

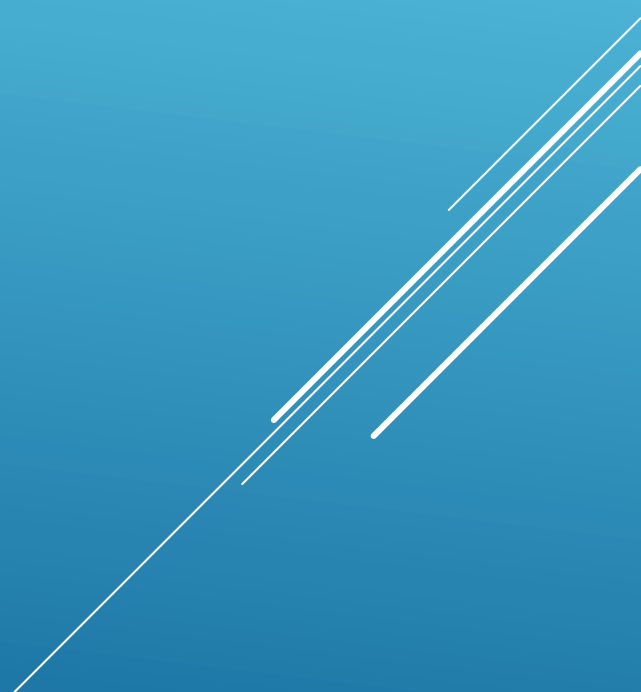
# DECISION MAKING IN STARTUPS

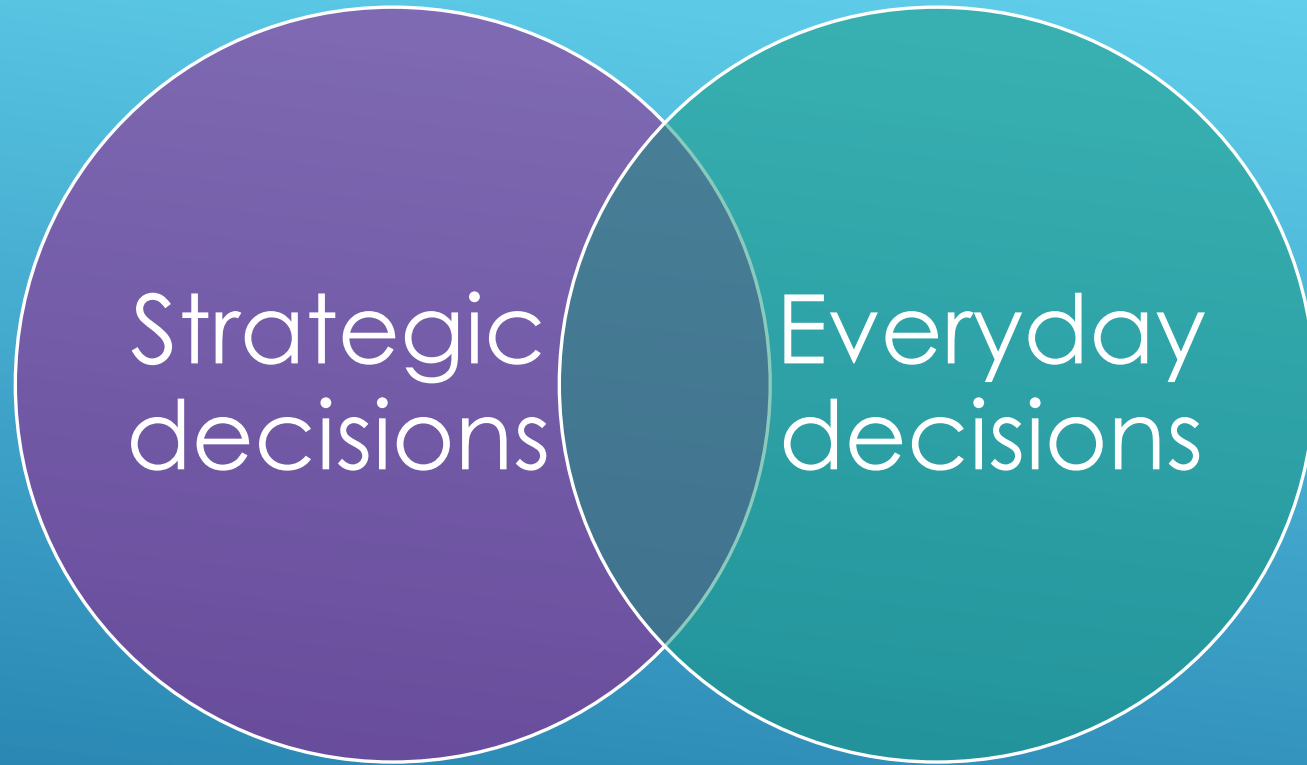
Husniddin Mirzajonov



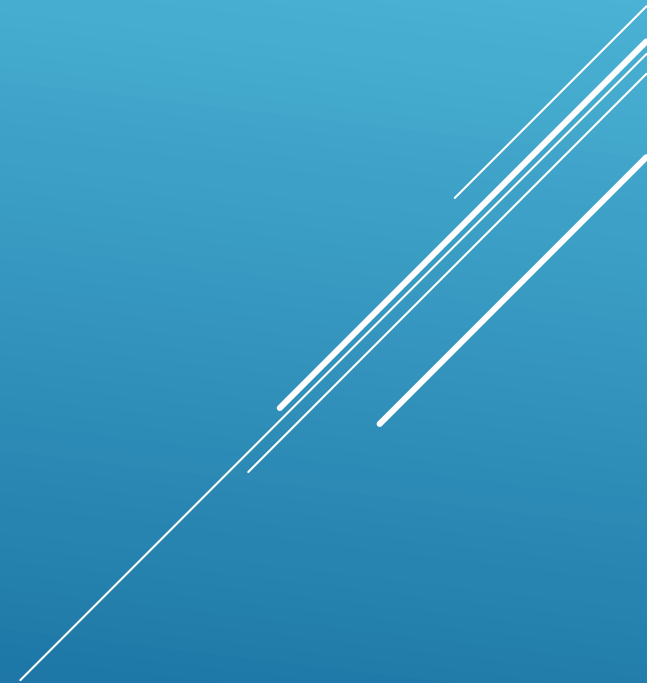


# INTRODUCTION





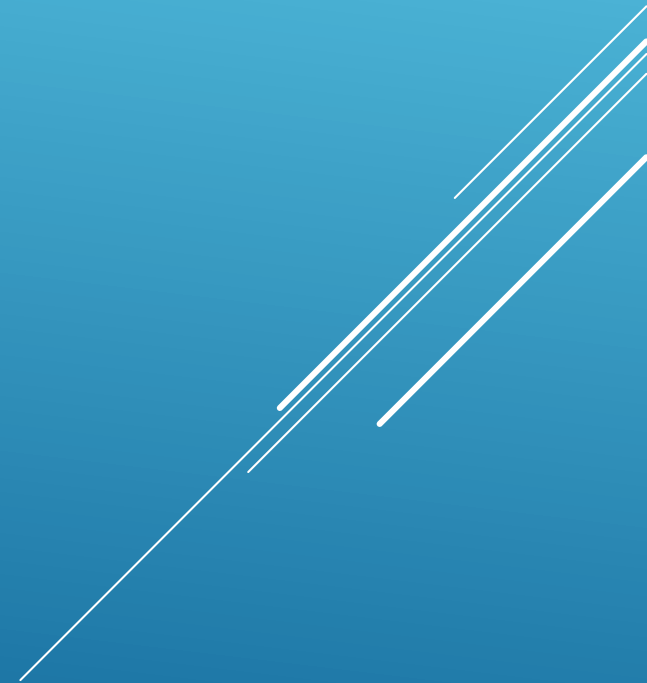
# TYPES OF DECISIONS







# THE PREREQUISITES





THE PREREQUISITES

Embrace  
the reality

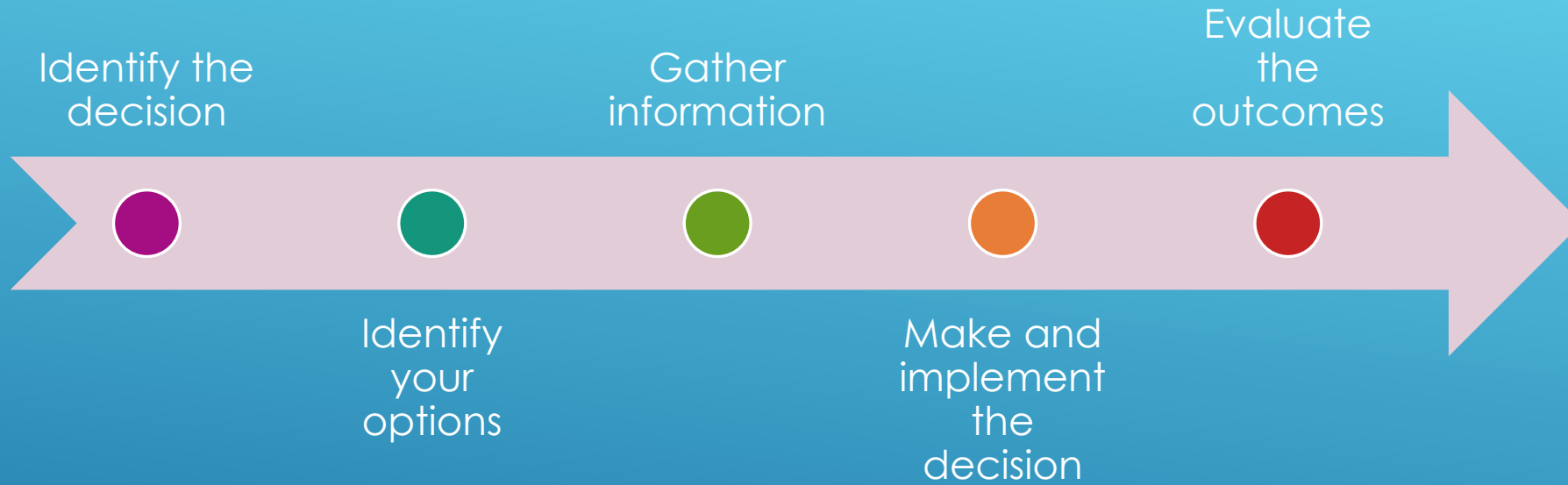


THE PREREQUISITES

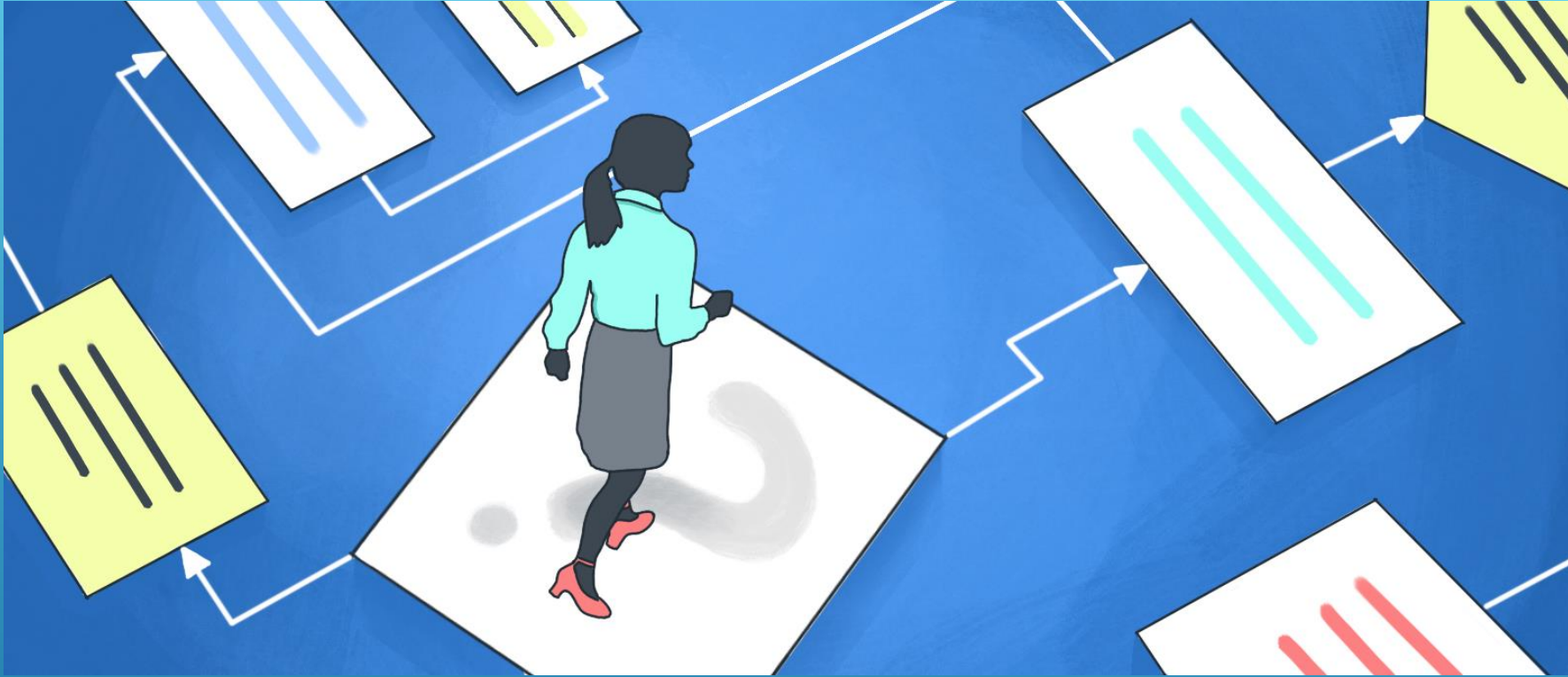
- ▶ Practice some balance



## THE PREREQUISITES



# THE DECISION-MAKING PROCESS



# THE DECISION-MAKING PROCESS

Identify the decision

Identify your  
options



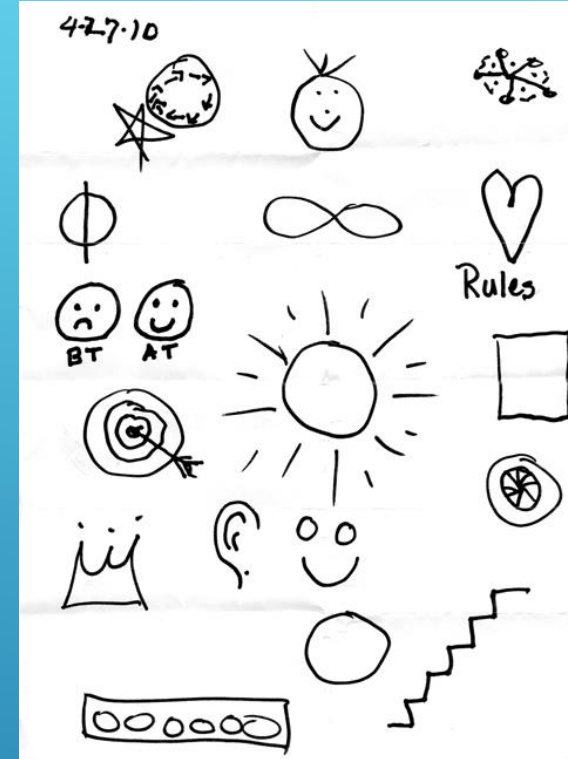
THE DECISION-MAKING PROCESS



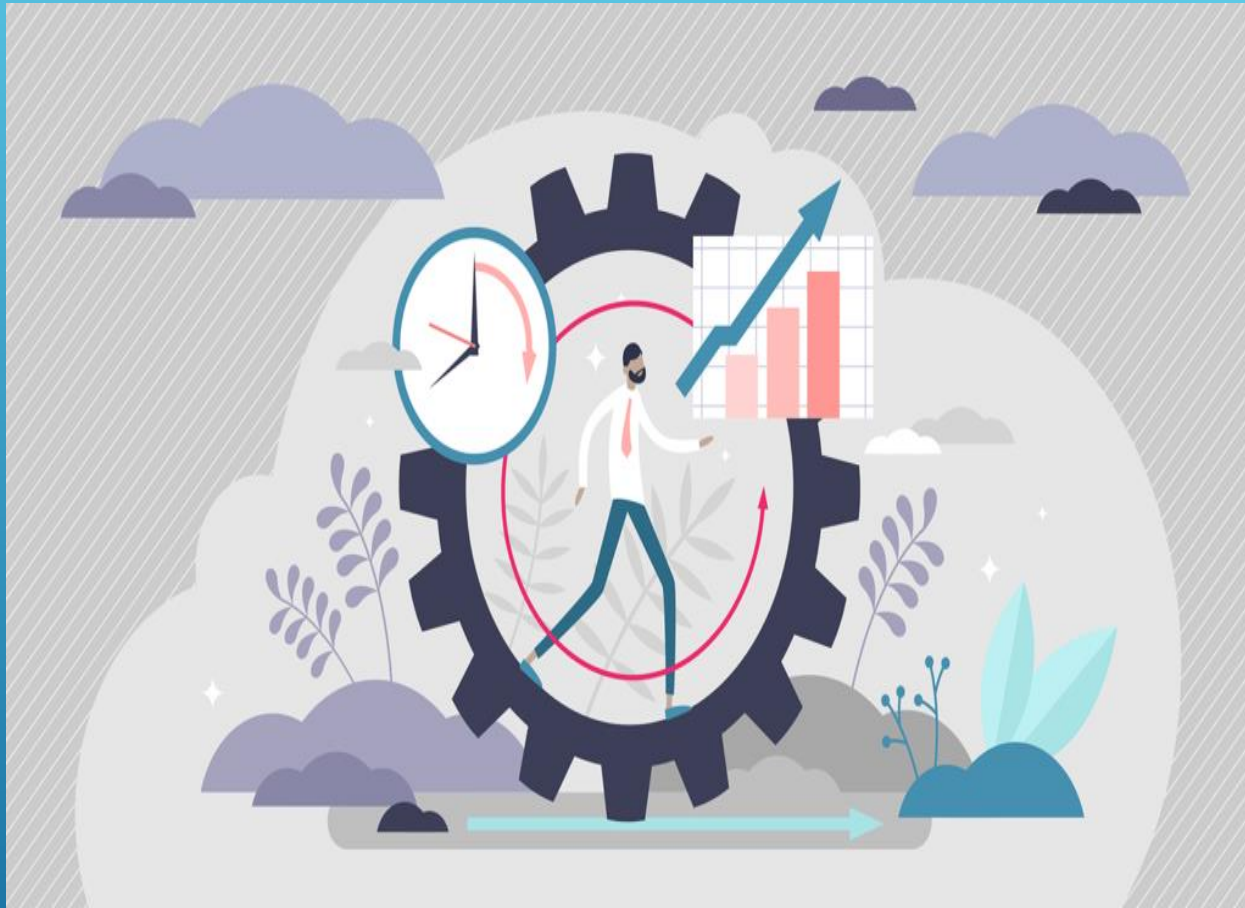
# THE DECISION-MAKING PROCESS

Gather  
information

Make and  
implement  
the decision



THE DECISION-MAKING PROCESS



## THE DECISION-MAKING PROCESS

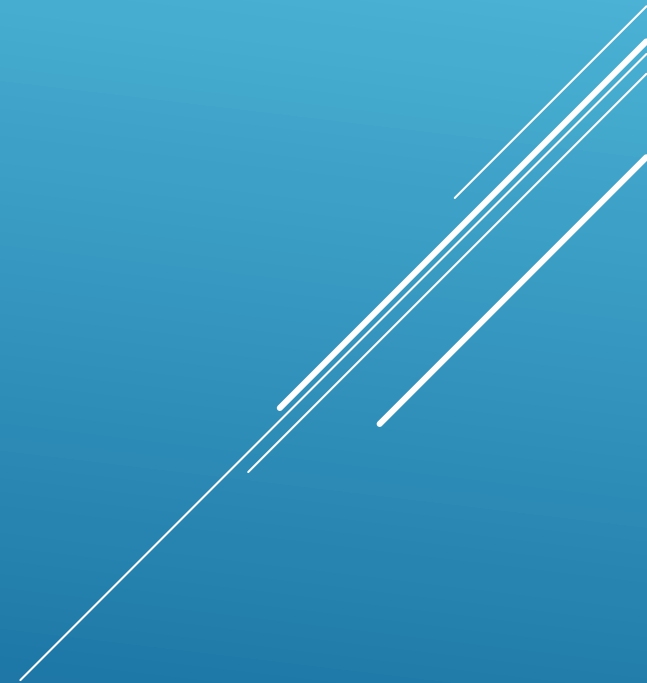
Evaluate the  
outcomes

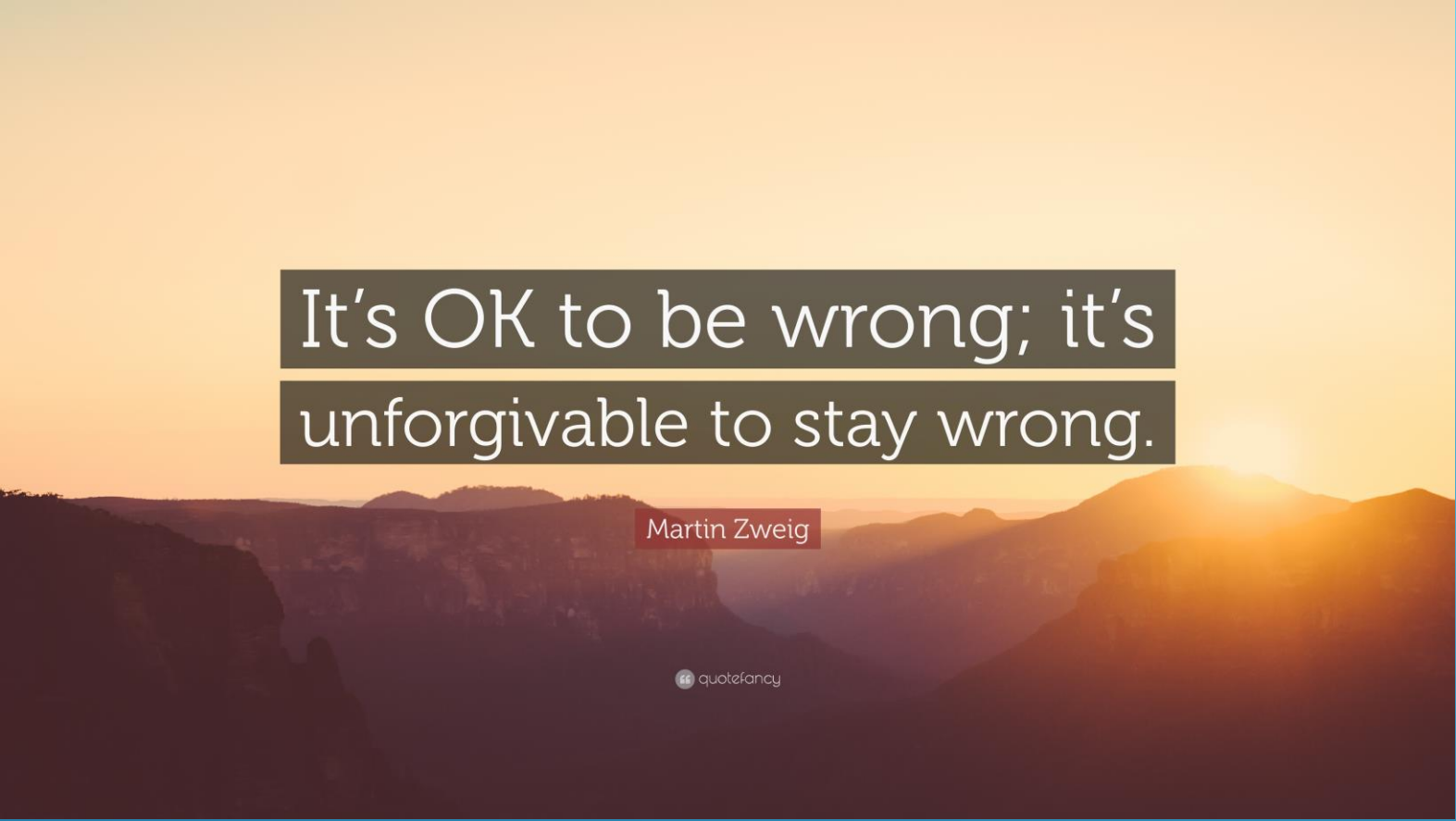


# KEYS TO BETTER STARTUP DECISION- MAKING



MAKE DECISIONS FAST





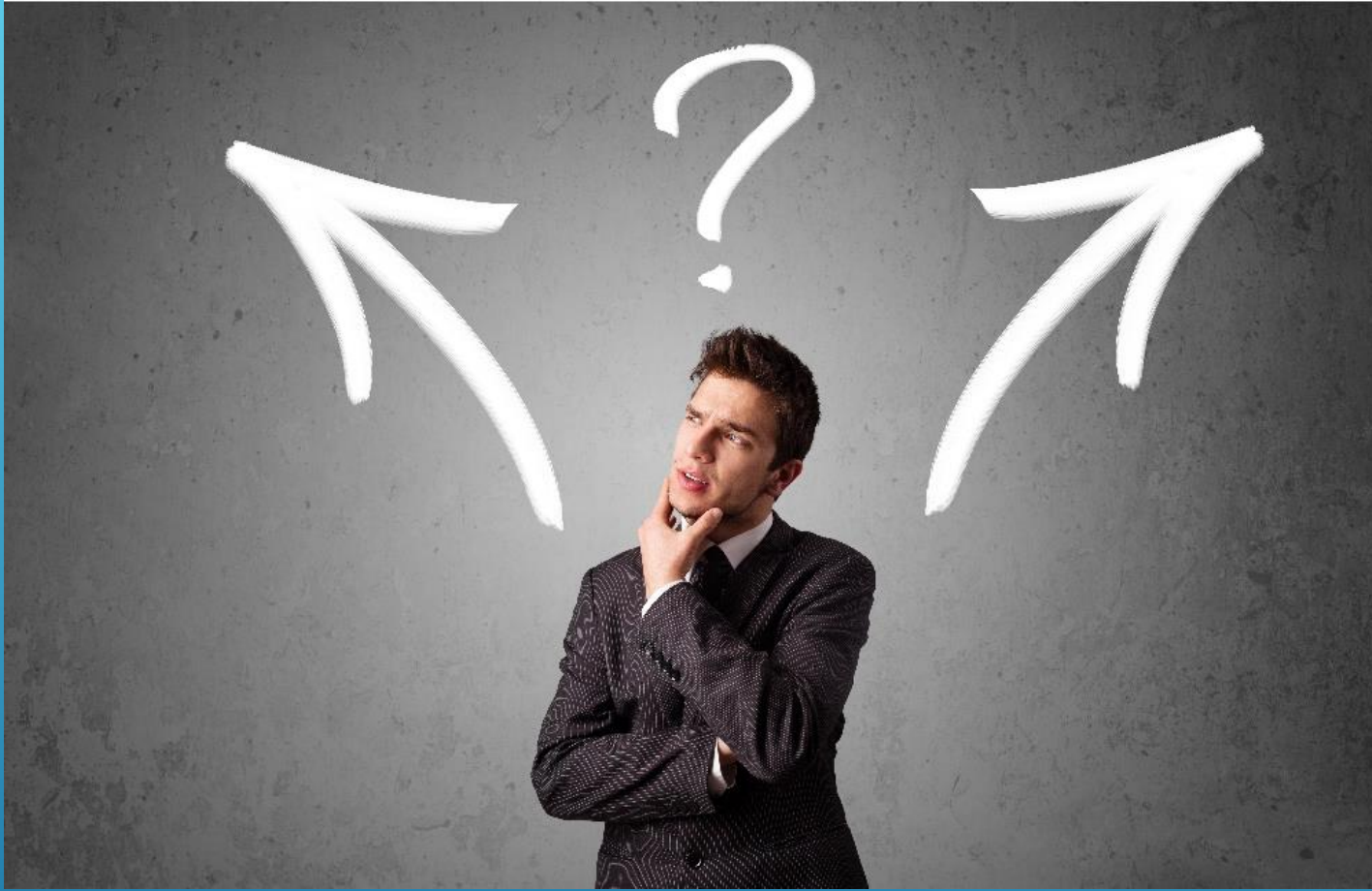
It's OK to be wrong; it's  
unforgivable to stay wrong.

Martin Zweig

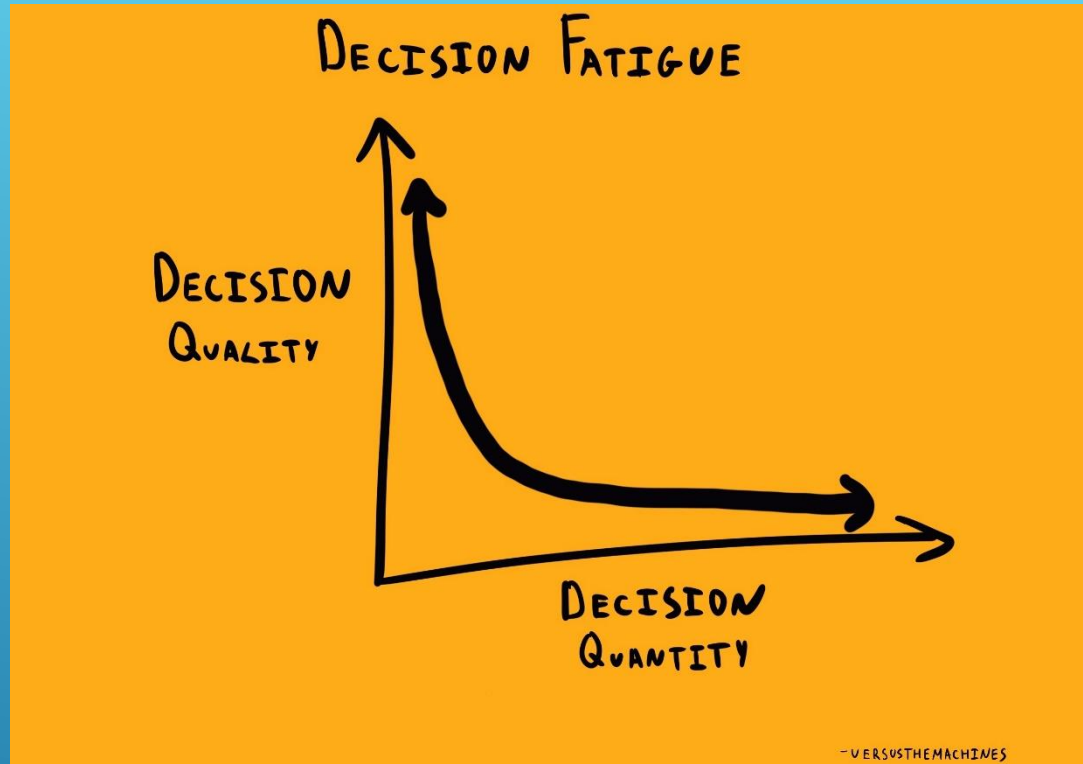
quote fancy

IT'S OKAY TO BE WRONG. IT'S NOT  
OKAY TO STAY WRONG





PUTTING OFF MAKING A DECISION IS  
MAKING A DECISION



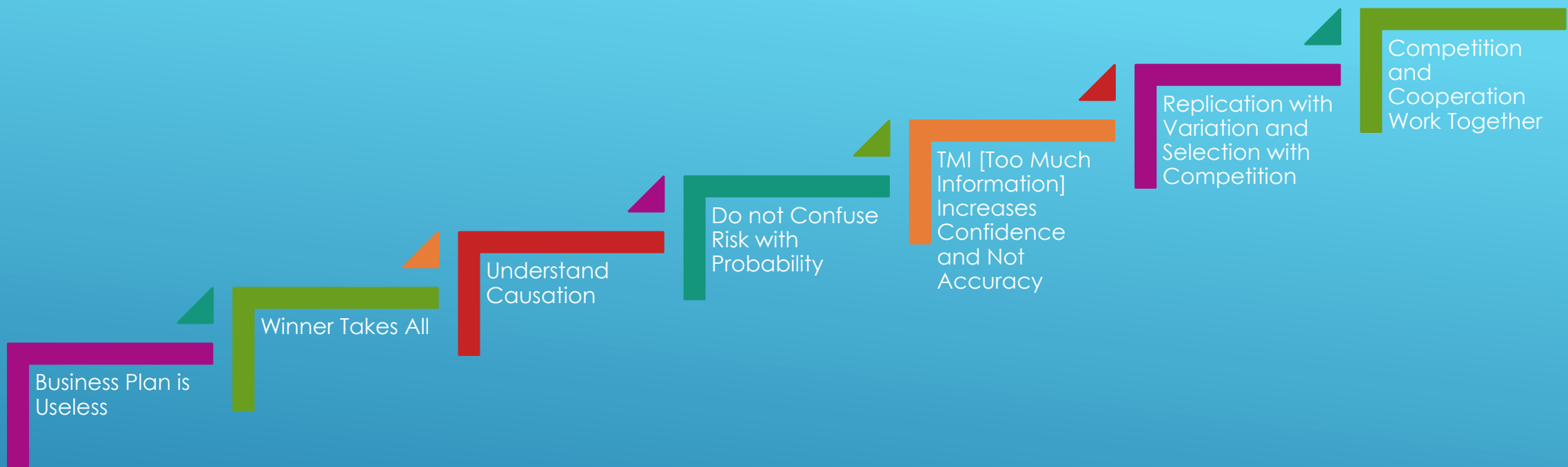
DECISION FATIGUE IS REAL



YOU DON'T HAVE TO MAKE EVERY  
DECISION



THE MORE DECISIONS OTHER PEOPLE  
MAKE, THE HEALTHIER YOUR COMPANY IS.



# PRINCIPLES FOR STARTUP DECISION- MAKING

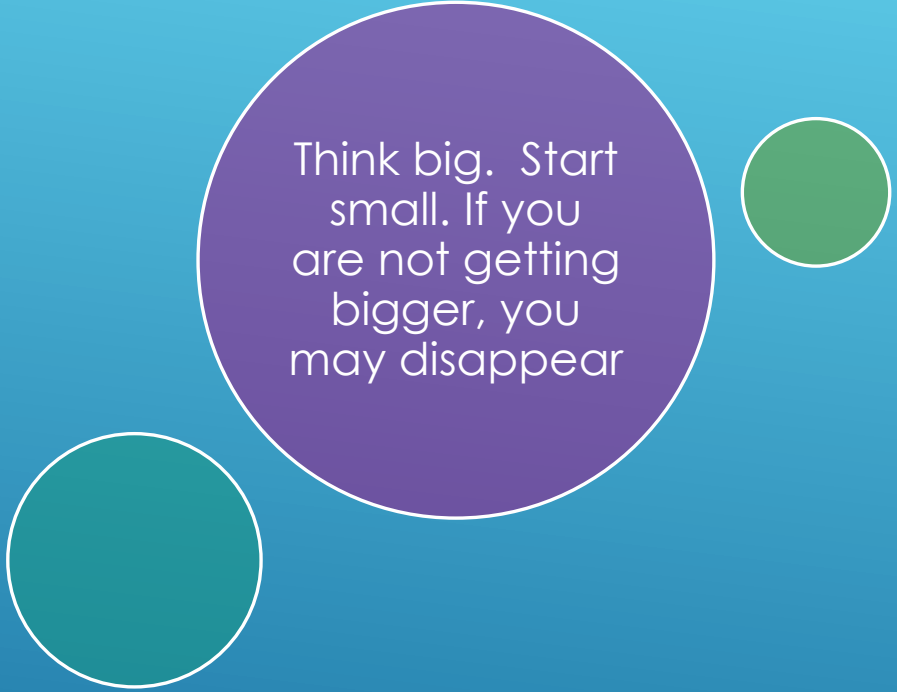
## Business Plan is Useless

- ▶ Plan less, do more. Your business plan is useless. Create a learning plan

# PRINCIPLES FOR STARTUP DECISION- MAKING



## PRINCIPLES FOR STARTUP DECISION- MAKING



Think big. Start  
small. If you  
are not getting  
bigger, you  
may disappear

# Winner Takes All



## Understand Causation

- Get a crystal-clear understanding of why people are using your product

PRINCIPLES FOR STARTUP DECISION-  
MAKING

Do not Confuse Risk with Probability

Don't fall in love with your idea. Test a lot of options

PRINCIPLES FOR STARTUP DECISION-  
MAKING



## TMI [Too Much Information] Increases Confidence and Not Accuracy

- Understand correlation amongst variables in your business. Position the startup to be noticed

# PRINCIPLES FOR STARTUP DECISION- MAKING





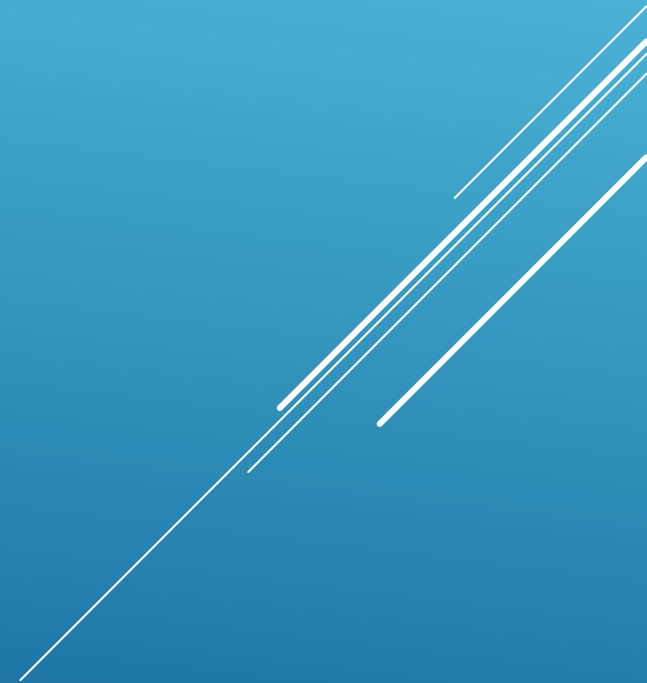
- Pick a positioning category where the money is going and create unique value

# PRINCIPLES FOR STARTUP DECISION- MAKING



Choose the right environment which is open and gives you access to capital, connections, and competence

# PRINCIPLES FOR STARTUP DECISION- MAKING



# REFERENCES:

- ▶ 1. Startups in 2021: How to Make the Decision - Kyna Ysabel | [medium.com](https://medium.com)
  - ▶ 2. How to Make the Best Decisions for Your Startup - Naveed Lalani | [businesscollective.com](https://businesscollective.com)
  - ▶ 3. How Decision Making Evolves as a Startup Grows - Brian Halligan
  - ▶ 4. 7 Principles For Startup Decision-Making - Chander Chawla
- 



THANK YOU FOR YOUR ATTENTION