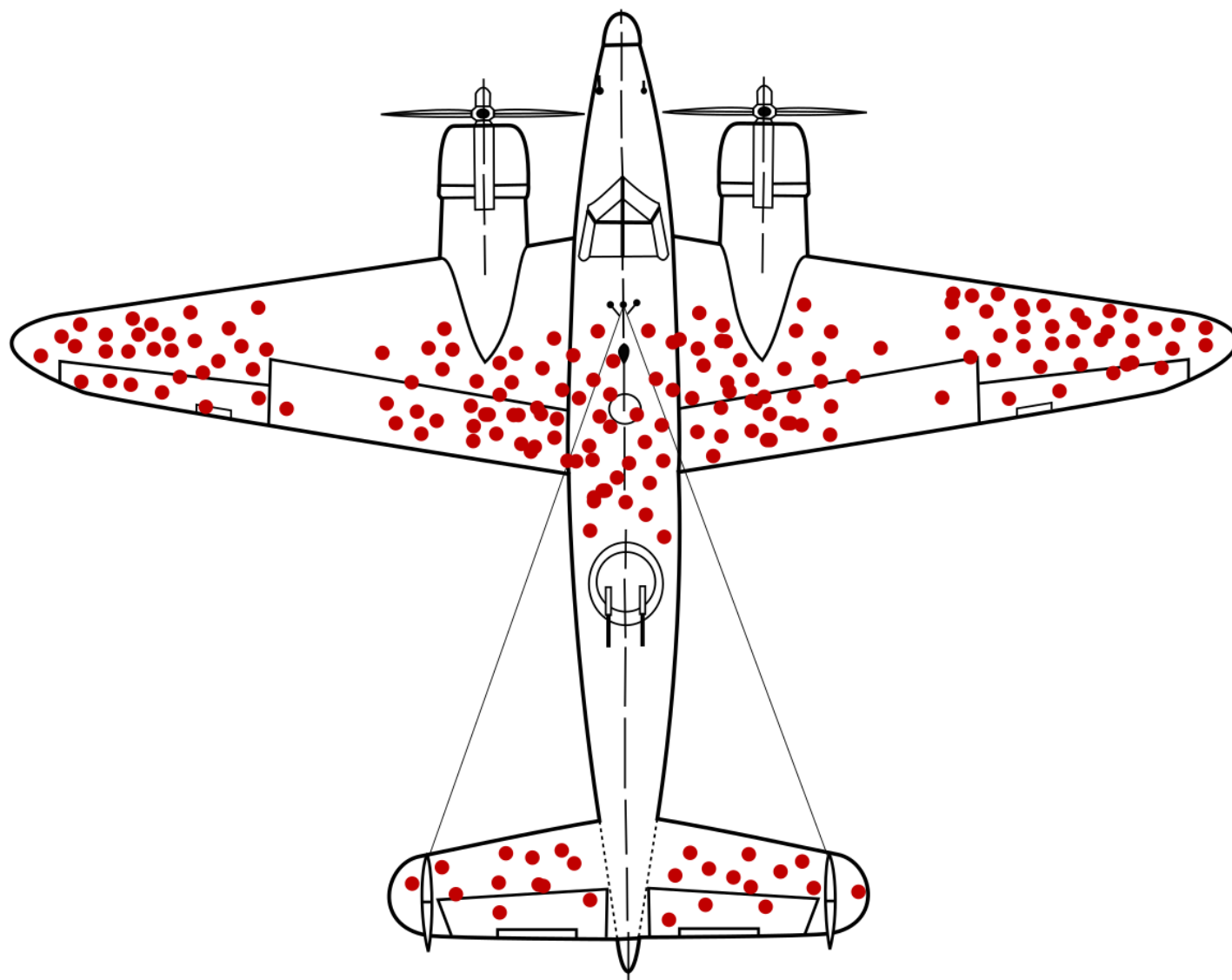


# THE SURVIVORSHIP BIAS



JamesClear.com







Cats are victims too











This bias makes sense!



# My brother and I make 7 figures in revenue from our AI newsletter. Here's how ChatGPT helped us grow and bring in more money.

Ellen Nguyen

🕒 30 jun 2023



Right to left: Zain Kahn and his brother, Awais. Foto: Courtesy of Zain Kahn



# How?


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





## Emotions

PREVIEW Mariah Carey

 Save on Spotify

...



# What are the dangers?

- Wrong decisions
- Overconfidence
- Forgetting risks





# Who does it affect?

- Entrepreneurs
- Social media users
- Conference attendees





# Entrepreneurs



# Startups are everywhere







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



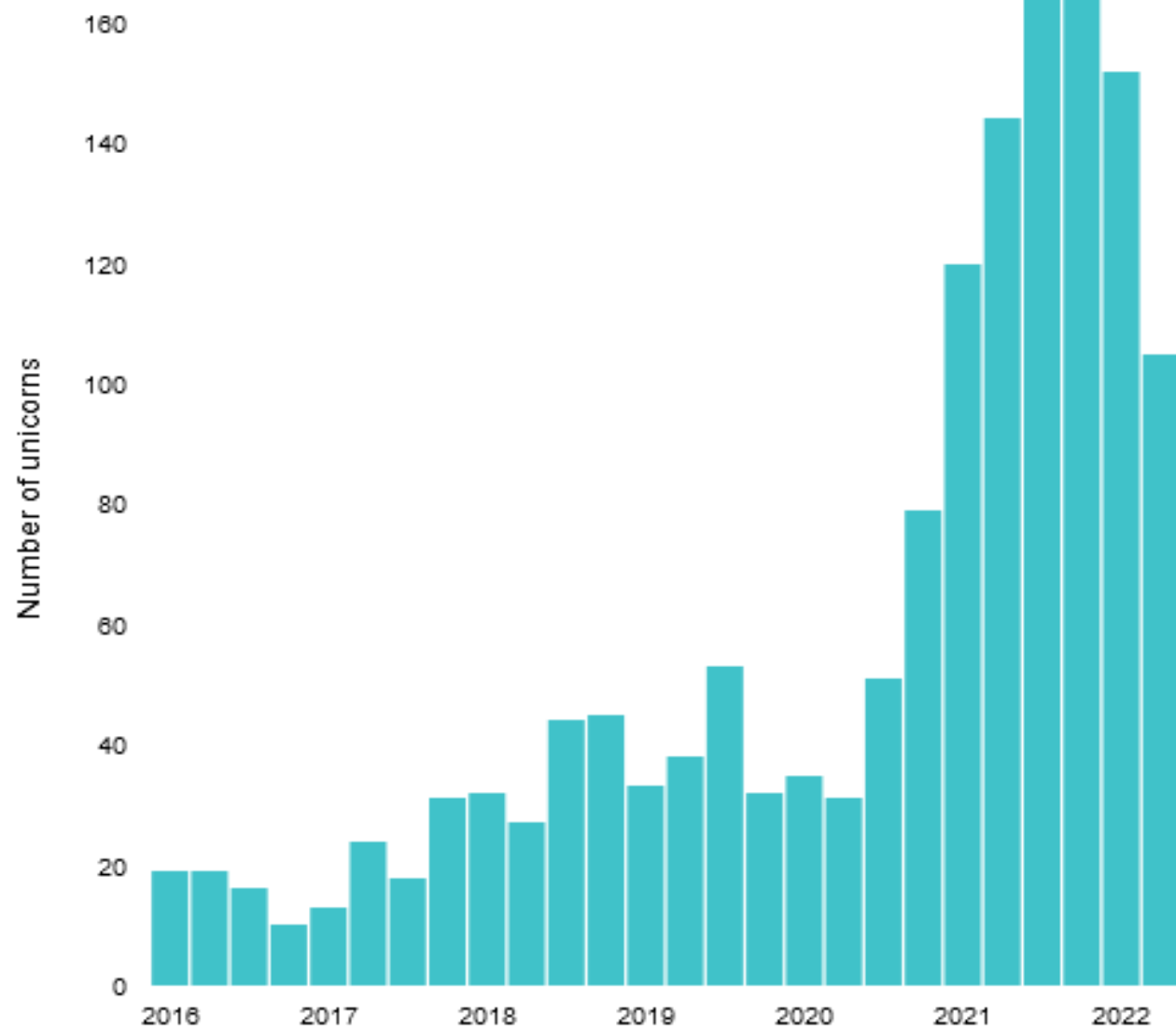
DISCORD



miro

stripe

WIZ<sup>★</sup>



Inspiration is everywhere!





Kacie Ahmed

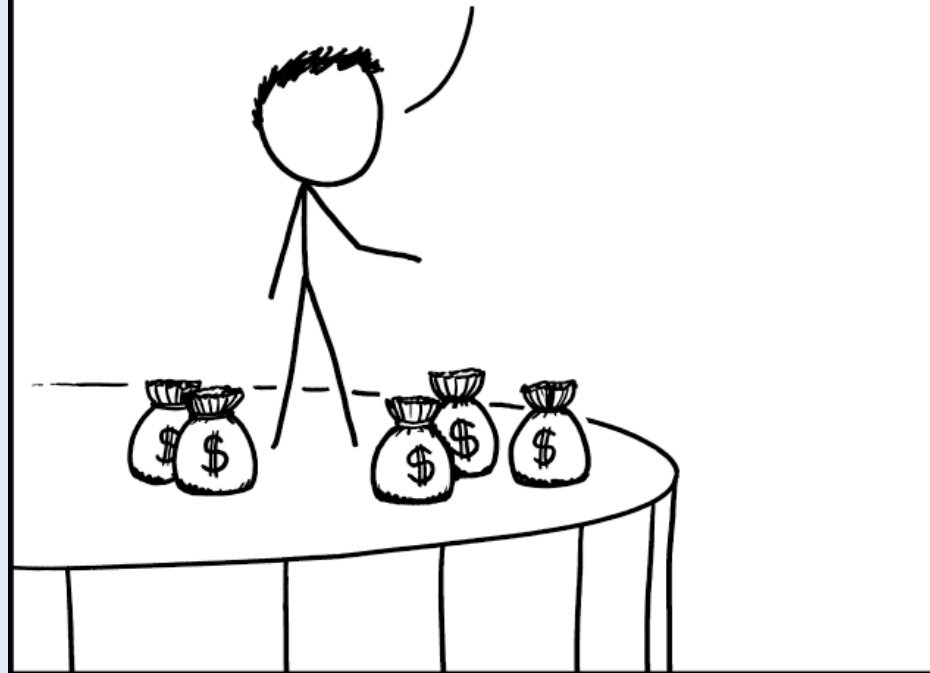




NEVER STOP BUYING LOTTERY TICKETS,  
NO MATTER WHAT ANYONE TELLS YOU.

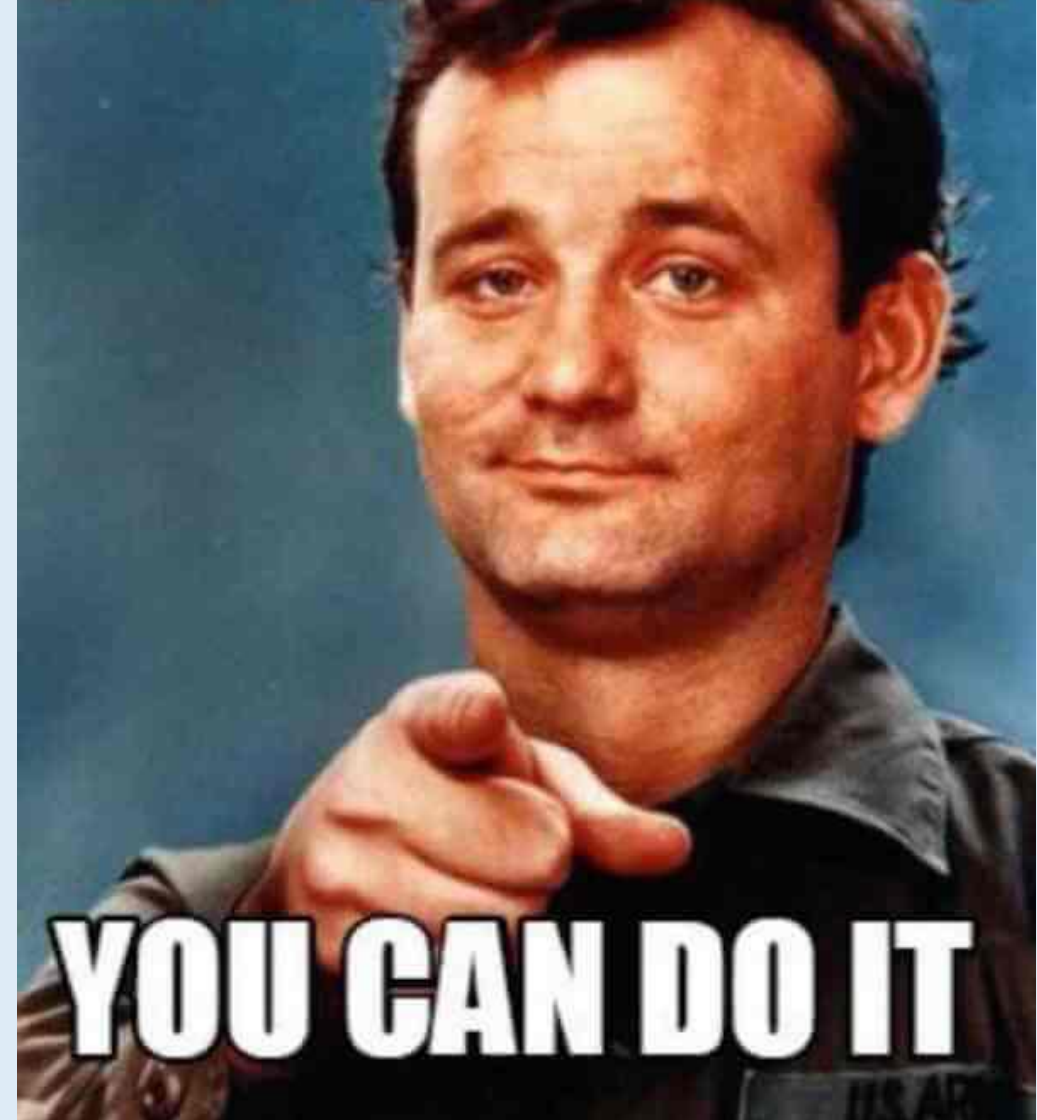
I FAILED AGAIN AND AGAIN, BUT I NEVER  
GAVE UP. I TOOK EXTRA JOBS AND  
POURED THE MONEY INTO TICKETS.

AND HERE I AM, PROOF THAT IF YOU  
PUT IN THE TIME, IT PAYS OFF!



EVERY INSPIRATIONAL SPEECH BY SOMEONE  
SUCCESSFUL SHOULD HAVE TO START WITH  
A DISCLAIMER ABOUT SURVIVORSHIP BIAS.

**HEY YOU YES YOU**



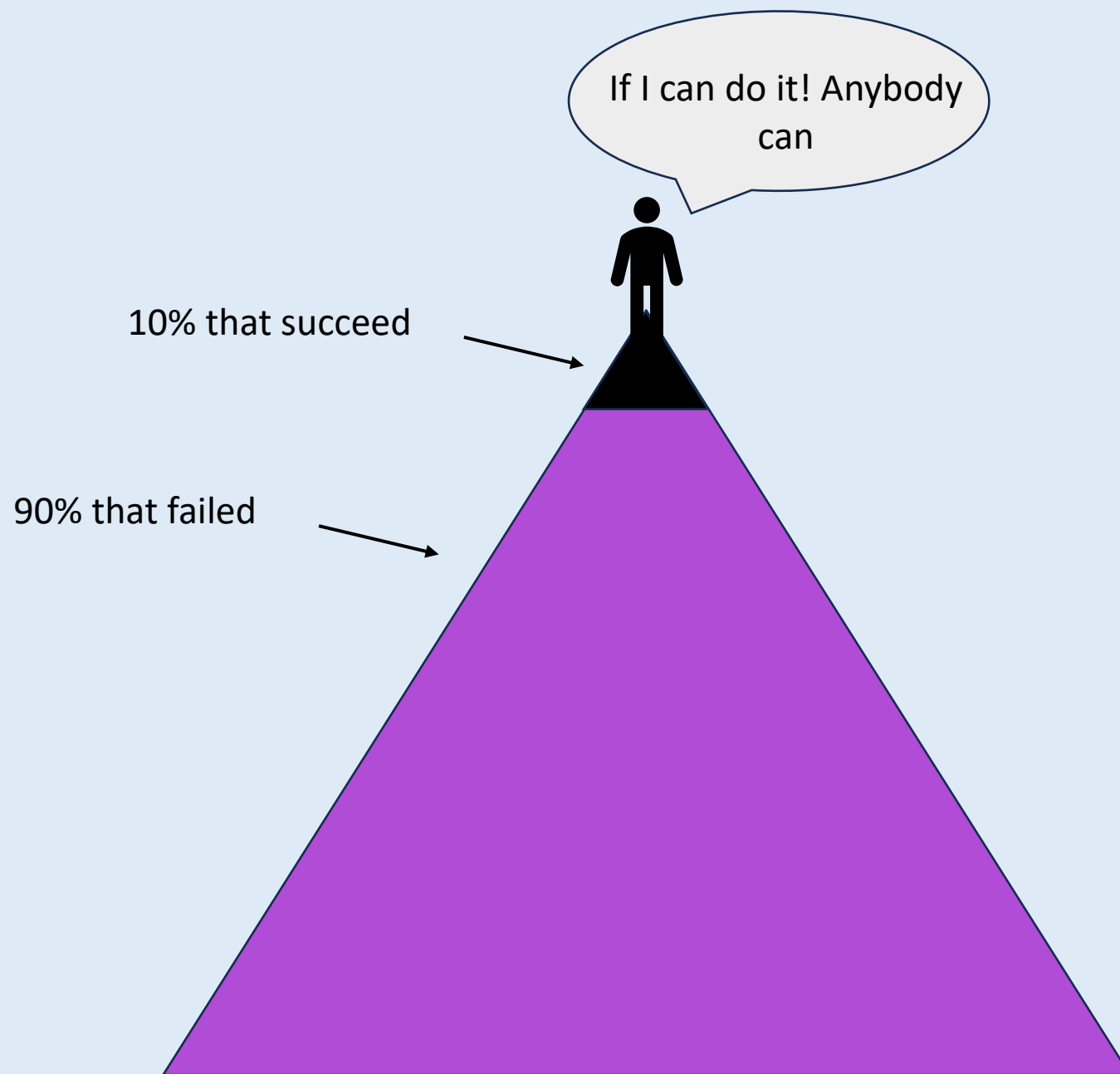
**YOU CAN DO IT**



# However....

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









# Even hot companies die out



# Social media






Not everything is authentic





**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 



**Chase Dimond | Entrepreneur**  @chasedimond · Jan 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 



**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

# Keep in mind

- Algorithm hype
- People want attention
- People want money





# Maslow's hierarchy of needs

Do you want to become a famous internet person?



# Keep in mind

- People started early
- People have time
- People are lucky







# Conference attendees

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<b>09:00</b>   <b>09:55</b>	Introduction to .NET MAUI <b>Maddy Montaquila</b>	Building Cloud-Native Applications with .NET Aspire <b>Martin Björkström</b>	OAuth, OpenID Connect & .NET – the Good Parts <b>Anders Abel</b>	The road taken; from Framework to .NET8 <b>Eric Johansson</b>
<b>10:10</b>   <b>11:00</b>	Better Code Reviews FTW! <b>Tess Ferrandez-Norlander</b>	The Blazor Multiverse: get to know the different Blazor frameworks <b>Anjuli Jhakry Gerald Versluis</b>	One API to rule them all, introducing serverless Dapr <b>Marc Duiker</b>	How your .NET project file works and cool things you can do with it <b>Martin Ullrich</b>
L U N C H				
<b>11:00</b>   <b>12:50</b>	<b>11:10 - 12:00</b> Azure Machine Learning 101 for Developers: Harnessing the Potential of Machine Learning <b>Anh Tran</b>	<b>11:50 - 12:40</b> Azure Static Web Apps for the Enterprise <b>Stacy Cashmore</b>	<b>11:10 - 12:00</b> From Hell to Heaven: Porting Doom to MAUI <b>Nico Vermeir</b>	<b>11:50 - 12:40</b> 1,2,3 ... testing : is this thing on(line)? Meet your new Microsoft Testing tools. <b>Mike Martin</b>
L U N C H				
<b>12:50</b>   <b>13:40</b>	The Most Important Lessons I've Learned About Good Design <b>Mark Miller</b>	Build your own Copilot with Semantic Kernel and OpenAI <b>Jakob Ehn</b>	Passwordless authentication on Azure: the answer to building more secure solutions <b>Henry Been</b>	Quantum computing - the next best thing? <b>Hanna Engel</b>
<b>13:55</b>   <b>14:45</b>	All your secrets are belong to us <b>Callum Whyte</b>	Blazor Hybrid and Web in One Solution <b>Ed Charbeneau</b>	Let's ship this thing! <b>Gary Ewan Park</b>	They challenged me to create a stable Azure solution, using only the cheapest tiers. <b>Nikos Delis</b>
<b>15:15</b>   <b>16:05</b>	What is new in .NET 8 and C# 12? <b>Johnny Hooyberghs</b>	Your new colleague; GitHub Copilot <b>Cecilia Wirén</b>	PowerShell for Developers <b>Simon Wåhlin</b>	Blazor-testing from A to Z <b>Egil Hansen</b>
<b>16:20</b>   <b>17:10</b>	Correcting Common Async/Await Mistakes in .NET 8 <b>Brandon Minnick</b>	How to Rock Your Frontend Apps with 10 Awesome CSS Features! <b>Andreas Wänqvist</b>	Stop Chasing Unicorns and Rainbows: The Dangers of Survivorship Bias in Tech <b>Louëlla Creemers</b>	Elevate Your ASP.NET Core Solutions with Azure OpenAI <b>Marco De Sanctis</b>





You try it



Expectations not met



# You might have...

- Lost time
- Lost money
- Imposter syndrome





—

IT'S A TRAP!

How to not  
get trapped

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It's a bias



Do your research!



Business success



# Do background checks on...

- Backstory
- The quantity
- Similar failed companies





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Ellen Nguyen

🕒 30 jun 2023



Right to left: Zain Kahn and his brother, Awais. Foto: Courtesy of Zain Kahn

Wealthy with enough money to promote the newsletter

Amazing community builder with 700k LinkedIn followers





At tech conferences






Use the Q&A time

# Questions to ask

- Non compatibility issues
- Risks and limitations
- Failure experiences
- Future development





Make  
conversation  
with the  
speaker

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# Research further

- Blog posts
- Reddit
- People in your network



At your job

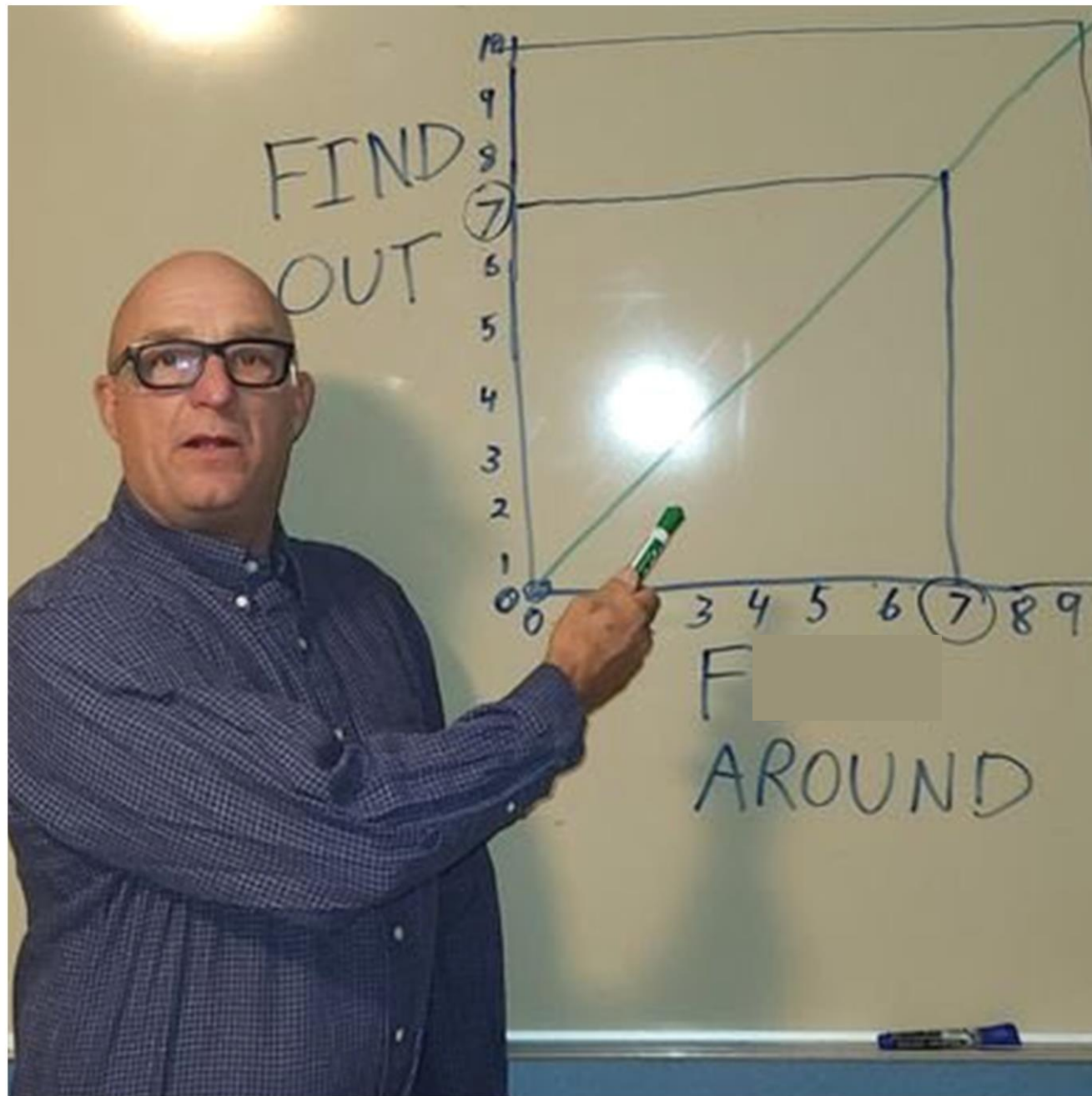






# Tinkering method









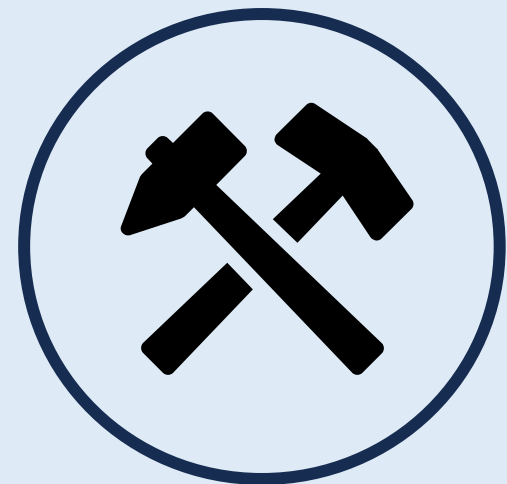
# Create a process



1. Seed



2. Discovery



3. Toolbox



## 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







# Hackathons





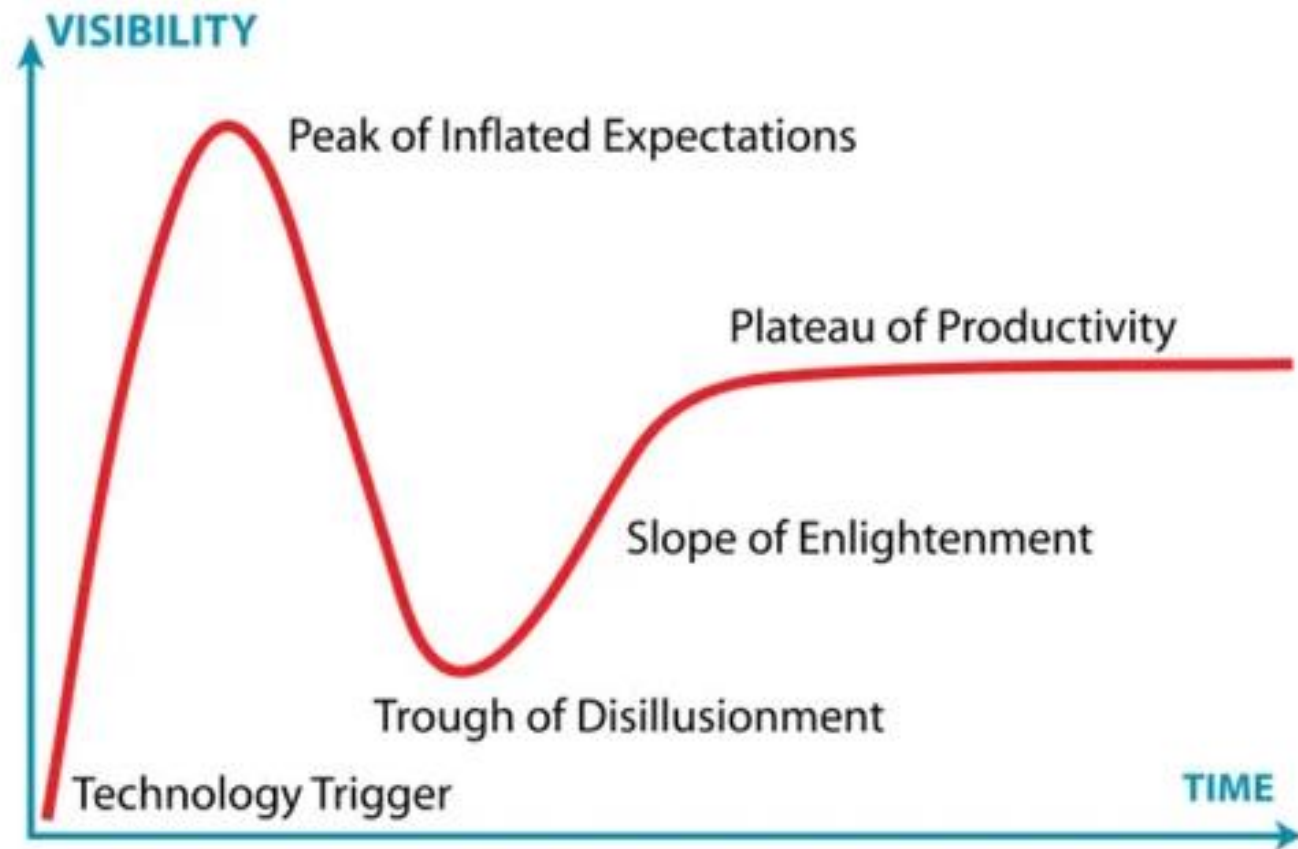


- The 4C's
- Solutions
- Teambuilding

On social media







**Beware of the hype cycle!**

Stay realistic



We need you!



# Take Aways

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- Don't forget the 'losers'
- Do your research
- Talk with public speakers
- 80s music is awesome



# Thank you!

Slides



Socials

