My 3 major takeaways from Startup & Stand-out

1. Entrepreneurship is a mindset

Ideation, the process of coming up with countless ideas, doesn’t happen overnight. To have the will to create a startup, you need the desire to create, to build something that will be, somehow, the continuity of yourself. It’s a need to expand.

1. Investors buy “who”, not “what”

This is one of the most important lessons I’ve learned: you can have the best quality product ever or a service that targets the right market with the right solution, but at the end of the day, business angels, investors, the board of directors or whoever else you’re pitching will first and foremost be buying the team. My team.

1. The key ingredient? Persistence

From what I’ve seen so far, one element that’s been proven right every time is that I will need to be the most persistent person ever.

The journey will never go as expected. I might be well-prepared but there will be highs and there will be lows. I will need to adapt my product from the original idea several times, I will have to learn to be humble, and to be resilient in the face of hardship. Creating a startup is definitely a rollercoaster, but the energy deployed in the journey is worth it.