

STARTUP 101 BOOTCAMP

STARTUP INTRODUCTION

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CONTENT

What is a startup?

How to start with the best chance to succeed?

Startup ecosystem

Startup development phases

What about science?



STARTUP



A “STARTUP” IS A COMPANY THAT IS CONFUSED ABOUT:

- 1) WHAT ITS PRODUCT IS,**
- 2) WHO ITS CUSTOMERS ARE, AND**
- 3) HOW TO MAKE MONEY.**

AS SOON AS IT FIGURES OUT ALL 3 THINGS, IT CEASES TO BE A STARTUP AND THEN **BECOMES A REAL BUSINESS.**

EXCEPT MOST TIMES, THAT DOESN'T HAPPEN.

**Dave McClure,
500 Startups**

STARTUPS IN MEDIA



STARTUP REALITY



41

The average age of a
typical unicorn
founder



700+

Having a degree
of some sort



13

Not gone to university
or had dropped out



***on a sample of 300+ unicorn startups**
<https://mojomortgages.com/learn/article/how-to-become-a-unicorn-founder>

UNICORN

PIVOTING

EQUITY

VALUATION

TRACTION

CEO/CTO

(CO)FOUNDER

**SPIN-
OFF/OUT**

(BUSINESS)

VENTURE CAPITAL

ANGEL

(VC) FUND

(SEED, A, B, ...)

(INVESTOR)

ROUND

(ELEVATOR)

SMART

(FUND)RAISING

MONEY

PITCH

(DECK)

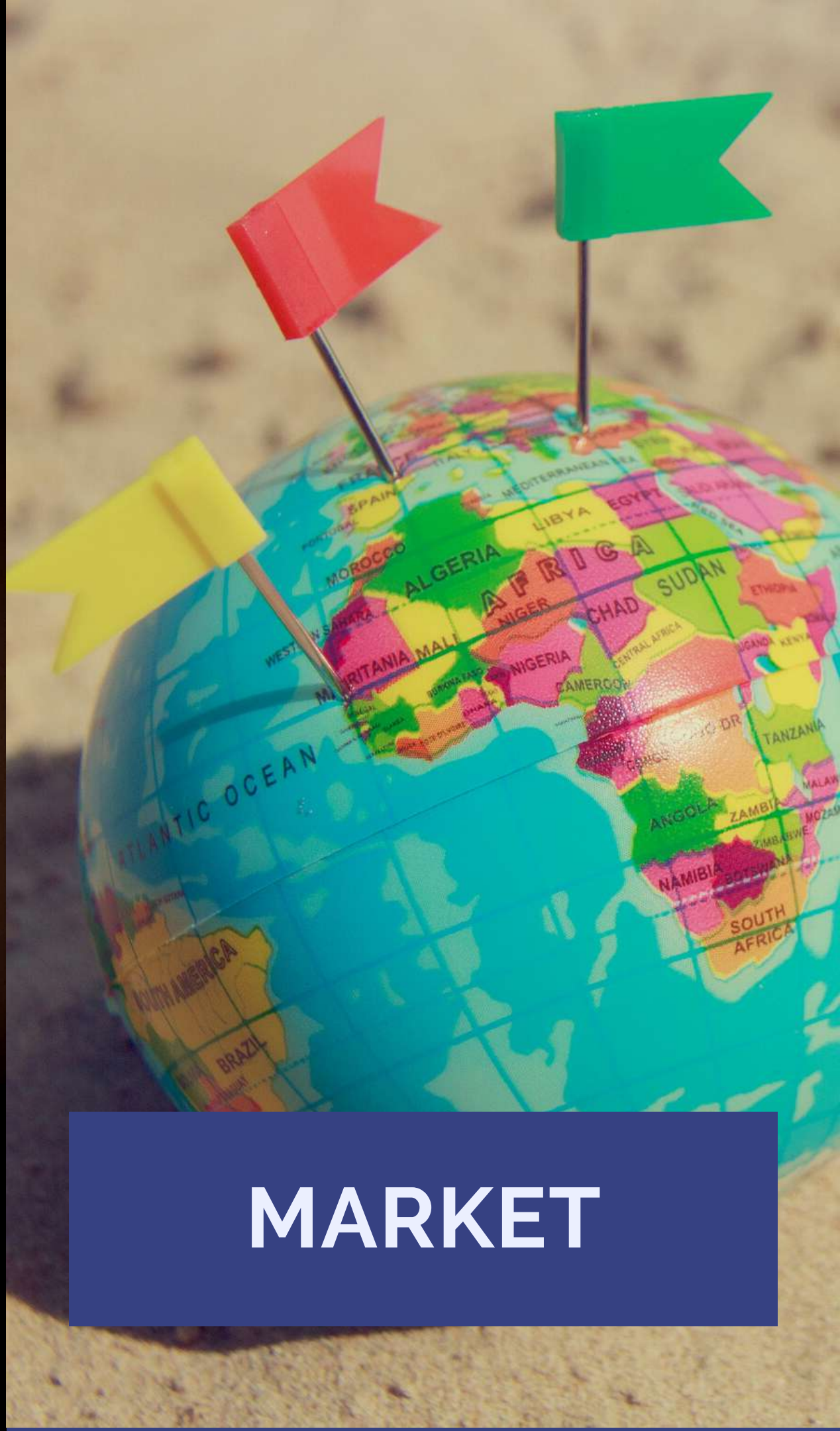
INCUBATOR/ACCELERATOR

HOW TO START?



TEAM

IDEA



MARKET

TEAM

- vision
- specific knowledge
- audacity & dedication



Steve Jobs on Life and Experiences (1982 interview, YouTube)









WHAT MAKES A STARTUP IDEA GOOD?

Good enough to start

Solves a real
problem

Big

**BIG MARKET
WITH A LOT OF
CUSTOMERS**

**A NEW MARKET
THAT WILL
GROW**



X TIMES BETTER PRODUCT

Google, Netflix, Airbnb, Uber, Revolut, TikTok



ADVANTAGE AND A FAST GROWTH

Microsoft, RedBull, PayPal, Facebook, Magic Leap, Coinbase



WHY STARTUPS FAIL?

1. **Not solving a real/big problem**
2. **Focusing only on a solution/development**
3. **Incompetent team**
4. **Not understanding customer's needs**
5. **Starting too early/too late**

ECOSYSTEM



CONFERENCES AND COMPETITIONS



INCUBATORS AND ACCELERATORS

SPOCK

ZICER
ZAGREBAČKI INOVACIJSKI CENTAR

MC | MASSCHALLENGE

Y Combinator

techstars_

ABC
ACCELERATOR

Science Park
The High Tech Incubator
Graz

weXelerate

500



ANGEL INVESTORS

...



VC FUNDS

SEQUOIA 

 Speedinvest

Credo.

atomico^o

 FIL
ROUGE
CAPITAL

STARTUP DEVELOPMENT



IDEA

Problem discovery,
team forming,
hypothesis development,
concepts brainstorming

VALIDATION

Hypothesis testing,
connecting with target
customers, business
model validation,
prototyping

DEVELOPMENT

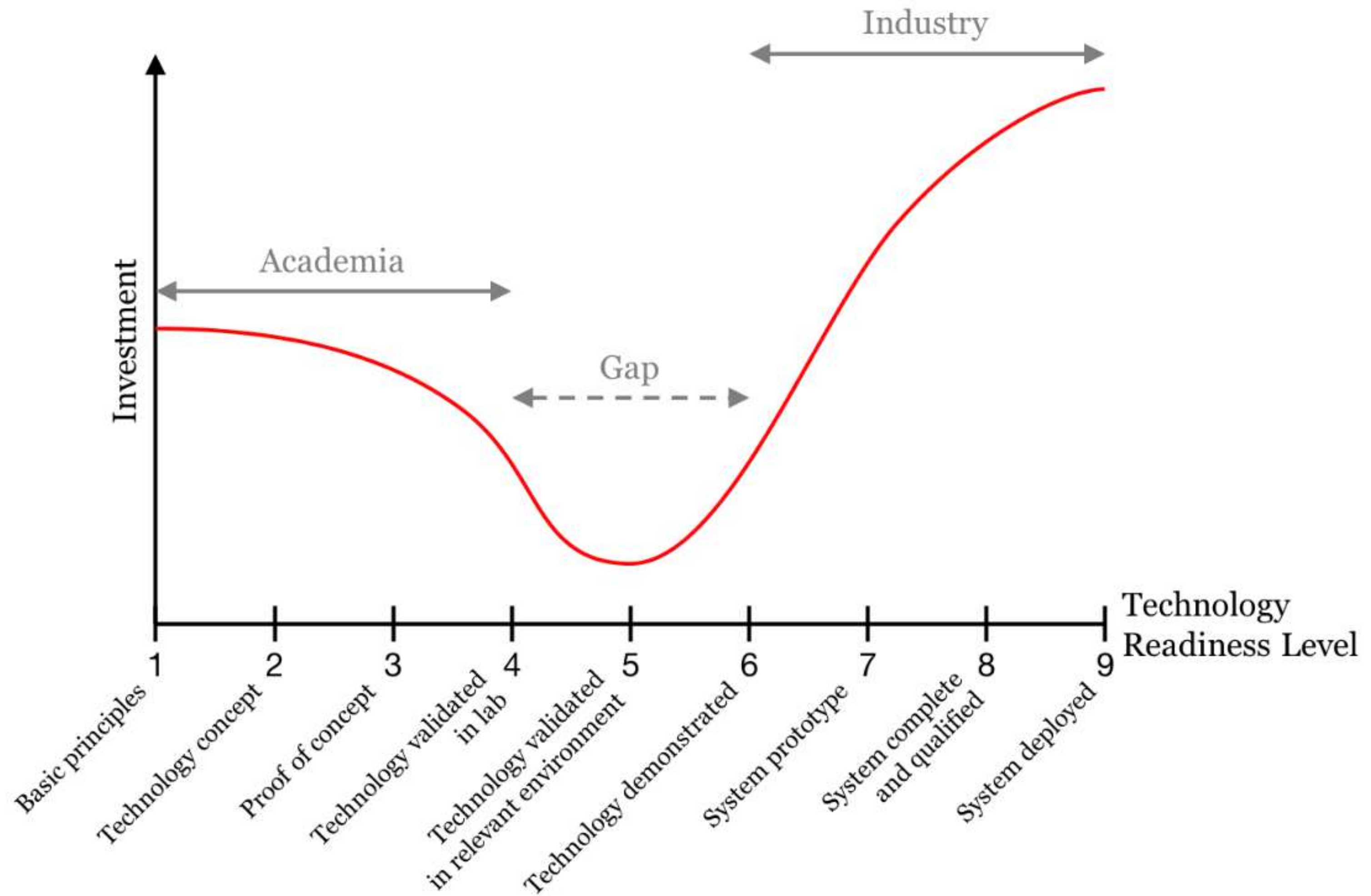
Product development,
first customers, first
investments, first
employees, networking

GROWTH

Product scalability,
business optimization, new
investments, employees,
markets, products and
customers, competition
acquisition



WHAT ABOUT SCIENCE?

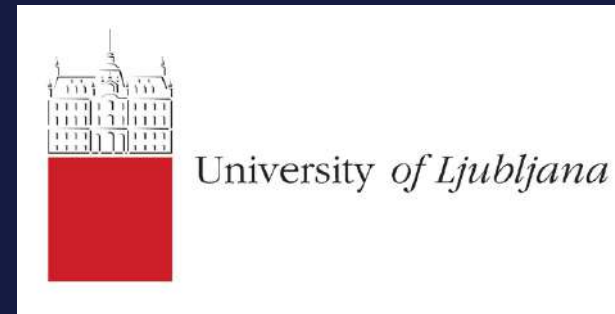


A silhouette of a person climbing a tree trunk against a bright orange and yellow sunset sky. The person is positioned on the left side of the frame, facing right, and is using ropes to ascend the tree. The background is a gradient of warm colors, transitioning from a deep orange at the bottom to a lighter yellow at the top.

WHY IS IT SO HARD?

1. **Different mindset**
2. **Different expectations**
3. **Not collaborating enough**
4. **The solution seeks a problem**
5. **The myth of Silicon Valley**

Crossing the Gap: Startup education and support for PhD students, researchers and scientists



Co-funded by the Erasmus+ Programme of the European Union

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Welcome to place where science and research meet business

Cross the gap and join Cogsteps - meeting point for every scientist and researcher with motivation to start their own start up.

Join and discover everything
Cogsteps has to offer

 Sign up with LinkedIn

(Recommended*)



Sign up with Google

or

Register with e-mail

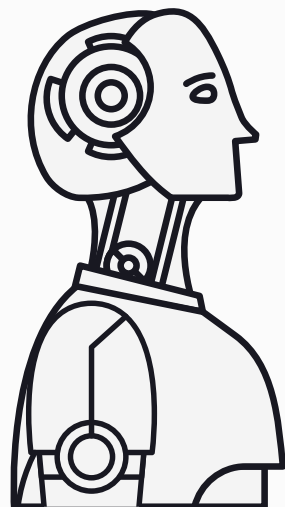
Already have an account? [Log in](#)

*Sign up with LinkedIn and your basic informations will be automatically filled

COGSTEPS web platform will teach researchers and scientists how to think, talk and act like a startup founders.

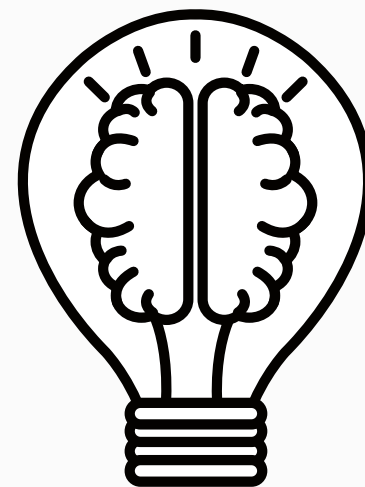


Target users



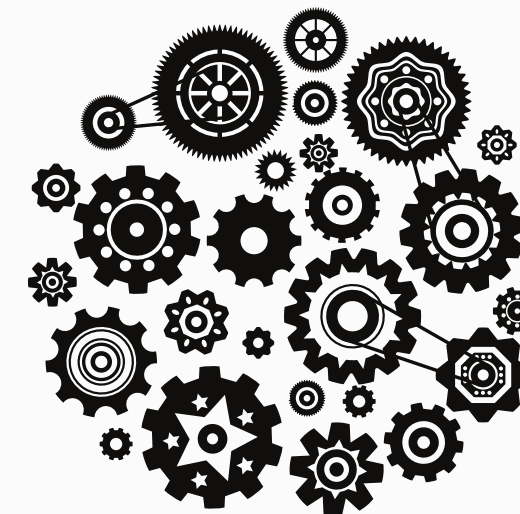
RESEARCHERS, SCIENTISTS AND EXPERTS

Transforming research results
and innovations in verified
startups



STARTUP INCUBATORS

Routing startups from the
platform in their programs



VC FUNDS

Summary of recommended
deep-tech startups

HOW TO cogsteps



1. Register and show us what you know and like

Become a Cogstepper and register to the platform! All you need to do is fill out basic information and list your skills and interest to make your Cogsteps experience tailored for you



2. Create and discover innovations

Present your idea or innovation to start a startup or find one that needs a co-founder or experts



3. Brainstorm your idea

Connect with experts from different fields and brainstorm together how to improve your start up idea or to find the application for an innovation



4. Ask incubators for help

Fill our startup questionnaire and get recommendations for educational materials and mentorships from incubators



5. Get your profile verified

Connect with the most relevant investors and VC funds to estimate your startup and get constructive criticism such as on startup competitions

March 2022



Timeline





Guest

How 'venture builders' are changing the startup model

Ali Diallo

@alidiallo

January 18, 2015 11:00 AM



GOOD LUCK!





**Thank
You!**

Have any questions?

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📍 cogsteps.com

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