



LYNORE M ABBOTT OF LOGICAL MARKETING PRESENTS

FAST TRACK 4

Four Tips to help you fast track your business and improve success





Works well in teams.

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SB Massachusetts Institute of Technology

MS University of Massachusetts

EMBA University of New Mexico

Sailing, 45 years

Rowing, 20 years

Ice Hockey, 25 years

Skiing, 26 years

Mountain Climbing, 26 years

Startups: 6

Public Companies: 3

Founder: 1 so far

Mentored: 70+



Do not allow yourself the luxury of pain.

--Stu Schmill, Men's Lightweight Varsity
Coach @ MIT

Sources:
Light2000racing 2010
Intermedia 2011
Light2000racing 2017

70%

UPSTART TECH COMPANIES FAIL WITHIN
20 MONTHS AFTER FIRST FINANCING

Source: Nov 3, 2017, The Top Reasons Startups Fail
Niall McCarthy, CONTRIBUTOR

97%

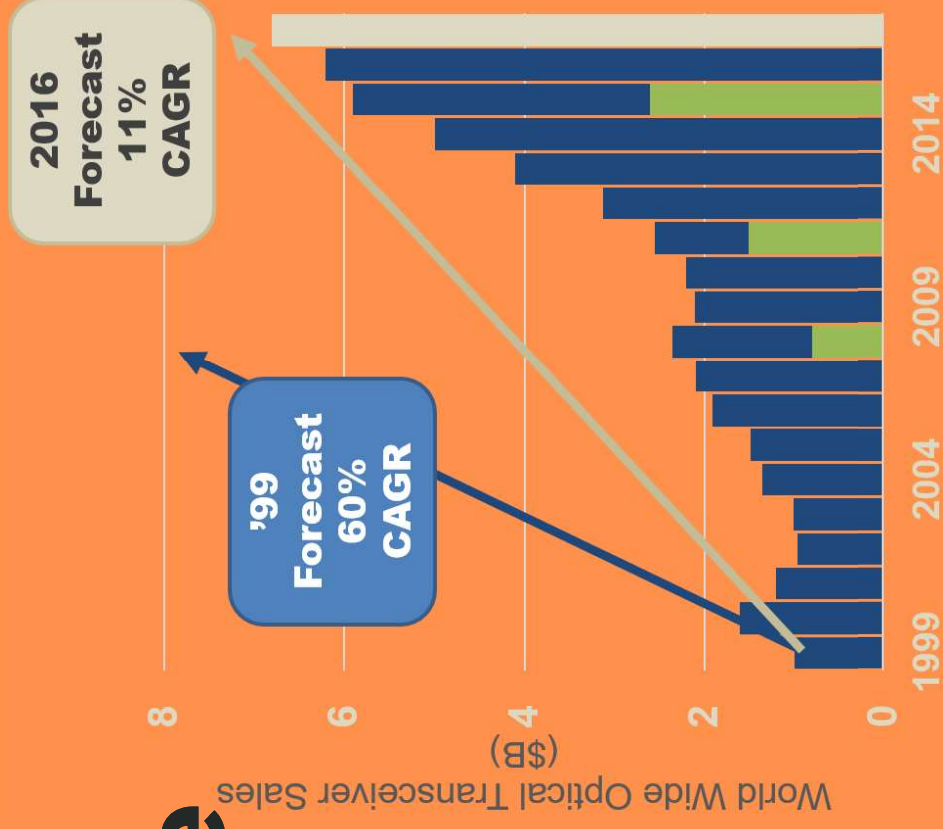
FAILURE FOR CONSUMER HARDWARE
STARTUPS THAT WERE SEED FUNDED
THROUGH CROWDFUNDING

Source: Nov 3, 2017, The Top Reasons Startups Fail
Niall McCarthy, CONTRIBUTOR

It's tough to make predictions, especially about the future.

--Yogi Berra

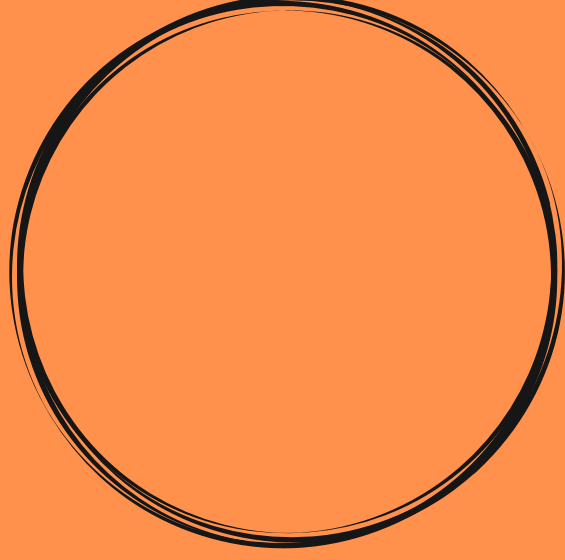
Sources:
LightCounting 2010
Infonetics 2011
LightCounting 2017



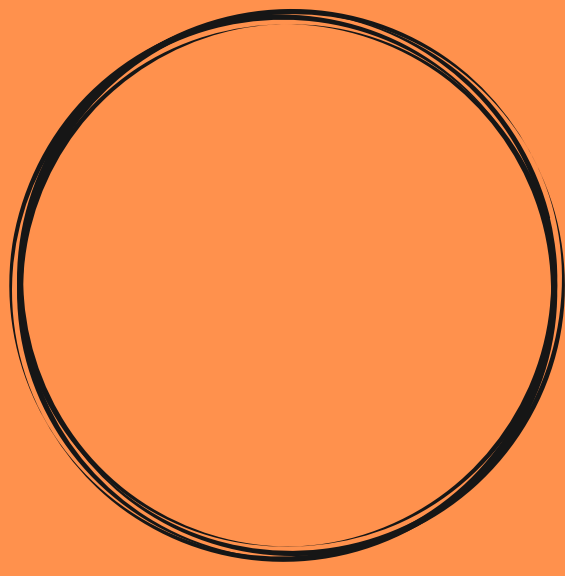
**What do
customers
want?**

**What do customers
need?**

You



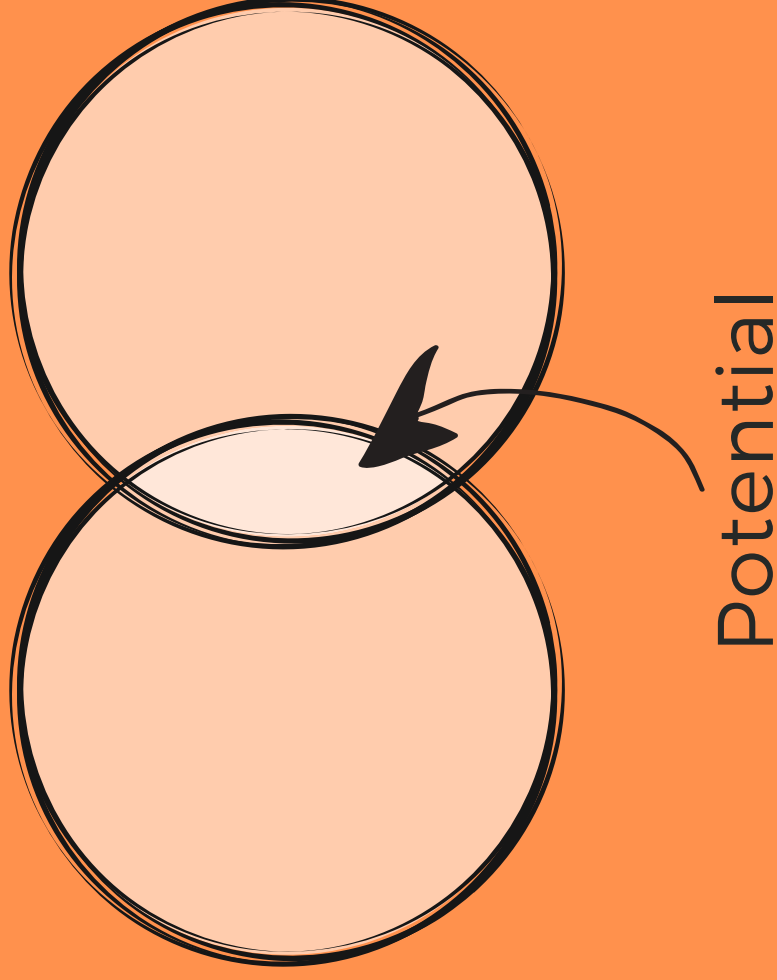
Customer



**What do
customers
want?**

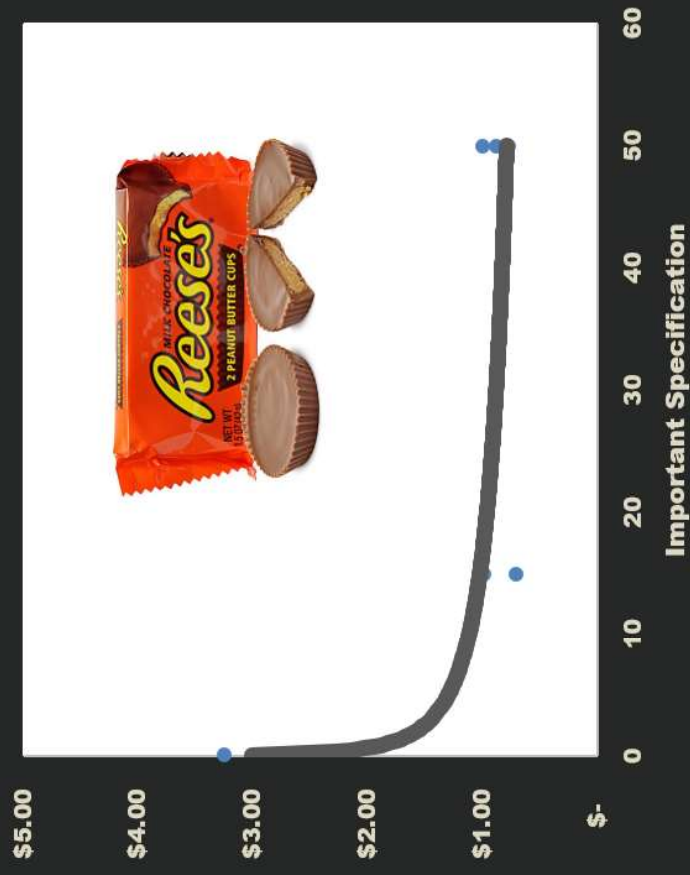
**What do customers
need?**

You Customer



Good, Fast, or Cheap

Reese's price



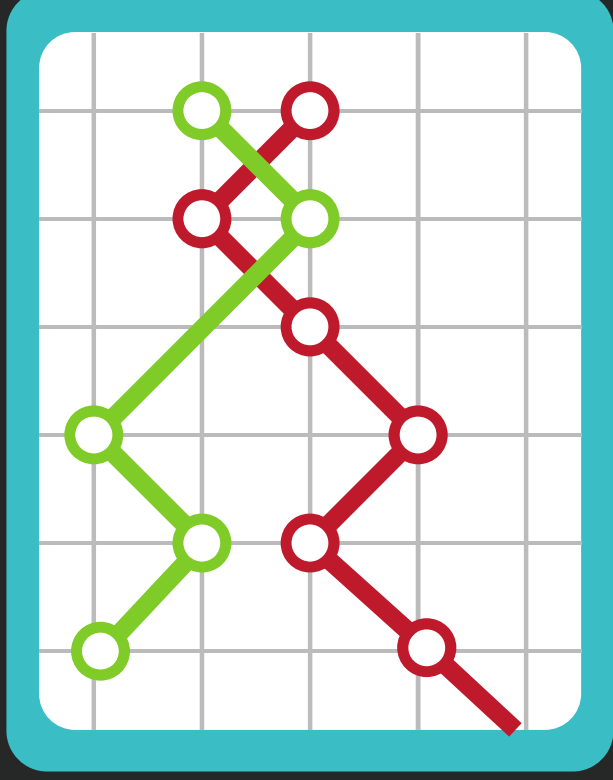
Pick 2

Get a Village.





Fail Early, Fail Often



Fail Forward



Everything is a future shortcut.

--self

Sources:
Light2Go riding, 2010
Information, 2011
Light2Go riding, 2017

Final Thoughts

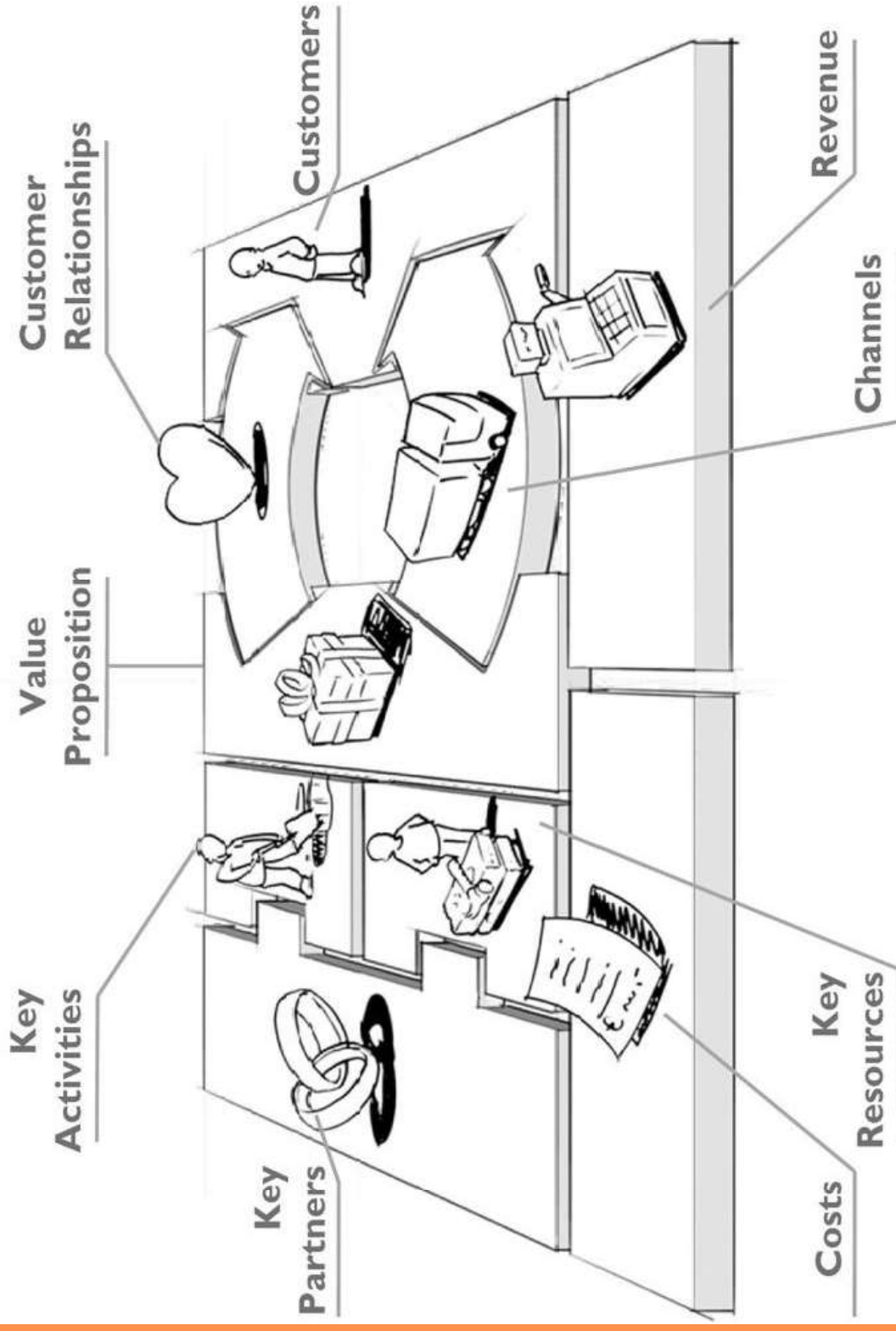
Resources

NSF I-Corps --
\$50,000 for
Customer
Discovery

Start
-thinking
-planning
-joining

Contact me!

Ideas are free!



Logical Marketing, LLC 2019

drawings by JAM