



LESSONS FROM THE STARTUP WORLD



What's a startup
really?

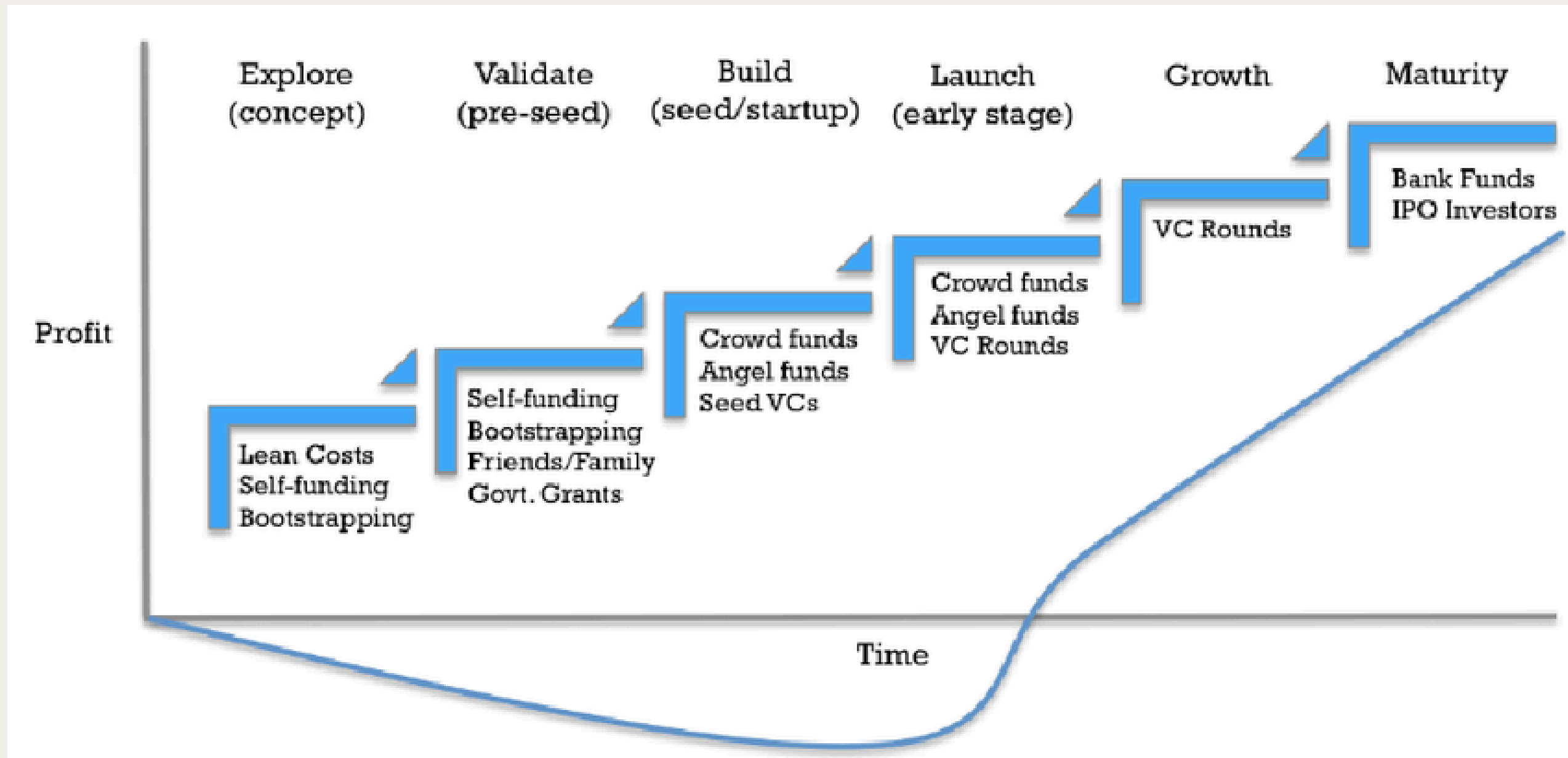
SME

- Proven business model
- Moderate growth
- Own resources / private equity
- Moderate risk - moderate reward

Startup

- Innovative business model
- Rapid growth
- Venture capital
- High risk - high reward

PHASES OF A STARTUP



1.

The idea is worth nothing.
Execution is king.

2.

Everything you believe in
is just a hypothesis.

3.

Focus on the problem, not
the solution.

4.

Start with a niche.

5.

Launch the earliest
possible.

6.

It takes three to tango.

7.

There is no runbook.
There are frameworks,
peers, mentors, coaches,
advisores.

8.

The ones that succeed are
the ones who adapt.

9.

Stay healthy & keep your
team in balance.

Thank you!

QUESTIONS & SHARES

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PITCH SPEED DATING

"We help (X) do (Y) by doing (Z)"



PITCH SPEED DATING

- What's the problem that you are trying to solve?
- Who is your client and what do they struggle with?
- Who is your competition and how is your product / service creating different value than theirs?

▶ "We help (X) do (Y) by doing (Z)"

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