

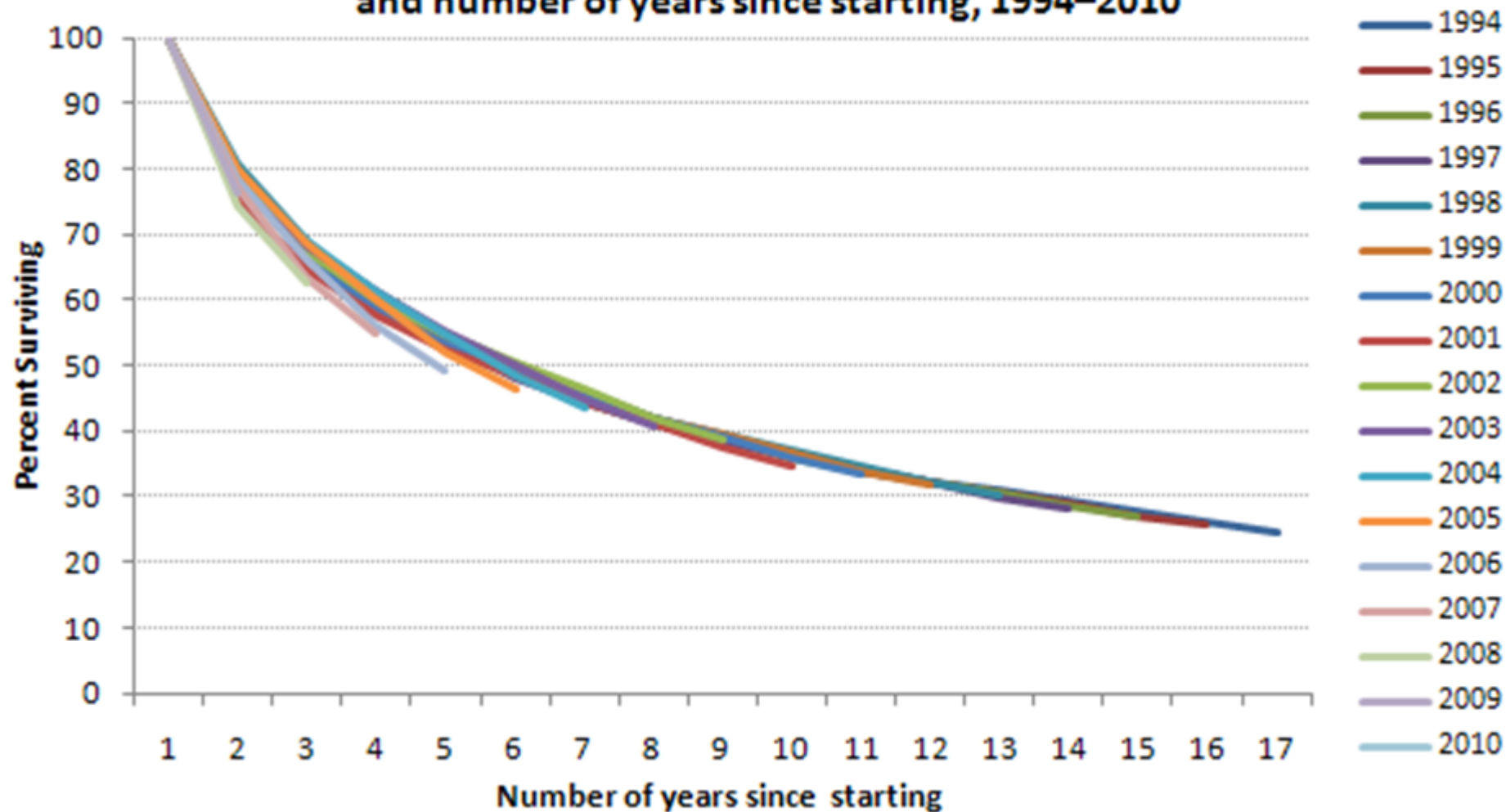
Almost All Startups Are Lean: Studying Why Emerging Organizations Die Young

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By

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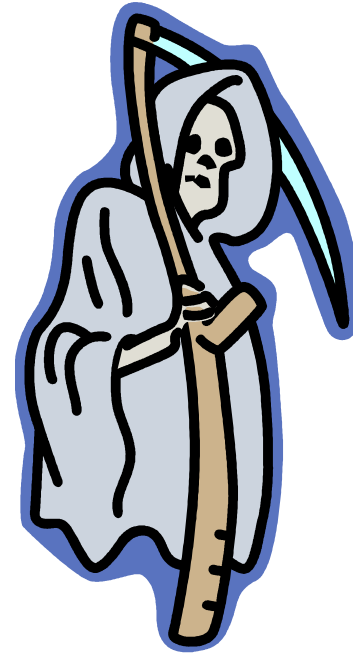
Survival rates of establishments, by year started and number of years since starting, 1994–2010



Source: U.S. Bureau of Labor Statistics

Big Question: Live Fast, Die Young?

- Can founders learn fast enough to escape initial conditions?
- Are innovative ideas lost when new firms die quickly?
- Do new businesses continue to reflect the conditions of their founding as they age?



Studying New Firms is Hard

- What's "new"?
- "Public" data
- Time scale of data collection
- The data we really need
 - E.g. PSEDII
 - E.g. Cat Turco



My View on Lean Startups

- New businesses' survival depends less on what founders bring to a startup than on how much they can learn during the organizing process
- Founders (almost) start with a clean slate

