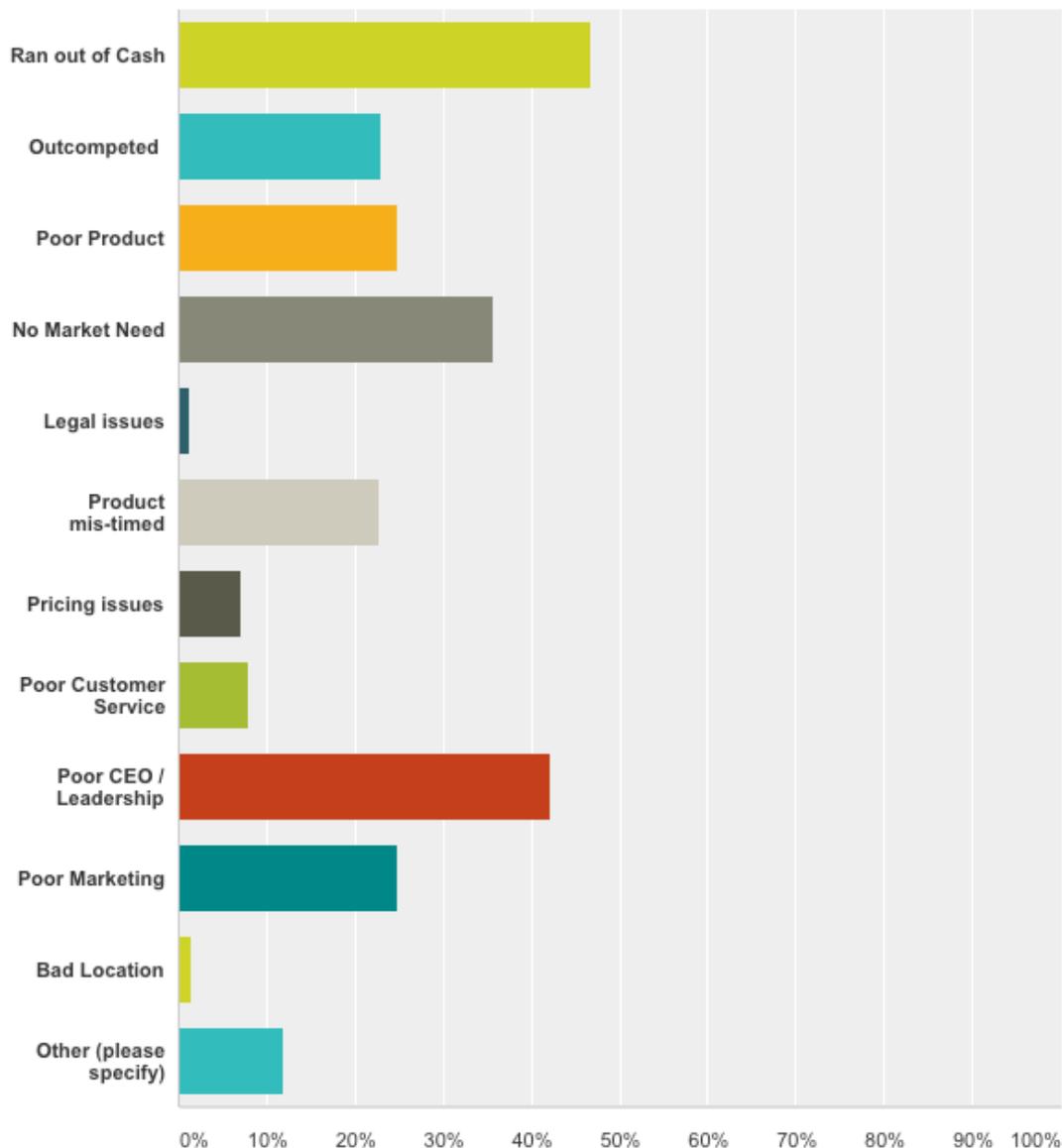


The Top Reasons Why Software Start-ups Fail

The chart below offer a snap-shot of the main reasons why, in the experiences of the 400+ respondents, previous Software start-ups have failed in Europe. Clearly cash is King and when there has been a lack of it, the company can fail. Interestingly though, is the second biggest reason given – **“Poor CEO / Leadership”** and we will focus on this subject in the rest of the report:



Source: Intrinsic Executive Survey, Q2 2018



There are 6 considerations: -

- 1) *How strong is your Leader's sales ability and knowledge of selling processes?*
- 2) *How strong are your Leader's leadership skills?*
- 3) *How would you describe your Leader's razor-sharp focus or strategy?*
- 4) *Re: Execution, is your Leader able to transform the strategy into a commercial success?*
- 5) *Does your Leader have 'relevant experience' to make the venture a success?*
- 6) *Is your Leader perhaps too technically or product led?*

Having recently surveyed 434 Enterprise SAAS Software Senior Executives and asked why they believe their Leader was a poor one, a pattern has subsequently emerged from the many responses we received.

In no particular order, we found that the 6 main flaws in a SAAS Firm Leader's skillset are as follows:

- 1) *Poor Management skills*
- 2) *Lack of focus and vision*
- 3) *Poor Execution*
- 4) *Lack of Sales ability*
- 5) *Too technically or Product Led*
- 6) *Inexperience*

*Who Completed the Survey?

A total of 434 Executives working for Enterprise and Software companies took part in our "2018 Enterprise Software / SAAS Survey" that was run over a period of four weeks in the first-half of 2018.

From the break-down below, we can ascertain that over 65% of the respondents are currently working in Leadership positions, including 45 CEOs and over 200 Sales Leadership related positions. The Senior Sales Executives who contributed will be at the £80k - £120k basic level.

Our target market tends to focus on Entrepreneurial individuals, experienced and very-much attracted to working for and scaling emerging Software firms, thus most of the respondents would be working for smaller firms as opposed to one of the larger ones such as IBM or SAP.

Current Job Title	Respondents
<i>VP Sales / Sales Leader</i>	<i>138</i>
<i>Senior Sales Executives:</i>	<i>126</i>
<i>VP EMEA / Managing Director:</i>	<i>69</i>
<i>Chief Executive Officers:</i>	<i>45</i>
<i>SVP Global Sales :</i>	<i>11</i>
<i>Country Manager:</i>	<i>10</i>
<i>Marketing Leader</i>	<i>4</i>
<i>Prof Services / Pre-sales Leader</i>	<i>9</i>
<i>Customer Success Executives</i>	<i>4</i>
<i>Other</i>	<i>18</i>

So, how can we help you? Part of this exercise is to merely share knowledge and feedback from the wealth of knowledge we have of the Enterprise SAAS market place.

If you feel you would like to have a discussion around some of the topics above, then we would suggest a 15-minute call as it would be great to hear your feedback and also see if there any ways we can help you improve or to offer guidance by pointing you in the right direction.

For example, we can offer you a complimentary online Leadership Assessment to show by using science what type of Leader you really are. If you do not have the time or interest in speaking with us further at the moment, then we can also share additional material and reports that are listed below that may be of interest.

>> Set-up a 15-minute call here now by cutting and pasting the following link into your browser: <https://my.timetrade.com/book/YQ52C>

If you need help Headhunting senior commercial talent in Europe or USA, we can also help.

Geographical Spread:

Intrinsic Executive Search deliberately targeted individuals who are based or very much focused on the European market place to ensure that the results offer a strong bias towards the European market.

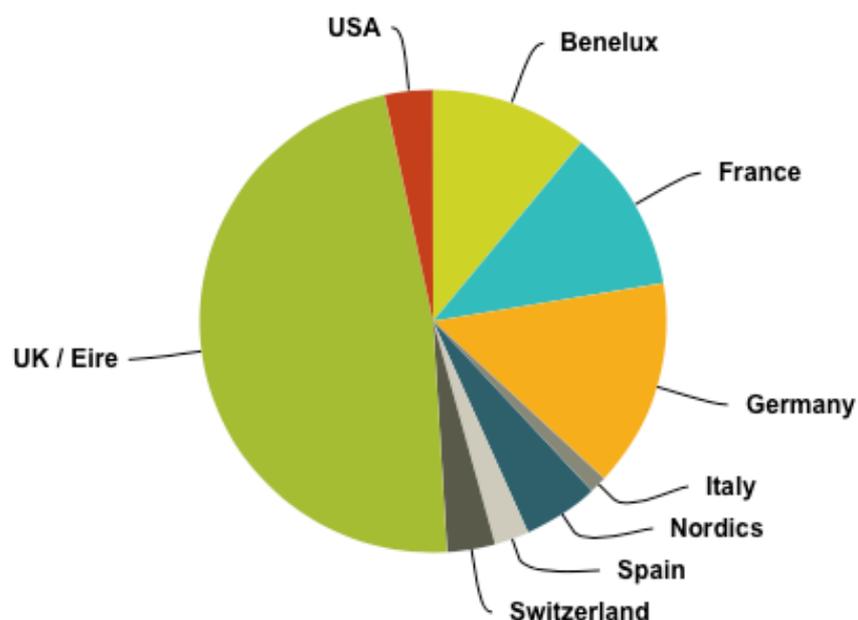
One can see that almost 50% of the respondents are currently based in the UK, whilst the survey also has a good contribution from Germany, Switzerland, France, Benelux and the Nordics.

Currently Based

United Kingdom / Eire
DACH
France
Benelux
Nordics
Spain & Italy
USA
Other

Respondents

200
75
48
46
22
17
14
8



About Intrinsic Executive Search

Intrinsic Executive Search Ltd is a leading European and US Headhunting firm helping high growth Software, SAAS & eCommerce firms with their key senior European hiring strategy.

Our Executive Search focus covers the identification, attraction and headhunting of C Level, VP, Country Managers, Director, Senior Sales, Pre-sales, Channel & Marketing.

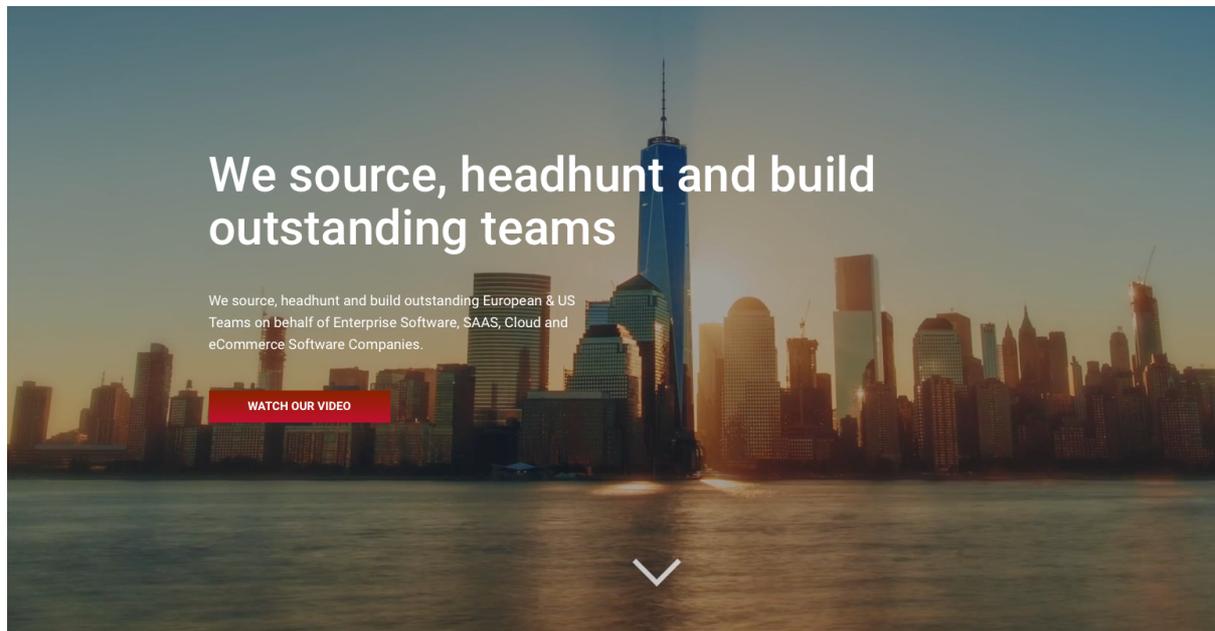
The company has offices in the UK, Germany and USA.

Client Video Testimonials: - <https://www.intrinsicsearch.com/clients/>



Further Reports that are available from Intrinsic Executive Search include: -

- *European Salary Report 2018 for the Software Industry*
- *European Remuneration Information*
- *101 Character Flaws of a Software Firm Leader*
- *Book – European Expansion & Hiring for SAAS Firms*
- *The Biggest Mistakes Software Firms make when Hiring in Europe*
- *Using Science to Identify, Hire & Retain the Closest Fit Executives for your Software Company*
- *The Huge Impact Glassdoor is Having on Your Hiring Campaigns*
- *The Complexities of Hiring in Germany*



>> Set-up a 15-minute call here now by cutting and pasting the following link into your browser: my.timetrade.com/book/H7PKR

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