

The Firm

We have built our professional and legal practice to meet our clients' legal challenges, regardless of their complexity. Our lawyers are comfortable with litigation or negotiating a merger agreement as they are in dealing tactfully with our clients, such as in tax planning.

[Read more](#)

Abdo Abi Najem

STARTUPS

Rotary Club - Beirut

Bristol Hotel, Beirut,

16/9/2019



DIGITAL

VS

TRADITIONAL

MARKETING











FARMERS





HOW TO START A START-UP



live in the future,
ahead of your time



what is missing
in the world?



write it down
and bounce
ideas around



**make a
prototype**



show the prototype
to 100 people



launch - let
everyone know you
have made something



look for **funding**
and build version
one at the same time



register your Ccorp,
split **equity**



find a **co-founder**



iterate on the prototype
until it makes sense



follow up with
users. Are they
coming back?

75% stay (are coming back)
25% don't (are not)

1,000

get to **1,000 users**



grow 5% a week
(hard, but proven
possible)



keep growing
for another 4 years,
and at that rate you
will reach
25 million users



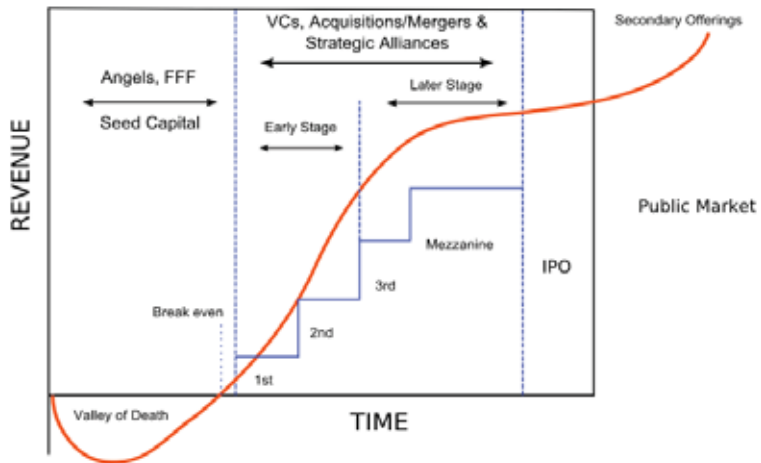
launch again (after iterating)
launch until users
stay (Airbnb launched 3 times)



SUCCESS

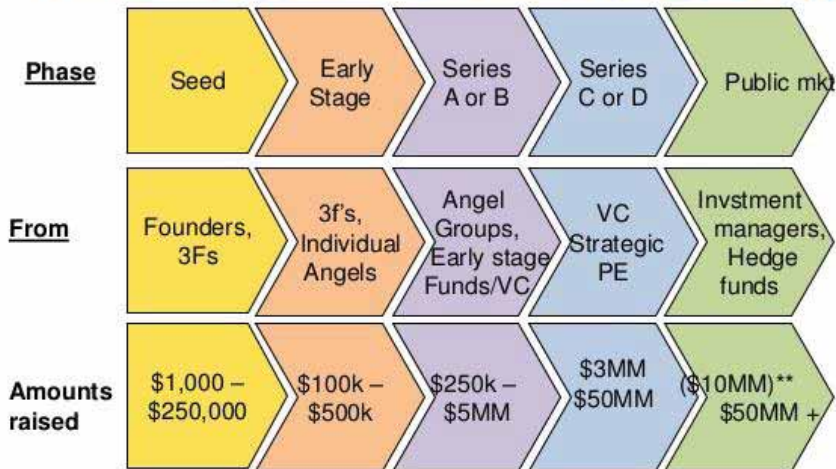
A
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Startup Financing Cycle

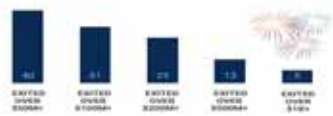
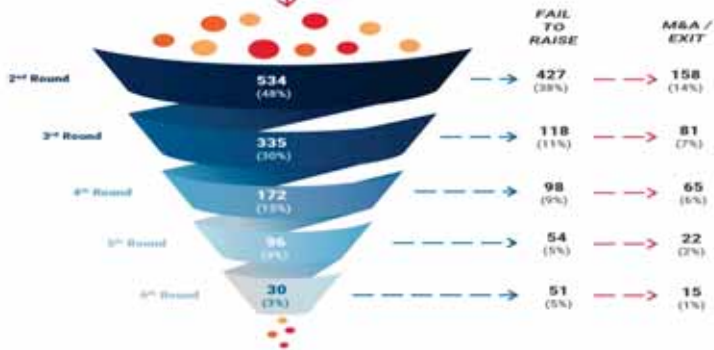




Who Invests...and at what stage



1119 US Seed Tech Companies



Factor all numbers based on cohort of companies that raised Round 1 (2010-2014) as of 2015 seed round raised companies only.

Services
quagmire
one's
save
mitigate
individual
peg
business
predetti
way
ach
investors
acquisitions
leaving
company
best
achievement
involvement
assist
anwill
worst
management
youths
public
merger
current
professional
failure
plan
offering
referred
acquisition
companies
mergers
offered
but
e
gic
ree
ry
exit strategy
startups
entrepreneurs
organisation
objective
withdrawal
continued
Initial
worth
situation
ownership
cost
include
means
common
owners

WEB TRAFFIC - OVERVIEW

COUNTRIES

Last 14 days | [📄](#)

9,114 - All sessions

United States 1,896

Brazil 647

United Kingdom 575

Russia 558

Italy 300

France 321

Spain 289



TRAFFIC OVERVIEW

Last 14 days | [📄](#)

users

5,385

sessions

9,136

+591 / day

page views

37,33k

+573 / day



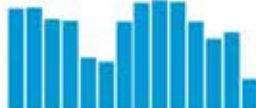
VIEWS

Last 14 days | [📄](#)

page views

37,33k

+573 / day



CONTENT OVERVIEW

Last 14 days | [📄](#)

avg. time on page

3:51s

avg. bounce rate %

59.62

avg. exit rate %

24.06



GOAL VALUE AND CONVERSION

Last 14 days | [📄](#)

goal value

1,043

+38 / day

conversion rate

5.9



TIME ON SITE

Last 14 days | [📄](#)

avg. time on page

3:51s



Rank	Country	Score	Human Capital Investment	Research & Development	Entrepreneurial Infrastructure	Technical Workforce	Policy Dynamics
1	United States	92	84	88	92	87	84
2	United Kingdom	91	83	87	91	86	83
3	Canada	90	82	86	90	85	82
4	Israel	89	81	85	89	84	81
5	India	88	80	84	88	83	80
6	Germany	87	79	83	87	82	79
7	Poland	86	78	82	86	81	78
8	Malaysia	85	77	81	85	80	77
9	Sweden	84	76	80	84	79	76
10	Denmark	83	75	79	83	78	78



Thank you !

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