**English -A2**

**23/10/2016**

**Professor: khashif**

**The final project of group 5:**

1. Nader Hisham Alhaddad
2. Samer AlHarbi
3. Yazeed Saeed Al Zahrani
4. Hassan Abdul Rehman Al Subei
5. Abdul Ali Sultan

ANALYZING A VIDEO ON STARTUPS

NAME

One of the main revealing factors on the video is the confusion that reigns among innovators when they finally decide to launch their products. For instance, an entrepreneur is supposed to have a clear vision of where he or she wants to be, and the product or feature should either become a company or not. As the speaker notes, this is why some companies such as Facebook have moved from being features to companies. It is a product that has undergone evolution by having a particular line of thought that is followed to the very end, ultimately serving the interests of the innovator. When the speaker undertakes a quick survey on the audience, this observation becomes a reality as the respondents show diverging ideas on whether messaging is a feature or a company. Therein, lies the difference on why some features become companies while others die even at the infancy stage.

The video makes an interesting point on innovations. One of the guest speakers, Greg Falavora states that even though one can have a fantastic product, there should be an interlink on how such a product can be utilized by human beings. He dwells on how to actualize a startup by stating that for any startup to survive, there must be ‘warm-blooded human beings who can write checks’ to the innovator despite how great the product is. There must be a way in which it can incorporate itself into the human life, and he proves those showing how his product would be useful in the treatment of cancer by allowing the visibility of the cancer cells from any point and thus as such; this would help in the earning of money towards the startup.

Greg goes on to offer insight on the importance of marketing a product and how such marketing is important in making a product gain acceptance and prominence on the targeted marketed. The essence of having a social marketing plan is captured where there is the emphasis on how the innovators, read engineers in laboratories, can connect with the outside world to show the importance of the product that has been innovated and why a person should purchase such a product. There is also an illustration that is shown on Apple Inc. on how it spends its money on marketing. As a matter of fact, the revelation is that the company pays less than 5%, precisely 2% in 2012 in marketing. The hindsight behind such a source is by showing that the developed product has a way to connect with the world by focusing on the core, unique product of the startup. As such, marketing should have focused on showcasing the major products of the company that is marketable and unique to ensure that the potential customers can interact with such products on the platform of the marketing. It is also an important way in which companies reduce costs and focus on what is critical rather than spending one everything, especially those that do not have any value to the company or create a new customer experience.

Value is the main aspect that the video tries to cover, through various ways. The implication is what problem is the startup going to address in the society. Notably, technological innovations should address viable issues, that an innovator should rightly apply at a personal level even before going to the world to showcase the startups. The implication is that in as much as a market may be available, there should be a way in which the innovation gets to validate its existence. The speaker states that any product that cannot gain validation, then it has a mirage market which is interpreted as a false market. The allusion being made is that a product must bring joy where there is a pain to potential customers.

There is also a way in which a value gains more prominence according to the video. It is on the multi-faceted products and how to fit products into the market. For instance, one can have a startup that can have a variety of uses. The best way in which one can overcome such the problem is to ensure that the startup focuses on a particular area out of all functions that can be achieved by the product. An attempt to apply all the uses of a product results to an escalation in the use of resources which may not be available to most startups. In the long run, a startup needs to focus and commit in one area by defining the needs of the market segment, the minimum viable market segment. If such, customers keep relating to the product repeatedly, leading to domination of the market and then a startup can expand based on the model. It is what Michael says that less is more, one does not have to expand on failure but rather contract on success.

There is also the discussion on why change is viewed to be painful, risky and time-consuming. The way that is proposed is that there should be a way in which the startup embraces and integrates with the existing products. As such, one thing that plays with one product, then it is easier for other products to play with the new products. Since human beings are more prone to their comfort zones, it is important to integrate new products with the old products but maintaining their uniqueness. There is an addition that the current generation is founded on instant gratification and startups need to prove their worth, in a gradual process until the customers realize the value of the product in the shortest time possible.

The summary that follows is in the designing of the outputs. The implication is that startups should realize that there is a large market and it is far much worth to have a failure in the software rather than designing a product hardware that becomes a failure. The mere inclination is that there should be a pilot study and verification process that a product is enough to launch itself in the market. It means that a business should not get ahead of itself in wanting to enjoy success. Patience is a valuable process in the startup, and instant success is not guaranteed if such methods are applied in the real market. It calls for the focus on the perfect opportunity to launch a product so that it passes the modeling saturation process. It’s a process that companies can withstand the domination in the market and stand out amidst the saturation in the market.

The video shows different secrets on startups and offers concrete examples of companies that have followed some of the teachings being proposed and have gone ahead to create success in their operations. It may not have covered all aspects of startups such as funding but it offers a foundation and a guidance on how startups can avoid some common mistakes in their operations. It also tends to focus on large companies such as Apple Inc. and one wonders whether the teachings can apply to small businesses.

Conclusively, the video offers valuable lessons in areas such as marketing a product and the need to have a defined value of the products that a startup seeks to bring to the market. It also offers on the need to have a narrow focus on a product to ensure perfection and dominance in the long term. The society is dynamic and it is only through the selective application of the information can help the content of the video be mainly helpful to viewers.

**References**

<https://www.youtube.com/watch?v=092JQrye9IM>