THE KEY TO SUCCESS IN STARTUPS

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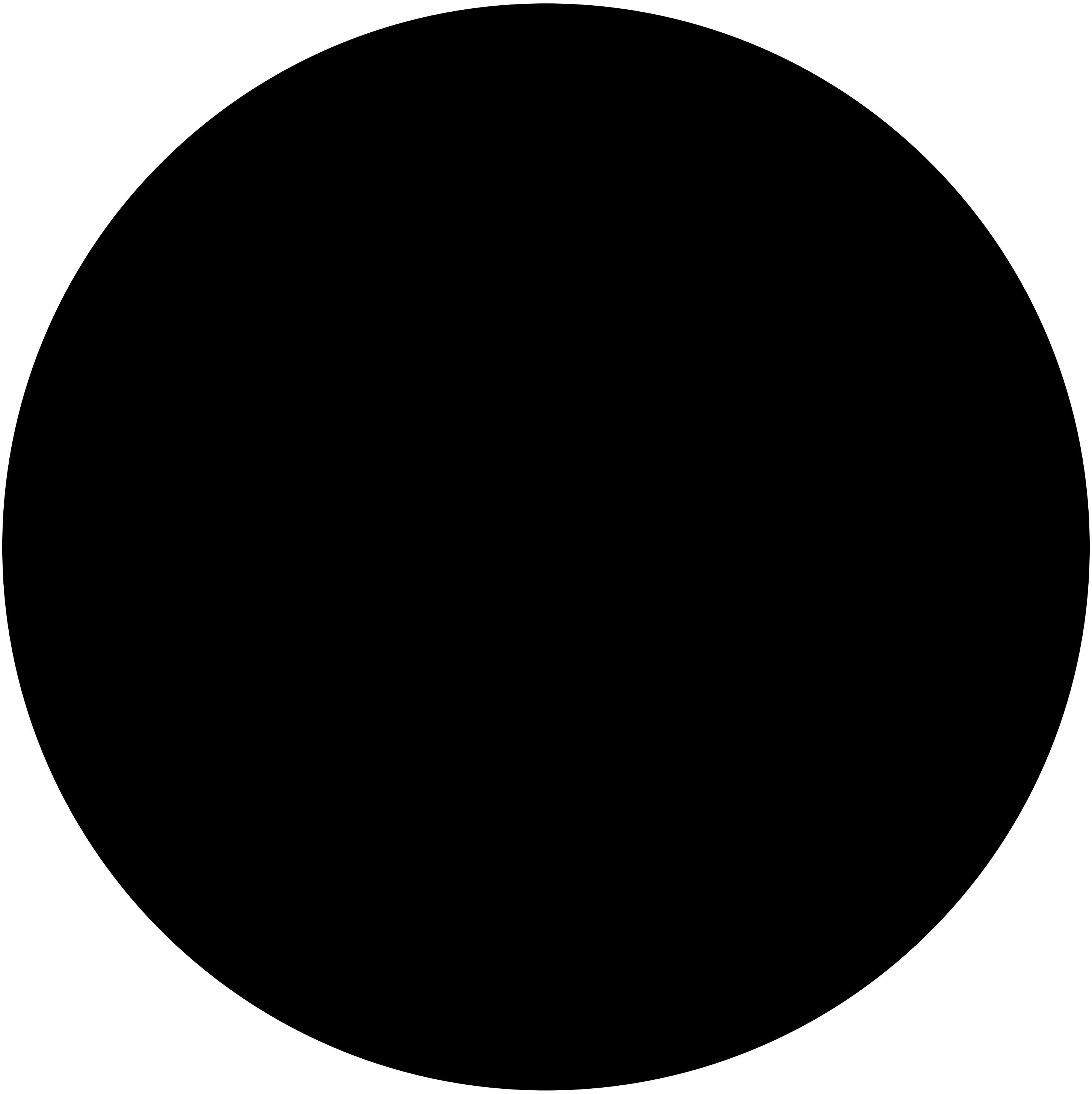

What makes one startup fail and another succeed? American entrepreneur Bill Gross has put together a [features list](#) that could be a determining factor when predicting the success of these. A less interesting tool for those who are interested in embarking on a new business experience.

According to the business tycoon, whose fortune is estimated at around 2.3 billion dollars, the five most relevant factors would be the "timing" (when to bring the business to light), the team and the execution, the business idea, business model and the ease of obtaining financing, in that order.

To prepare the study, Bill Gross used data from more than 100 newly created companies, weighing these 5 factors according to each entity, regardless of whether they were successful or not.

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