



Global Startup 

MEXICO 2015, iLAB XALAPA

<http://tiny.cc/GSLMEX15>



Success and Failure

Explanatory text goes here.

To start a new venture

I have a
technological
breakthrough!



I have
an idea!



I have
a passion!



What can I do well that I would love to do for an extended period of time?

Year		Percent Failed
3	→	44 %
4	→	50 %
6	→	60 %
10	→	71 %

Leading Management Mistakes:

- ✘ Going into business for the wrong reasons
- ✘ Lack of a clear focus

Consider...

- *Knowledge*: What was the focus of your education or career?
- *Capability*: What are you most proficient at?
- *Connections*: Who do you know ?
- *Financial assets*: Do you have savings to start out?
- *Name recognition*: What are you or your partners well-known for?
- *Past work experience*: Inefficiencies or “pain points”?
- *Passion for a particular market*: Healthcare? Education? Energy? Transportation?
- ***Commitment*: Do you have the time and effort to devote to this endeavor?**

Failure or Success?

- Disruptive Technology
- Policy and Regulation
- Mergers and Acquisitions

Success

“Patience. These technology companies and startups in Mexico are new. There’s a lot of potential. There’s a lot of talent in Mexico, but the experience that we need is different. Sometimes there are things we don’t have yet in Mexico, so it’s going to take more time for these company to get to the point where everyone wants.”

Manolo Díaz, co-founder of Yogome”



1. Research a company that was/is successful.
2. Research a company that failed.

Please, whenever possible use numbers (\$) to describe the success or the failure of the company. (How much money they are making or how much money they lost?)

What brought the company to success or to failure?

Details are important, include as many as you can.

In your report include:

1. Company's Name
2. Success or Failure history.