

Four reasons why working with startups is something your organisation should be doing



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“To succeed in
business you need to
be a a consumer in
your market place”

#1

Startups are closer to their customers.

The larger an organisation becomes, the bigger the distance between the CEO and the customer.

Startups do not have this problem. They are the customers they sell to.

“If you want to succeed in a market you have to be the first, the best or the cheapest...”

If you aim to be
the cheapest you will be out priced,

If you aim to be
the first you need to stay first,

If you aim to be
the best you need to be different”.

#2

Startups provide a plentiful source of unrestricted ideas.

This means innovating. Big businesses find it difficult to innovate. When they do their ideas are constrained by the legacy of their organisation.

Startups form to solve problems. Just like every problem, there are many solutions.

Every startup brings a new idea.



#3

Startups execute more efficiently.

When a big business develops a new product it requires a team, space, budget, senior level buy in and time. The financial cost can easily escalate.

Startups are lean. Their propositions are already validated and they have the team ready to go.



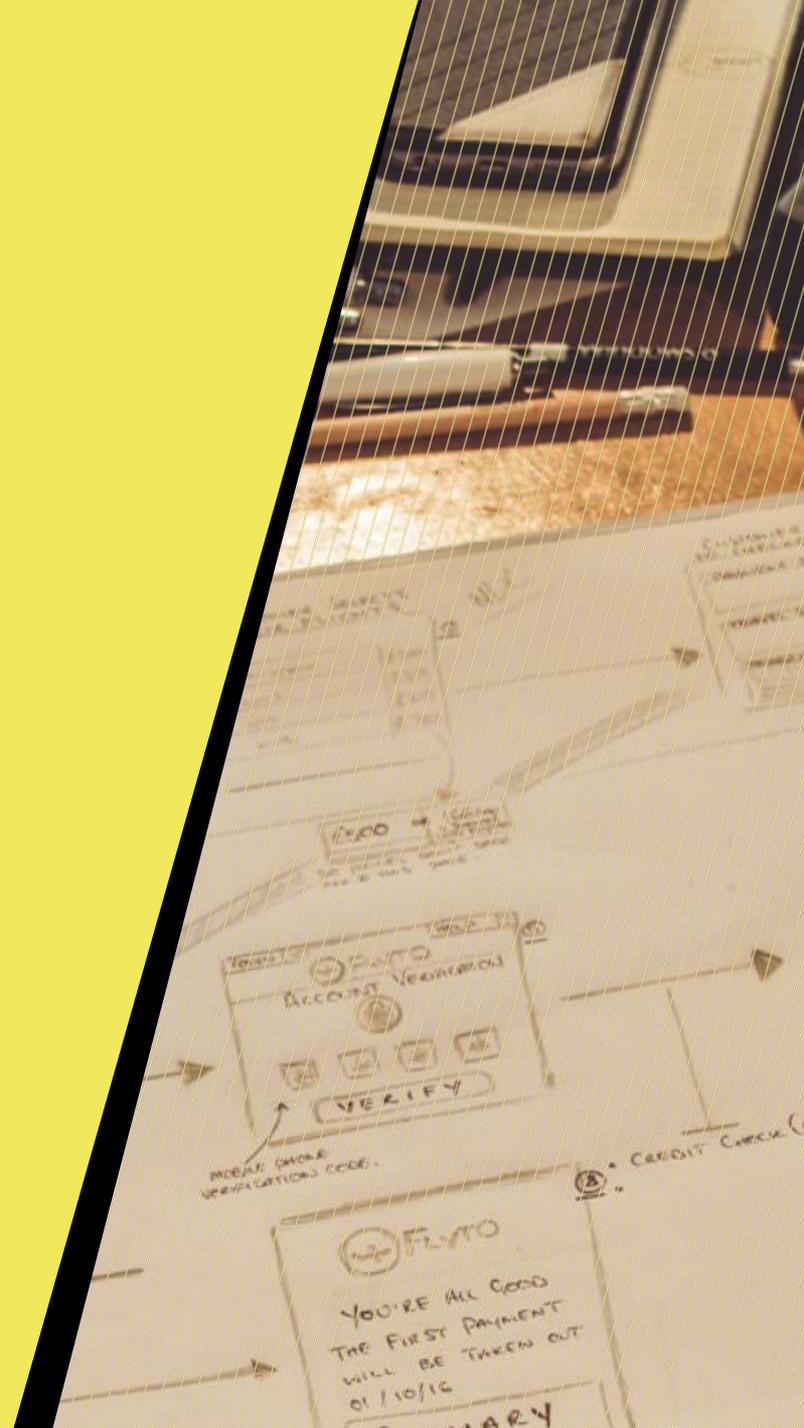
#4

Profit.

2015 saw \$3.6bn invested in UK tech startups

This was a 70% increase vs. 2014

Of the top 10 deal in terms of size, 40% were consumer focused



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#2 Startups provide a plentiful source of unrestricted ideas

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#4 Profit



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20 startups...





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