# Bad things can happen to good people....

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17 March 2022

## Start-ups: Should you believe what you read?

March 2 2022 The Times (London), by Richard Tyler:

'Career Cost of entrepreneurship for those seeking re-employment' – They are not seen as being committed or a good cultural fit...

#### My personal view...

- You get to do great things in start-ups though when it goes wrong there is a personal price
- You acquire skills, experiences and expertise –your personal toolbox will be of great value
- Most companies need and want entrepreneurial skills to grow, change for the better and thrive long term

#### My 6+ year roller coaster....



Initially Pulsed based UWB (as now in Apple iPhone/ Samsung Galaxy)

Artimi pivoted to MBOFDM to be the 'next' Bluetooth





#### ≋WiQuest

2007/8 downturn + loss to WiFi in standards battle

Merged all three companies (California, UK, Bangalore..)

Staccato on top due to higher investment.

#### veebeam

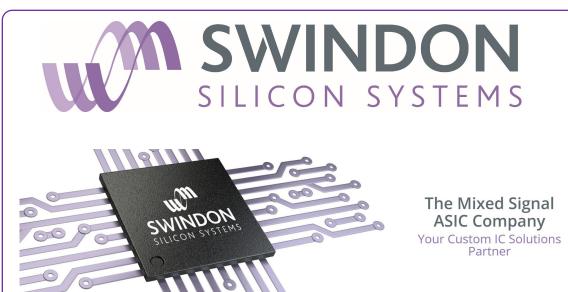


Pivoted to a 'screencasting' solution, getting video+audio from PC/Mac to TV, shipped 80k units globally

Didn't achieve escape velocity

### What happened after?

#### Managing Director of:



Swindon Silicon Systems is a global leader in the design and supply of automotive and industrial mixed signal ASIC solutions for today's increasingly connected world. Our engineering excellence and innovation guarantees you product leadership while improving safety, efficiency and comfort for millions of people every day.

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Transformation - wirelessly connected sensors – electrification – services

## Bad things do happen to good people in start-ups....

Better things will happen when you use these experiences.

### Last Slide – Questions?