

Tech Startups

Avoid the Pitfalls and Emerge a Winner

Robbie Melton



Uniqueness of a Tech Company

- ▶ Innovation
- ▶ Intellectual Property
- ▶ Product Development
- ▶ Capital Requirements
- ▶ Time to Market
- ▶ Risk

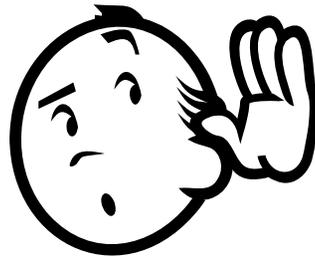


What is Required

- ▶ Market/Customers
- ▶ Planning, Planning, Planning
- ▶ Attorneys
- ▶ Accountant
- ▶ Trusted advisors
- ▶ Funding



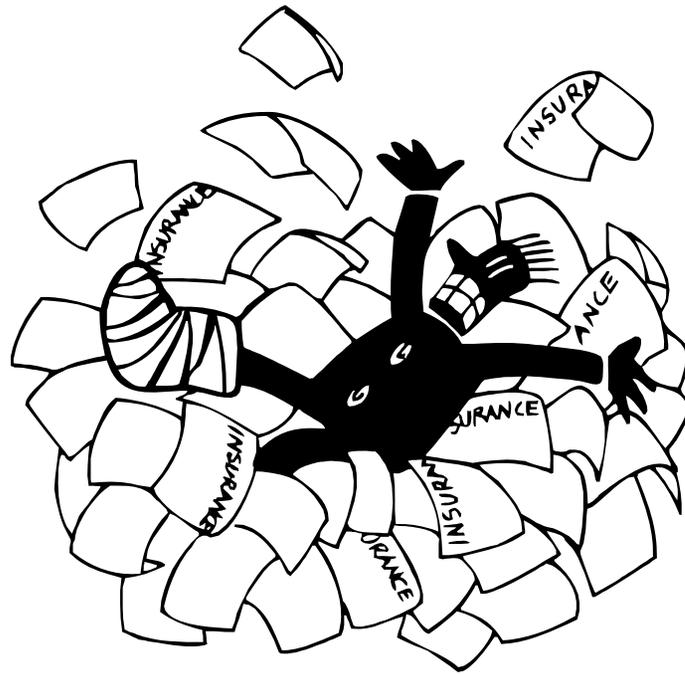
What's Really Required



The Leading Cause of Biz Death?



The Suicide Entrepreneur



Overly Passionate



Suspicion



Selective Hearing



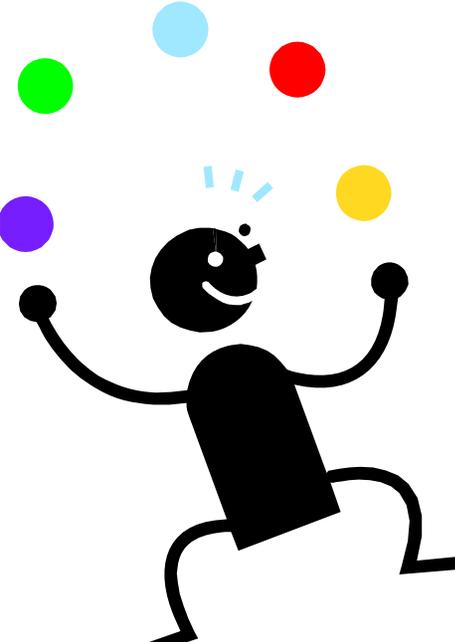
No Customer Validation



Inappropriate Team



Lack Focus



Poor Financial Planning



Avoiding the Pitfalls

- ▶ Business Model
- ▶ Good Management Team
- ▶ Large Markets
- ▶ Platform Technology
- ▶ Listens/seek advice
- ▶ Proactive
- ▶ Create Buzz



Go Forth and Innovate!

Robbie@htdc.org
@femailentrepren

