

Strategy #14: Good idea, bad timing

Covered in this section:

Researching why others failed

- In the 1990s - 2000s, a lot of startups failed because their products/services didn't come up at the right time
- Most of today's successful companies were not the first to come up with the idea
 - Look back in time and do some research
 - Look for companies that have failed with what seems like a good idea now
- Ask yourself: Did they fail because their timing wasn't right, or was it something else?
- Timing can be related to a bunch of different things:
 - cultural acceptance and cultural norms
 - infrastructure, internet speed
 - legal issues
 - technical issues
- Where to look: Autopsy.io, CB Insights (details on failed startups)
- There are a lot more companies that failed than companies that succeeded