

GOOD



Cofounders

**THE
BAD**

**THE
UGLY**





- Energy
- Brainstorming
- Expertise
- Connections

Ken Steinberg, CEO Cambridge R&D



- Inflexibility
- Too Many A's
- Different Win strategy
- Lazy
- High Burn

Ken Steinberg, CEO Cambridge R&D



- Relatives
- Poor Fiscal Management
- Embarrassing Social Status
- Differing Exit Strategy

Ken Steinberg, CEO Cambridge R&D