

Secrets of Successful Startups

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Abstract

Most startups fail. That is a fact. Building a successful company is about understanding the changing needs and challenges of a company throughout its lifecycle. It is about team building, execution, managing expectations, establishing relationships, and understanding the ever-changing markets, needs, and trends. The goal of this seminar is to learn best practices and secrets of success from the ones that have become very successful to improve the chances of success. We will focus on practical skills to identify, assess, validate, and build a tech startup. We will discuss the process of building a tech company from the ground up, getting started, developing and validating a business model, validation, building a team, working with VCs, and avoiding the most common mistakes. We will establish an in-depth understanding of the fundamentals, the process, and the critical challenges. We will discuss how in order to be successful, you must take the time to identify the problem, make sure it is real, and move toward building a startup step by step. We will cover key topics including: Coming Up w/ The Story / Personal Connection, Articulating the Problem You Are Solving, Understanding Who Your Target Customer Is, Designing the Solution, Identifying the Addressable Target Market, Understanding the Competitive Landscape, Articulating your Differentiation / Competitive. Advantages-Creating a Defensible Business Model, Measuring Your Unit Economics, Defining a Go-To-Market Strategy, Designing a Growth Plan, Planning Use of Funds. The first critical step-Knowing the addressable target customer & market; Methods and costs of acquiring customers; What drives customers to buy from you; It's all about the team; Is there a market for what you are selling at that price; The cluster effect; Does the business make financial sense in the long run; It matters how you monetize your clients; It is all about timing!!



Biography:

Mr. Nikkhoo received his MBA from USC Marshall School of Business and his Bachelor of Science in Engineering from McGill University. He has completed executive education programs at HBS and Stanford and is a General Securities Principal licensed with FINRA/SIPC. He has lived on three continents, has travelled extensively throughout the world, speaks three languages, and is experienced in doing business globally. Ivan has been featured in numerous publications and is an advisor to several incubators, accelerators, and funds. He was a finalist for the E&Y Entrepreneur of the Year Award and is a frequent speaker at industry conferences and professional organizations. Ivan is also an Adjunct Professor at USC Marshall School of Business where he teaches classes on raising growth capital, venture capital, private equity, entrepreneurship, eCommerce, social media, and founding successful startups. Ivan has deep domain expertise in software and SaaS, eCommerce, marketplaces, platforms, Internet. He has an extensive background in venture capital, private equity, operations & management, sales & marketing, and tech M&A. He has a strong global network of VC, PEG, and CEO relationships and regularly hosts a series of VC/CEO Dinners in several cities around the world to discuss the latest trends and developments. He has lectured at several universities around the world.

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