

## Template for the description of a Mini-COOL

Rubric	Text	Comments / questions / remarks ...
<b>Title / Name</b>	<b>Why startups succeed?</b>	
<b>Short Description</b>	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%].	
<b>Support / format Link</b>	<a href="https://www.youtube.com/watch?v=bNpx7gpSqbY">https://www.youtube.com/watch?v=bNpx7gpSqbY</a>	
<b>Tags / Keywords</b>	#startups #Places3t	
<b>Learning outcomes / audience</b>	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	
<b>Links with the development of the Place-3T</b>	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	

<p><b>Suggestion of situations where it could be of value</b></p>	<p>Added value during the preparation and implementation of a Places-3t</p>	
<p><b>Longer description</b></p> <p><b>Links with existing supports / contents</b></p> <p><b>Links with experience etc.</b></p>	<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 <a href="http://www.ted.com/talks/bill_gross_t...">http://www.ted.com/talks/bill_gross_t...</a> Follow TED news on Twitter: <a href="http://www.twitter.com/tednews">http://www.twitter.com/tednews</a> Like TED on Facebook: <a href="https://www.facebook.com/TED">https://www.facebook.com/TED</a></p>	
<p><b>Author / Owner</b></p>	<p>The single biggest reason why start-ups succeed   Bill Gross - YouTube</p>	