

If 95% of all Startups Fail, Why Should Enterprises Behave Like a Startup?

Great question! via [Roman](#)

I think “enterprise projects” **should behave more like a startup!**

By behaving like a startup I mean:

- Reduce risk and uncertainties
- Validate hypotheses and learn
- Prototype and get user feedback early
- Find paying customers: That means in an enterprise → deliver usable features that people ? (love)

Most of the big projects do these things in some sort.

But....

What they don't do usually is:

- **Pivot:**
“Hey this is not what the user wants, maybe we change something”
- **Kill it**
“We invested 10 million in this, let's add 1 more million then we are ready” (The sunk cost fallacy)

“95% of startups fail”

Ok.... In my experience in an enterprise context, people tend to [ride the dead horse](#) too long.

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by Peter Gfader -

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Original blog post was posted on <https://business-agility.tumblr.com/> on June 2016 here <https://business-agility.tumblr.com/post/132714222320/if-95-of-all-startups-fail-why-would-enterprises>

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Beyond Agility
Zürich - Switzerland