

References

1. The Cost of Policy Inaction: the case of not meeting the 2010 biodiversity target / Braat L. and P. ten Brink (eds.). — New Society Publishers, 2008. — 314 p.
2. The Green Book: appraisal and evaluation in central government [Electronic resource] // dqionline.com. — Mode of access: www.dqionline.com/downloads/Green_Book.pdf. — Date of access: 03.10.2019.

<http://edoc.bseu.by/>

К. Klentak

К. А. Клентак

БГЭУ (Минск)

Научный руководитель Л. В. Бедрицкая

HOW TO MINIMIZE THE MISTAKES THAT LEAD TO THE FAILURE OF STARTUPS

КАК СВЕСТИ К МИНИМУМУ ОШИБКИ, КОТОРЫЕ ПРИВОДЯТ К ПРОВАЛУ СТАРТАПОВ

The purpose of the paper is to find out one of the ways to minimize the mistakes that lead to the failure of startups. In my analyses I rely on “The Top 20 reasons startups fail” the survey conducted by the CB Insights analyst company.

The study investigated the opinion of the founders about the entrepreneurship, work in startup sphere and challenges. The reasons for failure are as follows: no market need, ran out of cash, wrong team, get outcompeted, pricing/cost issues, user unfriendly product, product without a business model, poor marketing, ignore customers, product mistimed, lose focus, disharmony among the team/investors, pivot gone bad, lack passion, failed geographical expansion, no financing, legal challenges, didn't use network, burn out, failure to pivot.

To identify the most obvious startups failure reasons for Belarus I conducted a small survey, where the students of BSEU were choosing several reasons from The Top 20 the most critical. In their opinion the most vulnerable issues are: work overloading, which leads to burning out, lack passion, poor marketing, no market need, getting outcompeted.

One of the solutions to avoid or at least to reduce these mistakes is a University Business Incubator. I should admit that we have an experience of creating a kind of

incubator in our university. Let's analyze the incubators we already have. There are three variants: IBI BSEU, BSEU case club, ZEBRA. If we consider these incubators by the number of participants, BSEU case club enrolls 2200 followers, in contrast to IBI BSEU and ZEBRA, which have been founded only this year and the number of followers leaves much to be desired. The reason for low amount of students can be explained by poor marketing. From a practical point of view, IBI BSEU and BSEU case club possess the most advantageous position, because these Business incubators are offering real cases for solving. From a theoretical point of view, ZEBRA and BSEU case club organize meetings with highly qualified, well-known speakers. One more point is worth mentioning here. IBI BSEU and Zebra are focused on the students of their faculties and have no connections with the students of other faculties. As a result, in these incubators the connections with the students from other faculties are not established, which limits experience-sharing activities.

Taking into account the mistakes of my co-workers, I want to propose an effective model of University Business Incubator. This incubator should combine theory and practice. The participants will receive theoretical knowledge from: business literature, which is not included in the curriculum; cross-disciplinary studies. Practical skills will be received from: entrepreneurs who will share their experience; solving real business-cases; attempts to realize their own startup; internship at the entrepreneur's place of work. I hope our incubator will become a successful start for your future career.

And to crown it all I'd like to add one more, very important, I'd say crucial element to my idea. The 21st century — age of information technologies. Business is done on the internet platform. According to the information provided by foreign findings, virtual business incubators increase innovative activity not worse than business incubators. A virtual Business incubator will be a perfect addition to the Business incubator. It has many advantages, such as world-wide communication system, increased availability for new participants to join. For the time being, Virtual incubator will consist of: the page where students can publish their ideas; the page where investors, entrepreneurs can give the practical tips on student's ideas, issues; page with the latest interesting news in business sphere; page with the list of business activities taking place in our university in Minsk and in Republic of Belarus.

In conclusion: we all want to be a success. The way to success is impossible without failure, but I hope that the UBI will become a reliable helping hand for those who are ready to join the Entrepreneurs and Businessmen.