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Startup Flavors

As startup founder, as coach or just as a helping hand to a friend I have encountered many startups and many startup founders, co-founders, almost-founders and other founders. There's a lot of diversity but I keep meeting some types of startups and founders which I have tried to categorize below (more or less seriously):



Tech-as- tech-can

This company was set up by founders from a top university, eg. ETH, EPFL or so, who are supersmart and think fast. They are in love with technology and will continue developing and researching and developing and researching... Eventually, they will have to reorient themselves towards the potential market and now it turns out, they have no clue about how to bring a product to market.

Relevant quote: "It would be great to bring the product to market without marketing!"



Cool Hand Luke

These founders are just in love with startup live style. They hang out in the best and coolest coworking spaces and coffee bars. Of course, they have the top high-end super laptop, carry it around in a cool messenger bag, wearing hip spectacles (even if they don't need any vision correction).

Releveant quote: We don't need to plan, let's use scrum to come up with the best startup ever and get rich!"



"Hätte, hätte Fahrradkette" or All together now!

These founders just know that it would be great if there would be platform where the givers and takes and undertakers could get together to improve the buying-selling-whatever process. So let's create a new platform and the network effect will make it grow, like Facebook or PayPal or X.

Relevant quote: "We don't need to think about revenue, advertising will pay for it all."

What all have in common is that they seriously neglect the market perspective and therefore will take many detours until they're successful. There are certainly some other flavors of startups that you have encountered yourself. Write to me if you think one's missing from the above list!