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# Learning from Failures to Increase the Chance of Success: A Case Study Approach of Entrepreneurial Survival

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## EXECUTIVE SUMMARY

*In technology-driven entrepreneurial ventures, crafting the “right” business model for success can be particularly challenging given that many ventures eventually experience the failure dynamics of a business model that implodes (collapses upon itself). Combining practical experience with academic research, this article suggests an implementation framework for crafting the “right” business model even when the venture itself is in the midst of implosion. This implementation framework depicts integrated relationships between sequential steps for establishing strategic partnerships within a higher order marketplace and potential options for creating an acquisition premium through a risk mitigation process to maintain a technology-edge.*

**Key words:** Business Model Failure, Implementation Framework, Technology-Based Start-up Businesses, Entrepreneur’s Adaptation to Survive