

Innovation key to standing out in the crowd

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Tamara Kleinberg, founder of GoToLaunchStreet.com, says innovation is key if new companies are to stand out in the crowd.

And if innovation is lacking, that can be a death sentence, Kleinberg tells WisBusiness.com.

“We don’t want to get caught in the “-er trap” — better is not enough,” she said. “To win in today’s marketplace you have to be different... iconic companies have gone under because they didn’t innovate.”

She noted many early-stage startups have also faded away after failing to “find that place of differentiation” which is key to innovating.

As well as the founder of the Denver-based innovation platform GoToLaunchStreet.com, Kleinberg is an author, investor, entrepreneur and TED Talk alum. She will give an opening talk at the Wisconsin Technology Council’s 2017 Early Stage Symposium Nov. 15 at the Monona Terrace in Madison.

“Even if you have the most amazing product or service, if you’re doing things the same way everybody else is solving them, you’re just adding to the noise,” she said. “How do you find that unique selling space that allows people to understand what you do, solve a need for them in a way they haven’t had before, in a way that’s meaningful for them?”

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