

IS THERE ANY HOPE FOR STARTUPS?

The inflexibility of venture capital funding paints a bleak picture for the future of startups. While avoiding failure altogether is impossible, historical high levels of failure and the inability of investors to connect with the right enterprises reflect the presence of systemic flaws in the startup and investment structure.

Another sad reality regarding the challenges of a new startup is that most face these challenges alone. While startup services such as mentoring, investment, marketing, research, legal, etc. are currently available, connecting startups and these services are passive and fragmented at best.

Many initiatives and organizations such as universities, accelerators, venture capital companies, and others try to help promising innovators and their businesses. These disjointed services are often expensive, with very little reliable information available for startups to make informed decisions regarding which of these services will be a good use for their limited resources (management attention and money)!

Moreover, even though each of the above facilitators provide a piece of the solution, they are mostly disconnected from each other and fail to provide a holistic solution.

EDGE196™ provides that holistic solution that connects innovators, growth companies, qualified investors skilled service providers and potential customers.