

Template for the description of a Mini-COOL

Rubric	Text	Comments / questions / remarks ...
Title / Name	Why startups succeed?	
Short Description	This video explores the reasons behind start-up failure or success. The speaker postulates that the main factors that determine success are: the idea, the team, the business model, the funding and the timing. The most influential of these factors being the timing [42%] and the team [32%].	
Support / format Link	https://www.youtube.com/watch?v=bNpx7gpSqbY	
Tags / Keywords	#startups #Places3t	
Learning outcomes / audience	The idea is not the most important thing, it's the execution which is the most important. This also applies to developing and executing places-3t / (young) entrepreneurs	
Links with the development of the Place-3T	For a Places-3t you also need to make sure the execution of your idea, developing a Places-3t plan is key for success or failure	

Suggestion of situations where it could be of value	Added value during the preparation and implementation of a Places-3t	
Longer description Links with existing supports / contents Links with experience etc.	<p>Bill Gross has founded a lot of start-ups, and incubated many others – and he got curious about why some succeeded and others failed. So he gathered data from hundreds of companies, his own and other people's, and ranked each company on five key factors. He found one factor that stands out from the others – and surprised even him.</p> <p>TEDTalks is a daily video podcast of the best talks and performances from the TED Conference, where the world's leading thinkers and doers give the talk of their lives in 18 minutes (or less). Look for talks on Technology, Entertainment and Design – plus science, business, global issues, the arts and much more. Find closed captions and translated subtitles in many languages at http://www.ted.com/talks/bill_gross_t... Follow TED news on Twitter: http://www.twitter.com/tednews Like TED on Facebook: https://www.facebook.com/TED</p>	
Author / Owner	The single biggest reason why start-ups succeed Bill Gross - YouTube	