

Startup Heuristics



Customer

1. Unmet Need or Desire
2. Right Size Market /Segment
3. Reliable Customers Channels



Product

4. Customer Focused Solution
5. Low Barriers to Adoption
6. Clear Value Proposition



Timing

7. Recent Innovation Enabler
8. Demand Already Established
9. No Signs of Commoditization



Competition

10. Clear Market Inefficiency
11. Low Barriers to Entry
12. Differentiable Position



Finance

13. Low Sunk Costs
14. Working Capital Float
15. Economies of Scale



Team

16. Subject Matter Expertise
17. Functional Competence
18. Supplier Partnerships