

# Πώς αυξάνω τις πιθανότητες επιβίωσης μιας (νεοφυούς) επιχείρησης

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Ideas Forward

Skywalker, Μονοπάτια Επιχειρηματικότητας

# Περιεχόμενα

Νέα και νεοφυής επιχείρηση

Καινοτομία και ρίσκο

Μια περίπτωση αποτυχίας

Διαχείριση ρίσκου με εργαλεία Lean Startup

Ποσοστό επιβίωσης νέων επιχειρήσεων:

25% κλείνουν τον πρώτο χρόνο

50% σε 5 χρόνια

75% σε 10 χρόνια


New business survival rate, US Small Business Administration, August 2018

Ποσοστό επιβίωσης νεοφυών  
(startup) επιχειρήσεων:

90% κλείνουν στα 3 πρώτα χρόνια

A rocket is shown launching vertically, leaving a white plume of smoke and fire. The background is a solid blue color. The text "STARTUP ≠ ΝΕΑ ΕΠΙΧΕΙΡΗΣΗ" is centered in white, sans-serif font.

STARTUP ≠ ΝΕΑ ΕΠΙΧΕΙΡΗΣΗ

A rocket launch is shown in the background, with a white plume of smoke and fire trailing behind the rocket as it ascends into a clear blue sky. The rocket is positioned vertically in the center of the frame.

“A startup is a temporary  
organization used to  
search for a repeatable  
and scalable business  
model”

Steve Blank, Stanford

A rocket is shown launching vertically against a clear blue sky, leaving a large, billowing plume of white smoke and steam behind it. The rocket is positioned centrally in the frame. Overlaid on the image is the text "STARTUP = KAINOTOMIA" in a clean, white, sans-serif font, centered horizontally and positioned in the middle of the image.

STARTUP = KAINOTOMIA



A roller coaster track with red and yellow supports curves upwards against a clear blue sky. The track is filled with several red and black roller coaster cars, each with passengers. The cars are positioned at the top of the curve, suggesting a steep climb or a high point in the ride.

ΚΑΙΝΟΤΟΜΙΑ = ΡΙΣΚΟ



# Types of innovation



# Mokase (2017)



<https://www.mokase.it/en/>

# Twitter Peek (2009)



# Segway (2001-)





# Amazon Fire Phone (2014-2015)



# Facebook Phone (2013-2014)



“It wasn’t the right product at the right time for their customers”

Brian Blau, Gartner Research



# Sony AIBO (1999-2005)



# Windows Vista (2007)



# Apple MessagePad (1993-1998)

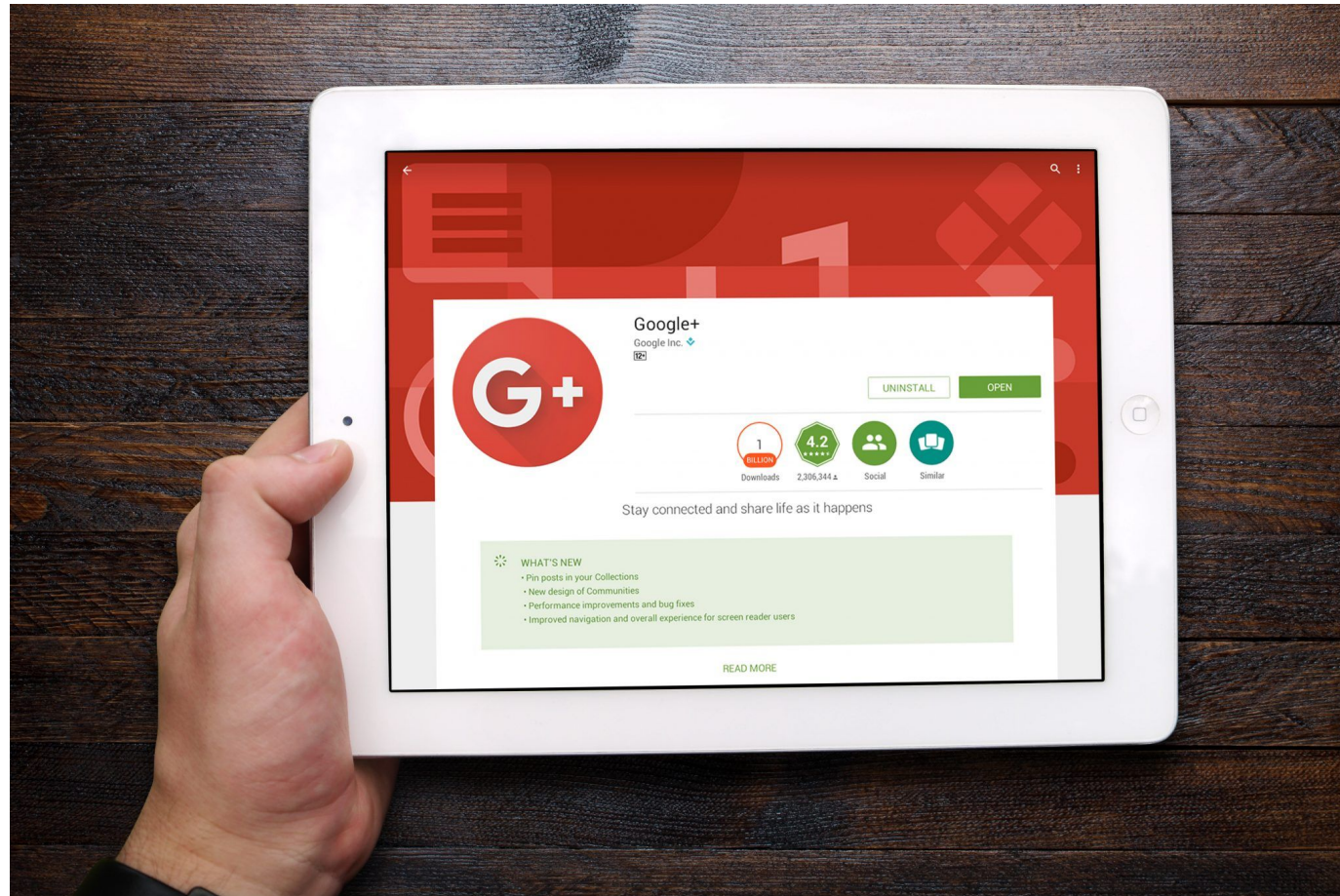


# Google Glass, Google (2013-2014)

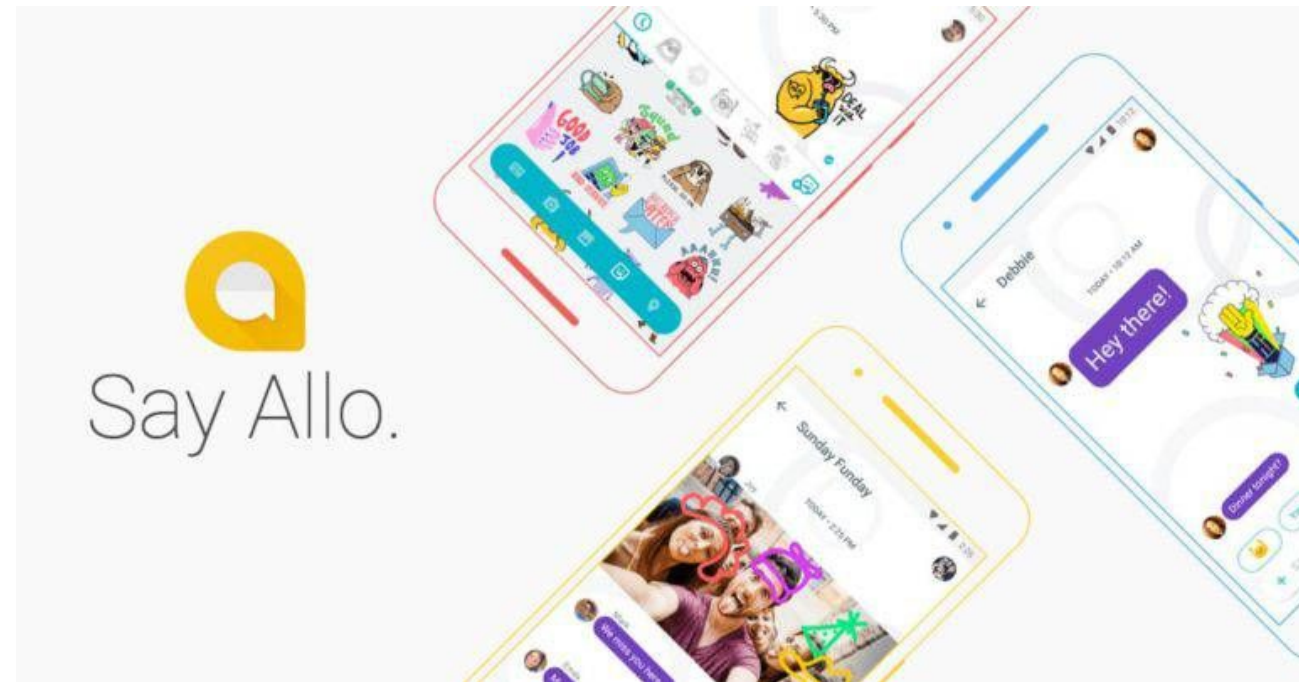




# Google+ (2011-2018)



# Google Allo (2016-2018)





# The Google Cemetery

A list of dead Google products and why they died

Death by year 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 2009 2008 2007  
2006

Search for a Google product...

PRODUCT LIFESPAN

NEAR DEATH

Services (99)



Fabric

Mobile Analytics

June 2019



Fusion Tables

Data Visualization

December 2019



Inbox by Gmail

email client for android

2014-2019



Google+

social networking site

2011-2019



URL Shortener

goo.gl

URL shortening service

2009-2019



Mr. Jingles

Notification Widget

2015-2019



YT Annotations

Video Annotations

2008-2019



Android Nearby

Mobile Notifications

2015-2018



Tez



Save to Chrome



Encrypted Search



Chrome Anns



# STARTUP = ΚΑΙΝΟΤΟΜΙΑ = ΡΙΣΚΟ

Μεγάλη προοπτική  
Μεγάλη αβεβαιότητα

->

Μεγάλη ανταπόδοση







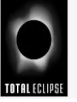











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Μεγάλη πιθανότητα αποτυχίας











ΕΠΕΝΔΥΤΙΚΑ ΚΕΦΑΛΑΙΑ ≠ ΕΠΙΤΥΧΙΑ

## JEREMIE OPENFUND II

 Your personal travel concierge <a href="#">Go to the site</a>	 Digital archival solutions <a href="#">Go to the site</a>	 All-in-one recruiting software <a href="#">Go to the site</a>	 Boat rental marketplace <a href="#">Go to the site</a>
 Ask like-minded people <a href="#">Go to the site</a>	 Small lodgings booking system <a href="#">Go to the site</a>	 Popularizing play <a href="#">Go to the site</a>	 Set and forget CMS management <a href="#">Go to the site</a>
 Wearable computing evolved <a href="#">Go to the site</a>	 FMCG coupons in your smartphone <a href="#">Go to the site</a>	 Mixtapes made personal <a href="#">Go to the site</a>	 Professional reports & infographics in seconds <a href="#">Go to the site</a>
 Enriches product pages with video <a href="#">Go to the site</a>	 Broadband infrastructure management <a href="#">Go to the site</a>	 Aircraft cockpit on a tablet <a href="#">Go to the site</a>	 Delicious food delivered in minutes <a href="#">Go to the site</a>
 Electromagnetic simulation for chipmakers <a href="#">Go to the site</a>	 IoT development and update tools <a href="#">Go to the site</a>		

## OPENFUND I

 Social media monitoring for international markets <a href="#">Go to the site</a>	 Image processing as a Service <a href="#">Go to the site</a>	 Choose a taxi on your phone <a href="#">Go to the site</a>	 Sport events management software <a href="#">Go to the site</a>
 Premium food products marketplace	 Browser based immersive 3d gaming	 Collaborative realtime list editing	 Fashion discovery engine

# ΤΟ PORTFOLIO ΕΝΟΣ ΕΠΙΤΥΧΗΜΕΝΟΥ ΕΛΛΗΝΙΚΟΥ VENTURE CAPITAL FUND

## Openfund VC (2009-2016)

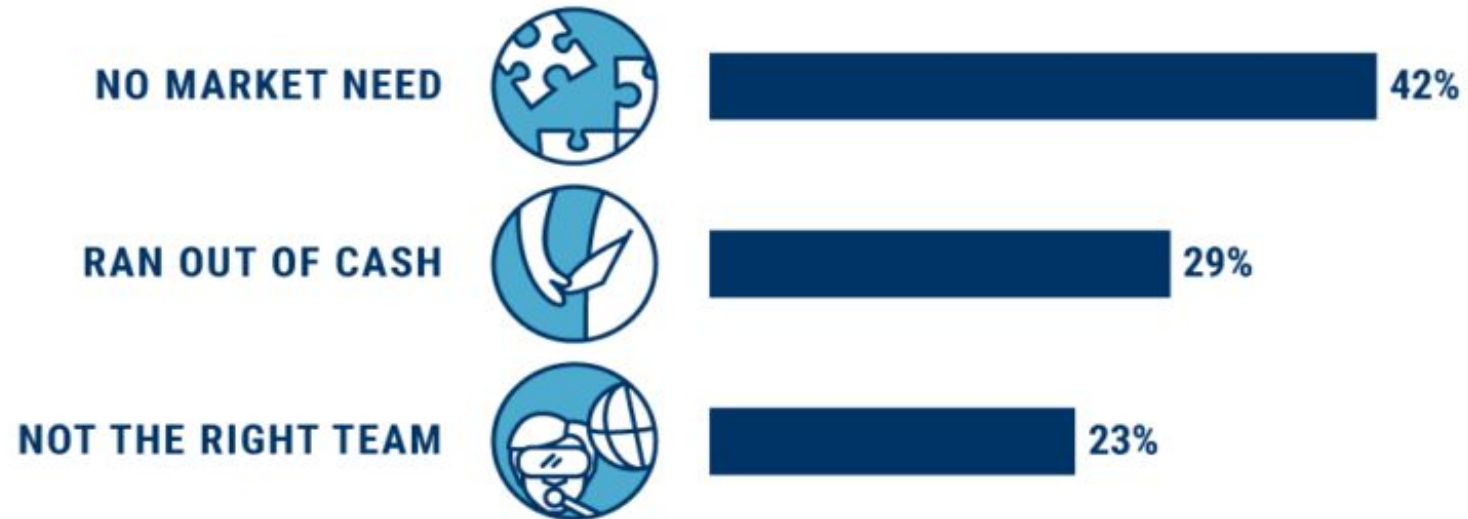
- 26 επενδύσεις σε εταιρείες
- 4 exits/εξαγορές
- 9 σε λειτουργία
- 13 έχουν κλείσει



A person in a blue shirt is holding a red sign. The sign has the word 'CLOSED' in large, bold, white letters. Below it, in smaller white text, it says 'Going out of Business'. The background is a blurred image of the person's hands and the sign.

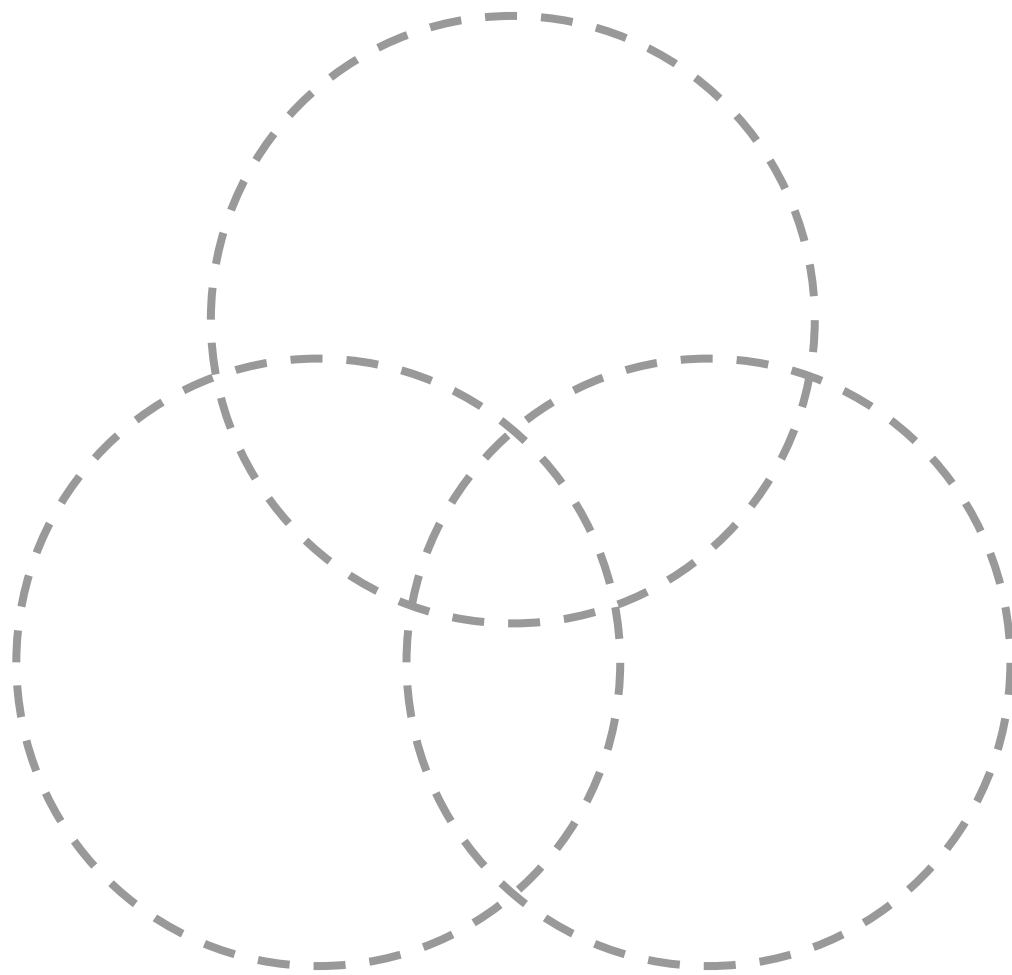
ΒΑΣΙΚΗ ΑΙΤΙΑ ΑΠΟΤΥΧΙΑΣ:  
ΜΙΚΡΗ ΖΗΤΗΣΗ ΣΤΗΝ ΑΓΟΡΑ

 **BASED ON ANALYSIS OF 101 STARTUP POSTMORTEMS**  
Top 20 Reasons Startups Fail



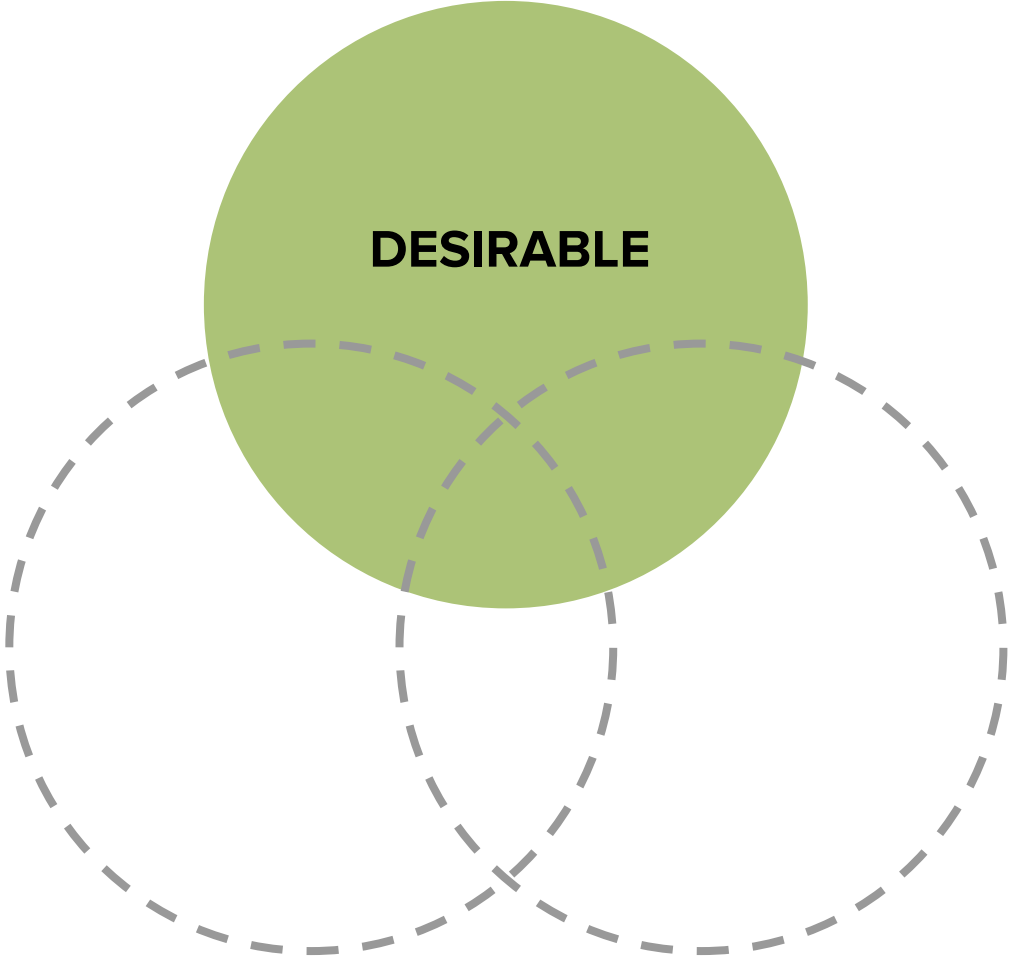


An idea  
that works



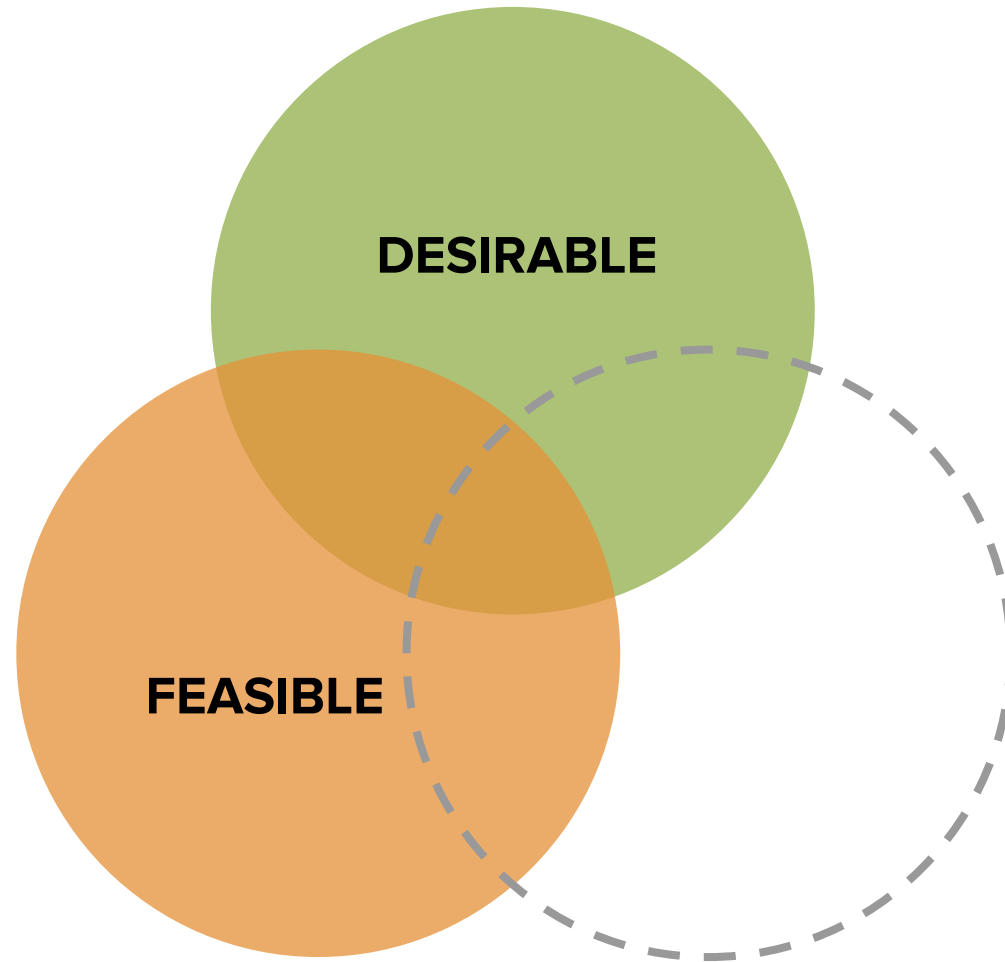
# An idea that works

Do customers want it?



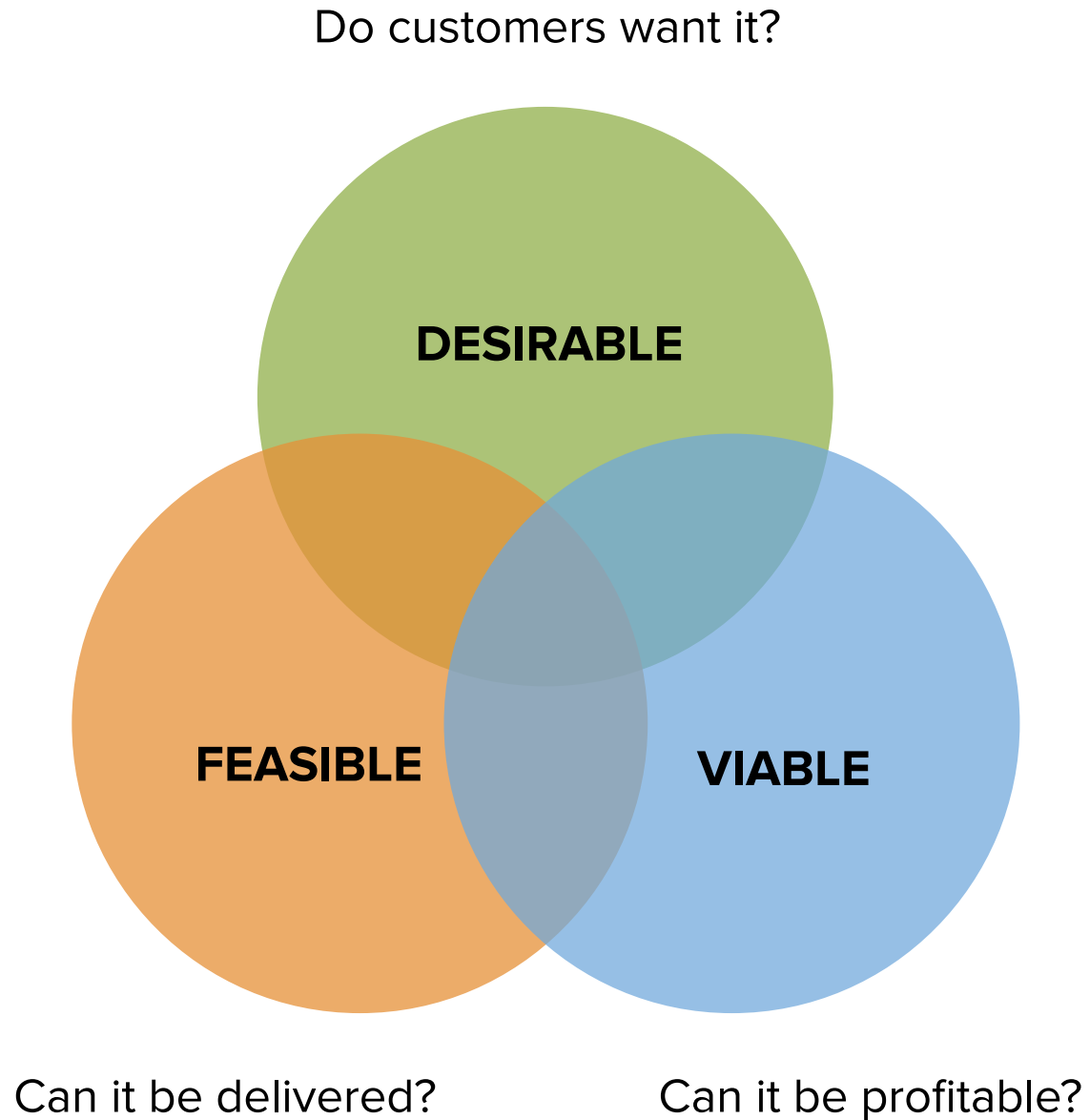
# An idea that works

Do customers want it?

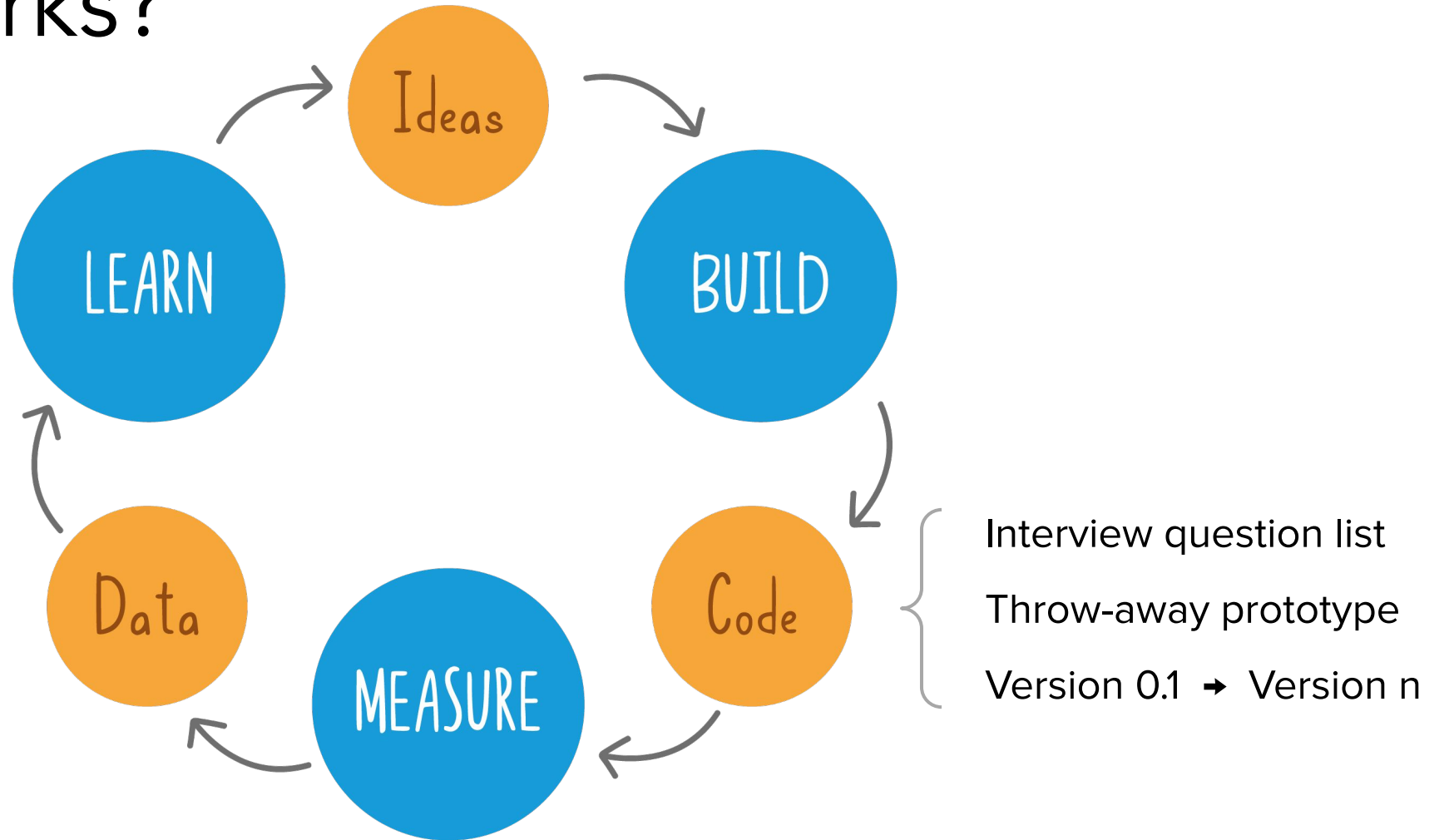


Can it be delivered?

# An idea that works



# How to get to an idea that works?





# FAMOUS STARTUP PIVOTS

YouTube: Video dating website

Twitter: Podcast subscription service (Odeo)

Instagram: Gamified check-in app (Burbn)



Owlet Baby Care

Founded in 2013

Achievements by 2019:

- \$50M+ annual revenues
- Products in US & EU
- 120 employees
- \$48M total VC funding
- 8 patents



Owlet Baby Care in Business Model Competition 2013 International Finals

<https://youtu.be/8lkYCH8Dk6Y>

# TO FIND SUCCESS, EMBRACE FAILURE

“The fastest way to succeed is to double your failure rate”

Thomas Watson  
President of IBM



I never lose.  
I either win or  
I learn.

Nelson Mandela



# ideasforward

TECHNOLOGY VENTURE STUDIO

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