

Failure as a prerequisite for success

Infocom event Athens Oct 2013

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VERY INVOLVED WITH STARTUPS...

1998 Cofounder **e-shop.gr**



2011 Seed investor, non executive director



2012 Cofounder **e-food.gr**



2012 Cofounder **doctoranytime.gr**



**...THEREFORE PRONE TO FAILURE AND
DISSAPOINTMENTS**

FAILURE INHERENT TO RISK TAKING



THEREFORE FAILURE SHOULD BE ACCEPTABLE

BUT CAN FAILURE BE AVOIDED ON THE ROAD TO SUCCESS?

Theoretically yes:

**Smart is a person who learns by other
people's mistakes**

**IN PRACTICE HOWEVER PEOPLE MOSTLY
LEARN BY DOING THEIR OWN MISTAKES...**

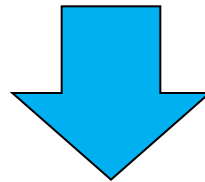


**ADDITIONALLY SUCCESS BUILDS
COMPACENCY AND STRONG VIEWS**

EXAMPLE OF STRONG VIEW



Strong belief in leading position and strong growth story

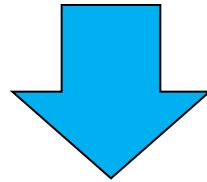


Ignored the significance of new capital infusion

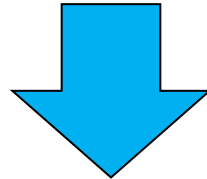
EXAMPLE OF STRONG VIEW



Strong belief in easy to use and variety as key e-food.gr product benefits



Ignored the need to have special prices for e-food.gr customers

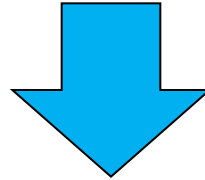


Now we have special offers from restaurants

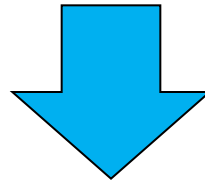
EXAMPLE OF STRONG VIEW



Reliance only on online appointment booking as a lead generation mechanism for doctors



Ignored need of some people to contact the doctor and request the cost of appointment



We now provide info on cost of appointment as well as doctor's telephone number

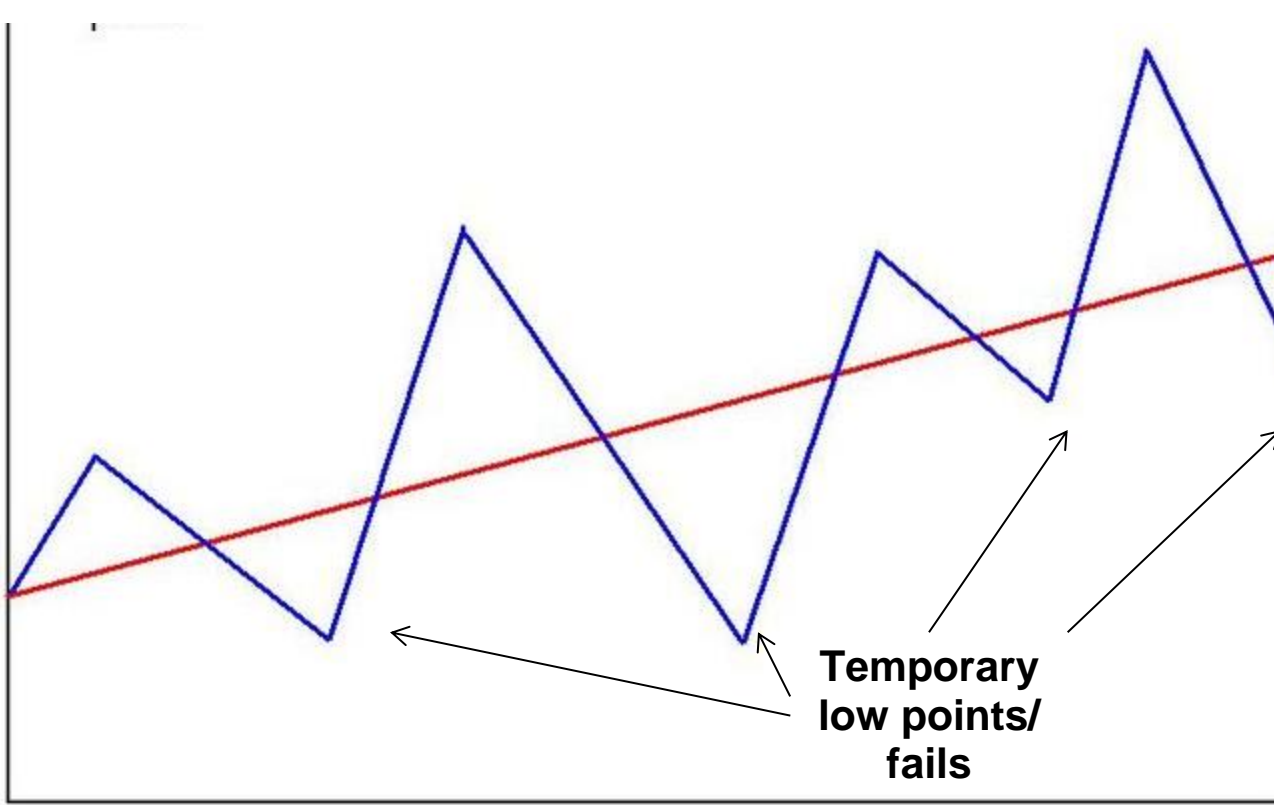
CONCLUSION: U WILL EXPERIENCE FAILURE...

FAILURE IS ACCEPTABLE

UNLIKE NOT LEARNING FROM FAILURE
AND NOT TRYING YOUR BEST

EMBRACE IT...FAILURE IS MOTIVATING

Achieved
success



Time

THANK YOU

Give it your best!

Apostolos Apostolakis