



Make Startups

Navigating the Valley of Death

Understanding common existential challenges ESOs face, and the opportunities they present.

Today's agenda. »

1

Gaining Perspective

- 90s Introduction
- Share a failure that you learned from

2

How Missions Fail

- Network Failures
- Trust Failure
- Business Model Failure

3

Breakouts

- What threats are you facing?
- What opportunities do these threats create?

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1 Gaining Perspective

In 90 seconds or less:

- Introduce yourself
- Share a failure that you learned from

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2a

Network Failure

A **Network Failure** occurs when an organization becomes isolated—focusing solely on its own work and neglecting to actively engage with the external ecosystem of partners and stakeholders.

How to identify network failure:

- Struggle to recruit new entrepreneurs, mentors, or partners.
- Few (or no) inbound referrals from other ecosystem players.
- Frequently discover relevant community events and funding opportunities too late.
- Partners and stakeholders cite low awareness or engagement from your organization.

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2b

Trust Failure

A **Trust Failure** occurs when an organization's authenticity or reliability falters, causing stakeholders to question its integrity or alignment with shared values.

How to identify trust failure:

- Stakeholders doubt your integrity or sense misalignment with your stated mission.
- Partners, funders, and entrepreneurs hesitate to collaborate or share information.
- Encounter skepticism or pushback on your decisions and communications.
- Community members opt for other organizations they perceive as more transparent and consistent.

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2c

Business Model Failure

A Business Model Failure occurs when the organization's funding structure or revenue-generating activities become misaligned with its core mission, leading to unsustainable, exploitative, or tangential operations that undermine trust and long-term viability.

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2c

Business Model Failure

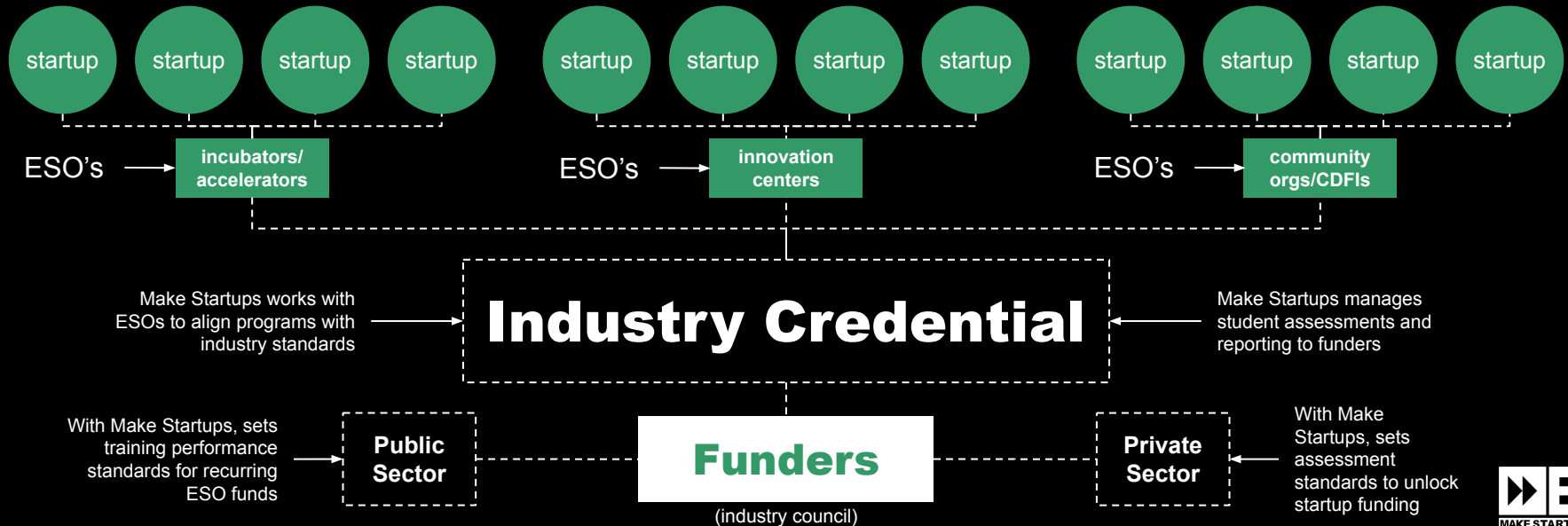
How to identify business model failure:

- Overly dependent on short-term grants or a single funding source, resulting in frequent financial crises or mission drift.
- Revenue-generating activities (e.g., coworking spaces) overshadow your primary mission and divert resources from core programs.
- Entrepreneurs begin feeling like they are the “product,” leading to resentment and eroded trust in your support.
- Stakeholders question whether your organization’s financial model truly serves the community or primarily benefits the organization itself.

**Can organizational architecture
accelerate Mission Success
across an ecosystem?**

Build validated networks of trust.

Credential and performance tracking automation simplifies complex relational pathways.

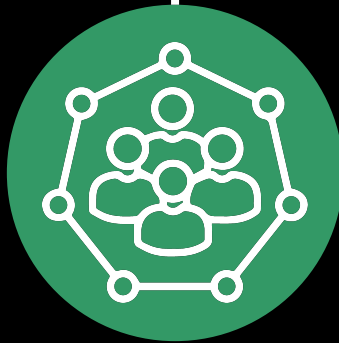


We provide a common dashboard. »

CofounderOS



Founders



ESOs



EDOs



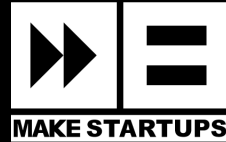
Investors

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3

Breakouts

- What threats are you facing?
- What opportunities do these threats create to grow your organization?



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your credentialing partner for entrepreneurship

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