

# **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...**

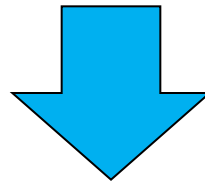


**ADDITIONALLY SUCCESS BUILDS  
COMPACENCY AND STRONG VIEWS**

# EXAMPLE OF STRONG VIEW



**Strong belief in leading position and strong growth story**



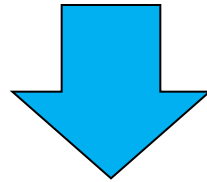
**Ignored the significance of new capital infusion**



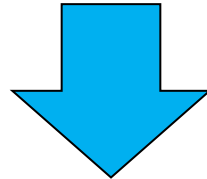
# EXAMPLE OF STRONG VIEW



**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**

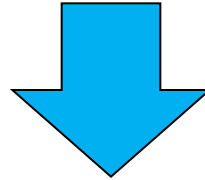


**Now we have special offers from restaurants**

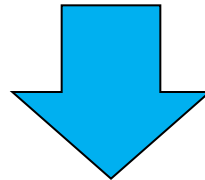
# EXAMPLE OF STRONG VIEW



**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**

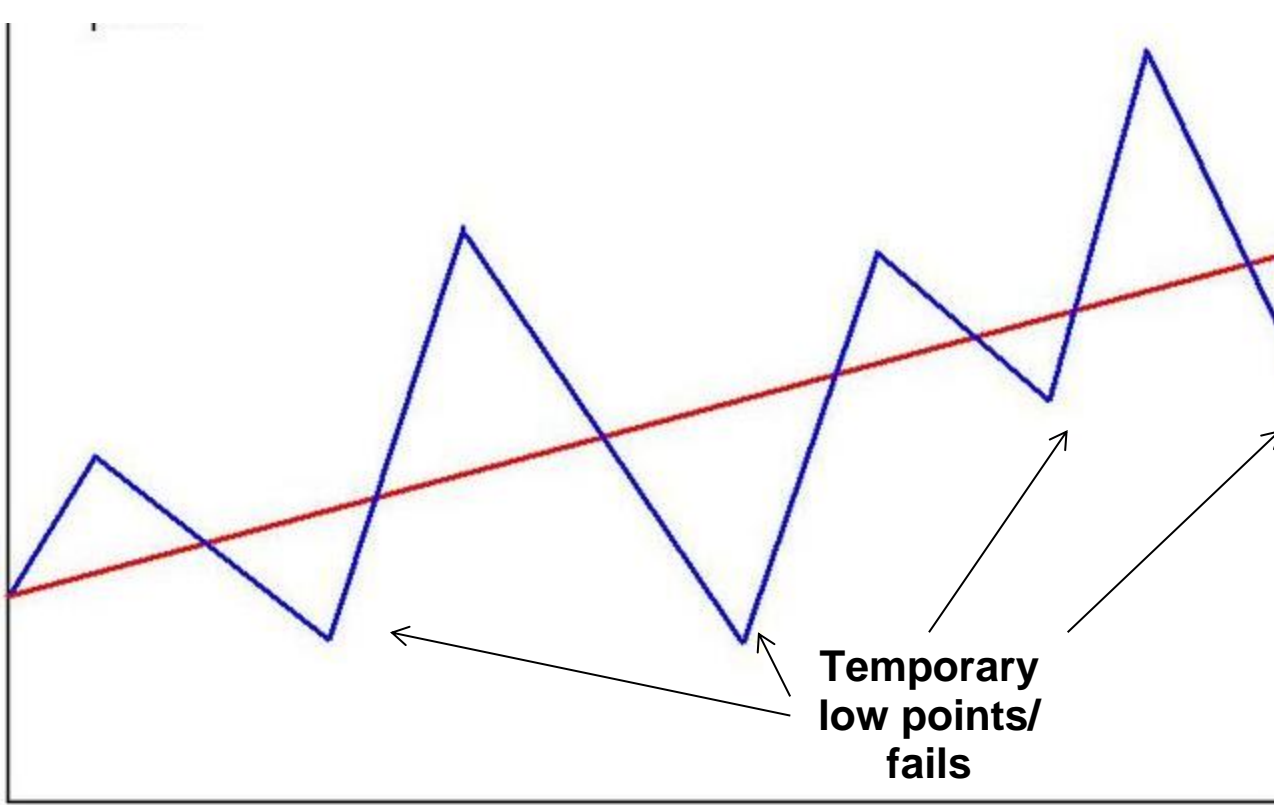
**CONCLUSION: U WILL EXPERIENCE FAILURE...**

**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**