Startups are the basis for future economic growth, yet on average 30% - 50% of startups fail within 6 years, and another 30% are still floundering in the startup phase. Startups that are successful often endure a painful series of iterations involving large investments and long lead times.

Dr. Goldratt, challenges this reality using a proven, structured and scientific approach to target the survival and growth stages of any new startup company. The success rate of new Startups significantly increases when the right application is defined from the beginning and the lead time from the idea to actual sales is significantly reduced.

The Startup Workshop is a special program designed to lead participants through the systemic and practical application of the Thinking Processes of the Theory of Constraints (TOC) to new technological startup companies.

GOLDRATT'S
marketing group

www.TOC-Goldratt.com/Start-Ups

Applying the
Theory of Constraints
In New Business

**THE GOLDRATT
PROGRAM
for
TECHNOLOGICAL
STARTUPS**

What is a Technological Startup?

A Startup is defined as a company in its early stages of development with secured investment financing. A technological Startup can originate from within a variety of specialties including medical technology, construction technology, materials technology and other similar themes. It is not limited to "information technology" only. In short, a technological startup encompasses the science and engineering of new materials or products into the commercial marketplace.

Although world statistics for the number of successful start-ups is bleak, when they do succeed the level of success is so high there are enough reasons to continue. Research shows only few failures are due to a not too promising-idea. In fact, many great ideas are buried because of failing to manage the tricky pass Startups have to go through. When we improve significantly the hit ratio of successful startups this brings big benefits for all involved.

COMPETITIVE ADVANTAGE FOR UNIVERSITY

These opportunities will allow professors to gain in-depth TOC knowledge and the ability to teach within a holistic view which offers an undeniable competitive advantage for its University.

WHO IS INVOLVED?

- ENTREPRENEURS
- VENTURE CAPITALISTS
- PRIVATE EQUITY INVESTORS
- CORPORATE & INSTITUTIONAL INVESTORS
- TECHNOLOGY TRANSFER EXPERTS
- NEW DEVELOPMENT EXECUTIVES
- UNIVERSITY PROFESSORS
- NEW TECHNOLOGY DIVISIONS WITHIN UNIVERSITY

SIGNFICANTLY INCREASE, your chance for success & the amount of success itself

THE HURDLES FOR A STARTUP COMPANY TO GROW INTO A PROFITABLE ORGANIZATION ARE HUGE

... NOT IF DONE SYSTEMATICALLY

THE ROLE OF ACADEMIA

Professors from Universities, Business Schools & Entrepreneurial Institutions are invited as guests to attend the Workshop with their Startups and incubator companies. Additional programs with significant grant savings & academic incentives are available to support Professors with a genuine interest in incorporating TOC in the classroom.
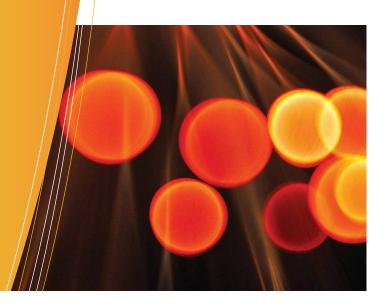
The Startup Workshop is designed to significantly improve the number of successful Startups. During this ten day Workshop, select participants will work directly with Dr. Goldratt to examine how the Thinking Processes of the Theory of Constraints (TOC) are used to systematically answer the following questions:

1. What is the power of the new technology?

2. What current limitation or barrier does the new technology eliminate or vastly reduce?

3. What usage rules, patterns and behaviors exist today that considers the limitation?

4. What rules, patterns and behaviors need to be changed to get the benefits of the new technology?

5. What is the application of the new technology that will enable the above change without causing resistance?

6. How to build, capitalize and sustain the business?

Answers to these questions are clearly and logically placed within a structure that addresses what, what for, why and when actions need to be taken, through the development of a Strategy and Tactics Tree for the startup company – the end result of the Workshop.
Participants of the Workshop learn the holistic and practical application of TOC and gain the knowledge necessary to uncover new solutions, enhance critical thinking abilities and modification of the S&T Tree throughout implementation.

KEEP INFORMED

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