

**Department of Computer Sciences
University of Salzburg**

Title of Diploma Thesis

Research of relevant factors for a successful market entry for a new company evaluated with comparison research conducted in two key markets: America and Europe.

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Abstract:

Management qualities undoubtedly are not to be measured with the scales we have today; simply the results are assessed. The ability to make the right decision at the right time is something that is invaluable and often only realized in retrospect. Even though this is true, I am convinced that indicators and guidelines can be evaluated and implemented to establish a successful enterprise. My proposal is to research, suggested by contemporary literature from different countries, which factors are necessary to begin a formidable high tech startup.

In computer science studies most of the students are confronted with many bold and inspiring new ideas, many of them demanding a chance as a startup. I was interested in how many startups are so called university startups. As far as Europe is considered, I was overwhelmed by the fact that there are few in comparison to overall number of startups. I concluded that most of these students are not interested in the endeavor that accompanies the process of founding a new company. Many startups are destined to declare chapter 11 within the first three years, and the knowledge needed to found a new company is confusing and contradictory.

An additional complexity is the fact that companies today, especially in Europe where the borders are fading, work internationally. Therefore the country the firm is founded in becomes decreasingly important, whereas the local environment shapes key financial, supply and political factors. This, consequently, necessitates analyzing the differences in company startups between countries.

Research will initially begin with the identification of the criteria provided to date through literature that is published as responsible for a successful startup.

Next, the regulations (political, financial, environmental, and regulatory) of the subject countries, USA, Germany and Austria will be investigated. My thesis is based on the assumption that, having read literature on tacit knowledge, academic and industrial spillovers as well as competitive strategies, there will be great variations from country to country in the founding of a company. Nevertheless, basic marketing concepts that I plan to apply are valid throughout the world with slight adaptations to meet local demands. These Factors being internationally exempt provide a basis on which to compare the process of creating a startup.

Finally, a comparison will be drawn of the essential factors gathered that create viable enterprises in each country, and the universally common factors will be defined that apply to a business startup.

Thus, by distinguishing between culturally specific and global strategies, allowing the strategies most suitable for founding a new company to be identified.

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