Guide for practice-oriented data collection [e.g. Start-ups]

This guide is only a generic recommendation and should be adapted to specific issues.
Generic steps are listed here, see following slides for details.

1. Goal specification - why should this data be collected and what are we looking for?
2. Get an understanding of the topic and start reading some papers regarding the topic

3. Create a list with keywords that match the question at hand (slide)
   a. Create a search query from the list using the search operators, e.g: AND, OR, +, -, related:
      (good overview: https://moz.com/learn/seo/search-operators)
   b. The list is dynamic and should also be adapted during the initial phase of the research

4. Adapt the table for data collection to the objective of the data collection (slide)
   a. First, make a draft of what will be collected
   b. Then fill in this draft with two to five entries and iterate, i.e. add or delete columns or describe characteristics in more detail in order to make it clear how to fill in the table

5. Search in databases (slide) with the keywords or, if possible, with the search query
6. Be attentive during the research, register for newsletters and look out for interesting information or interesting Start-ups, which are only indirectly related to the question, but could also be relevant

How to find Start-ups or innovative technologies?

Start-ups and innovative technologies and company practices

Start-ups and innovative technologies that could be relevant to one's own research can be found through systematic research.

They are often discovered incidentally and by mere chance if you keep your eyes open.

It can be designed systematically through the following procedure:

Use lists of participants of conferences, trade fairs and meet-ups

- **Which ones?**
  - This depends on the objective of the data collection, but general start-up and technology conferences or meetings are recommended
- **Where do I find the lists of participants?**
  - Often on the websites

Websites that list events on specific topics are listed on the right as examples.
These should be searched by using terms that match your research question, topic or industry.

Start-up specific events:
https://startup-calendar.com/
https://www.f6s.com/events/germany
(https://www.f6s.com/)

Meet-ups und conferences:
https://www.meetup.com/
https://www.eventbrite.com/

Conference list of our chair:
https://www.conference-research.com/conferences

Databases, websites and newsletter dealing with start-ups, tech and innovation are on the following pages.

Databases and information sources

A variety of data sources and tools

Facebook groups
Tumblr
Github
slideshare
Towarddatascience
Medium
https://www.worldometers.info/
https://ourworldindata.org/
Quora
Reddit
YouTube
LinkedIn
Twitter
Ted Talks
Thread Reader
Prezi

Infographic tools

Tableau
Piktochart
Cancva
Infografik

Databases and information sources

Research Journals	
Journal of Applied Psychology	https://www.apa.org/pubs/journals/apl/
Journal of Management	https://journals.sagepub.com/home/jom
Journal of Management Information Systems	https://www.jmis-web.org/issues
Academy of Management Journal	https://journals.aom.org/
MIS Quarterly	https://www.misq.org/
Human Relations	https://www.humanrelationsjournal.org/
Information Systems Research	https://www.informs.org/Publications/INFORMS-Journals/Information-Systems-Research
Journal of Management Studies	https://onlinelibrary.wiley.com/journal/14676486
Management Science	https://www.informs.org/Publications/INFORMS-Journals/Management-Science
Organization Science	https://pubsonline.informs.org/journal/orsc
Strategic Management Journal	https://www.strategicmanagement.net/smj/overview/overview

Practitioner Journals	
Harvard Business Review	https://hbr.org/
MIT Sloan Management	https://mitsloan.mit.edu/
Forbes Magazine	https://www.forbes.com
Inc. Magazine	https://www.inc.com/
Entrepreneur Magazine	https://www.entrepreneur.com/
WIRED Magazine	https://www.wired.com/

Databases and information sources

Book summary databases	
Derek Sivers	https://sivers.org/book
The Rabbit Hole	https://blas.com/
James Clear	https://jamesclear.com/book-summaries
Get Abstract	https://www.getabstract.com/de/
Blinkist	https://www.blinkist.com/de
Shortforum	https://www.shortform.com/
West Stringfellow	https://medium.com/west-stringfellow/book-summaries/home
SuperSummary	https://www.supersummary.com/
Four Minute Books	https://fourminutebooks.com/book-summaries/
Goodreads	https://www.goodreads.com/genres/summary
Scribd	https://de.scribd.com/author/297282215/Summary-Station

Databases and information sources

Newsletter & Blogs	
Owler (individualisierter Newsletter)	https://corp.owler.com/
MIT Technology Review	https://www.technologyreview.com/
Benedict Evans	https://www.ben-evans.com/newsletter/
Marty's Bent	https://tftc.io/martys-bent/
Krit	https://krit.com/
Exponential View	https://www.exponentialview.co/
The Broadshee by Kristen Bellstrom	https://fortune.com/newsletter/broadsheet/
Julian Digital	https://julian.digital/
A16z by Daniel Horowitz	https://a16z.com/
latest news in AR/VR	https://arvr.today/
Stratechery	https://stratechery.com/
Reddit - Futurology	https://www.reddit.com/r/Futurology/
Two Minute Papers - Video	https://www.youtube.com/user/keeroyz/about
Reddit – Machine Learning	https://www.reddit.com/r/MachineLearning/
Skynet Today	https://www.skynettoday.com/
Motius	https://motius.us7.list-manage.com/subscribe?u=73928494f2a5280534aa1a0f3&id=9700258659
a16z	https://a16z.com/podcasts/
dayone	https://blog.aboutamazon.com/
NWX – New Work News	https://www.xing.com/pages/nwx-new-work-news

Databases and information sources

News - International	
Tech & Innovation	http://techcrunch.com/
WiWo Gründer	https://gruender.wiwo.de
Deutsche Start-ups	https://www.deutsche-startups.de
VDI Nachrichten	https://www.vdi-nachrichten.com
Günderszene	https://www.gruenderszene.de
Business Punk	https://www.business-punk.com
Starting up	https://www.starting-up.de
Investorszene	https://www.investorszene.de
T3n	https://t3n.de
Social Startups	http://www.social-startups.de
Healthcare Startups	https://healthcare-startups.de
VC-Magazin	https://www.vc-magazin.de
Förderland	https://www.foerderland.de
Junge Gründer	https://www.junge-gruender.de
start up brett	https://www.startupbrett.de
Crowdfunding	https://www.crowdfunding.de

Databases and information sources

Start-up and innovative tech databases	
AngelList	https://angel.co/
VentureRadar	https://www.ventureradar.com/
Seedtable	https://www.seedtable.com/
Crunchbase	https://www.crunchbase.com/home
Pitchbook	https://pitchbook.com/
Gründerszene	https://www.gruenderszene.de/datenbank/
Private Equity International	http://www.privateequityinternational.com/

Professional company and market data	
CB Insights	https://www.cbinsights.com/
Mattermark	https://mattermark.com/
Merger Market	http://www.mergermarket.com
Amadeus, Bureau van Dijk	https://amadeus.bvdinfo.com
Markus Database (Germany, Austria, Luxemb. Companies):	https://amadeus.bvdinfo.com

Awards	
Focus Award	http://www.focusaward.de/de/index.php

Databases and information sources

Investment deals and seed funding overview	
Seed DB (Seed Accelerators)	
Click on indiviudal Accelerators for details about Deals	https://www.seed-db.com/accelerators

Combination of seed-db.com, crunchbase.com, techcrunch.com with short description	
Y Combinator Company List	https://yclist.com/

Catalogues and registers with focus on German companies	
Unternehmensregister	https://www.unternehmensregister.de/
Genios	https://www.genios.de/info/firmenprofile
Kununu	https://www.kununu.com/
Glassdoor	https://www.glassdoor.de/Bewertungen/index.htm

Infographics	
CB Insights	https://www.cbinsights.com/research/infographics/

Databases and information sources

Podcasts

https://www.insight-company.io/podcast-show
The Entrepreneur Insight
https://abcaudio.com/podcasts/the-dropout/
The Dropout
https://www.npr.org/podcasts/510313/how-i-built-this?t=1586433546223
How to Build this
https://omr.com/de/podcast/
OMR
https://www.deutschlandfunk.de/wirtschaft-am-mittag.765.de.html
Deutschlandfunk Wirtschaft am Nachmittag
https://wondery.com/shows/we-crashed/
Wondery
https://www.gruenderszene.de/galerie/podcasts-fuer-gruender-2020?pid=23315
Podcast für Gründer
https://podcasts.voxmedia.com/show/pivot
Pivot
https://www.blinkist.com/magazine/posts/blinkist-launches-documentary-audio-series-state-of-mind
State of Mind
https://www.gruenderszene.de/themen/gruenderszene-podcast
Gründerszene
https://open.spotify.com/show/4UymEg74pIuiiLZTROIx4w?si=ECmLERE4QVK14VdsytEVDw
Reset
https://open.spotify.com/show/6DdYNi0EakNKPDuONnWiam?si=44o2wrc-SiWLaadgZfTdaQ
Land of Giants

Databases and information sources

Podcasts (continued)

https://podcasts.apple.com/us/podcast/anatomy-of-next/id1123461944
Autonomy of Next
https://a16z.com/podcasts/
a16z
https://open.spotify.com/show/47jQcyRcrM1EoV0sU39N9F?si=um-2BV2yRXCcfLno-ZHZkw
Recode Decode
https://open.spotify.com/show/0yW8lq5dBrXHEeiNPFqMeh?si=1SiCC8uuSl-T9gM9B9XYvg
Recode Media
https://www.ted.com/podcasts/worklife
WorkLife
https://podcasts.apple.com/us/podcast/distributed-with-matt-mullenweg/id1463243282
Distributed, with Matt Mullenweg
https://podcasts.apple.com/podcast/id1335814741
Business Wars
https://podcasts.apple.com/us/podcast/craig-groeschel-leadership-podcast/id1070649025?mt=2
Graig Groeschel Leadership Podcast
https://podcasts.apple.com/us/podcast/hbr-ideacast/id152022135
HBR IdeaCast
https://podcasts.apple.com/us/podcast/masters-of-scale-with-reid-hoffman/id1227971746
Master of Scale with Reid Hoffman
https://www.spectacularfailures.org/
Spectecular Failues
https://hbr.org/2019/09/podcast-the-anxious-achiever
The Anxious Achiever Podcast
https://hbr.org/2018/01/podcast-women-at-work
Women at work

Databases and information sources

Podcasts (continued)

https://podcasts.apple.com/us/podcast/anatomy-of-next/id1123461944
Autonomy of Next
https://podcasts.apple.com/us/podcast/the-science-of-happiness/id1340505607
The Science of Happiness
https://hbr.org/2018/01/podcast-dear-hbr
Dear HBR
https://www.ted.com/podcasts/ted-interview
TED Interview
https://www.npr.org/podcasts/510325/the-indicator-from-planet-money?t=1592301199335
The Indicator from Planet Money

Interesting Twitter Accounts

https://twitter.com/briannekimmel?lang=de
Brianne Kimmel
https://twitter.com/adammgrant?lang=de
Adam Grant
https://twitter.com/brian_armstrong
Brian Amstrong
https://twitter.com/stanfordgsb?lang=de
Stanford Business
https://twitter.com/harvard?lang=de
Harvard University
https://twitter.com/kelloggschool?lang=de
Kellogg School
https://twitter.com/berkeleyhaas?lang=de
Haas School of Business

Databases and information sources

Interesting people

Roland Berger
Bettina Reitz
Andreas Biagosch
Matthew Bidwell
Trevor Blackwell
Iris Bohnet
Edward Boyden
Cynthia Breazeal
Brent Hoberman
Erik Brynjolfsson
Ruth Chang
Prithwiraj Choudhury
Nicolas Christakis
Eckhard Cordes
Richard Dawkins
Aubrey de Grey
Mercedes Delgado
Esther Duflo
Kathleen Eisenhardt
Kevin Esvelt
Larry Fink
Helen Fisher
Mariola Fotin-Mleczek
Lex Friedman
Scott Galloway
Bill Gates
Melinda Gates
Gerhard Schröder
John Giannandrea
Kay Giesecke
Malcolm Gladwell
Amir Goldberg
John Gottman
Paul Graham
Adam Grant
Linda Gratton
Shane Greenstein
Robert Habeck
Sam Harris
Dirk Helbing
Hugh Herr
Dietmar Hopp

Databases and information sources

Interesting people	
Ma Huateng	Elon Musk
Joseph Jacobsen	Andrew Ng
Philipp Justus	Ali Niknam
Henning Kagermann	Martin Nowak
Daniel Kahnemann	Barack Obama
Gerlinde Kaltenbrunner	Alex Pentland
Sinan Kayhan Aral	Esther Perel
Janina Kugel	Rosalind W. Picard
Ray Kurzweil	Sundar Pichai
Kent Larson	Jeff Polzer
Christian Lindner	Eric Posner
Michael Luca	Florian Prucker
Thomas Malone	Edward Roberts
Maria Ressa	Anna Rosling
Cade Massey	Deb Roy
Pamela Matson	Gisbert Rühl
Sandra Matz	Michael Sanders
Maurizio Rossi	Michael Schmidt-Salomon
Matthias Meiner	Michael Schmidt-Salomon
Ming Leung	Isabel Schnabel
Robert Morris	Matthias Schranner

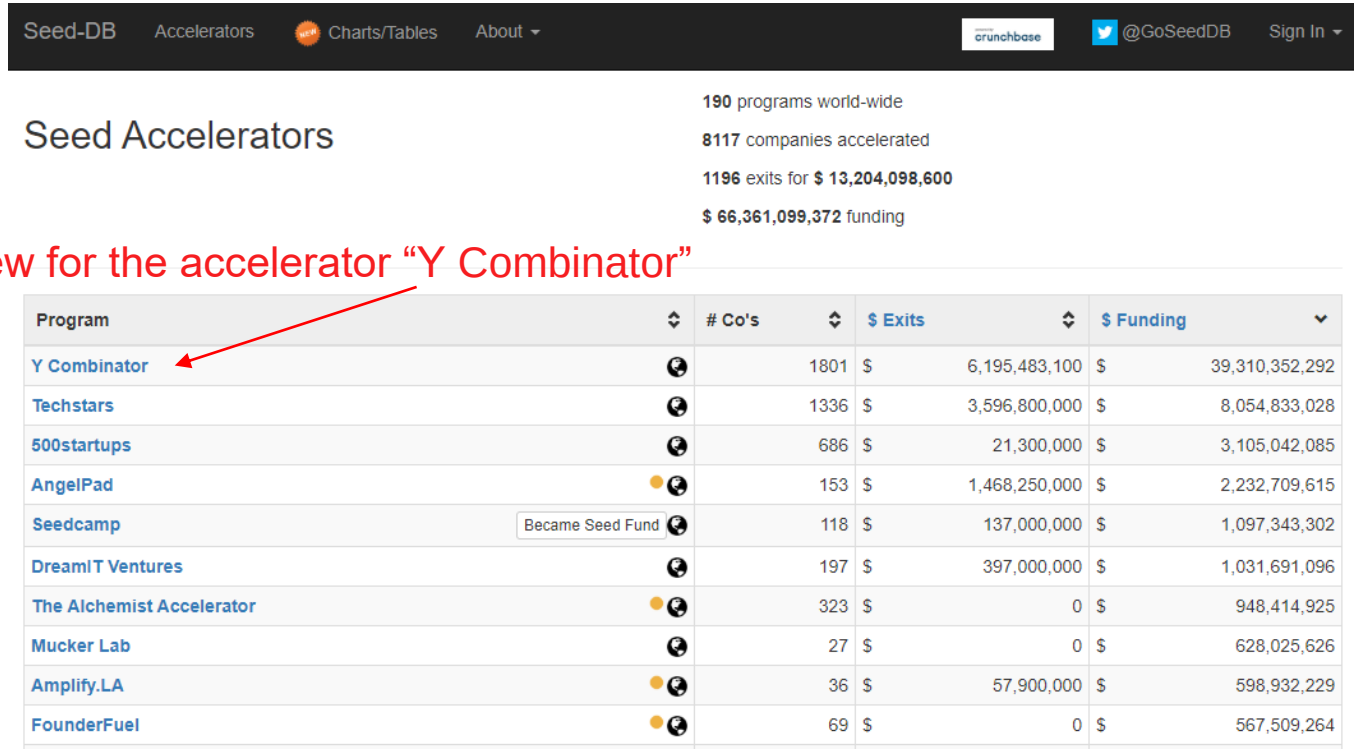
Databases and information sources

Interesting people

Ross Shachter
Peter Singer
Sameer Srivastava
Axel Stepken
Scott Stern
David Stillwell
Christine Stimpel
Richard Thaler
Frank Thelen
Sebastian Thrun
Erik Torenberg
Victor Mayer-Schönberger
Matthew Walker
John Weyant
Glen Weyl
Daniel Wiegand
Feng Zhu
Shoshana Zuboff
Ethan Zuckermann

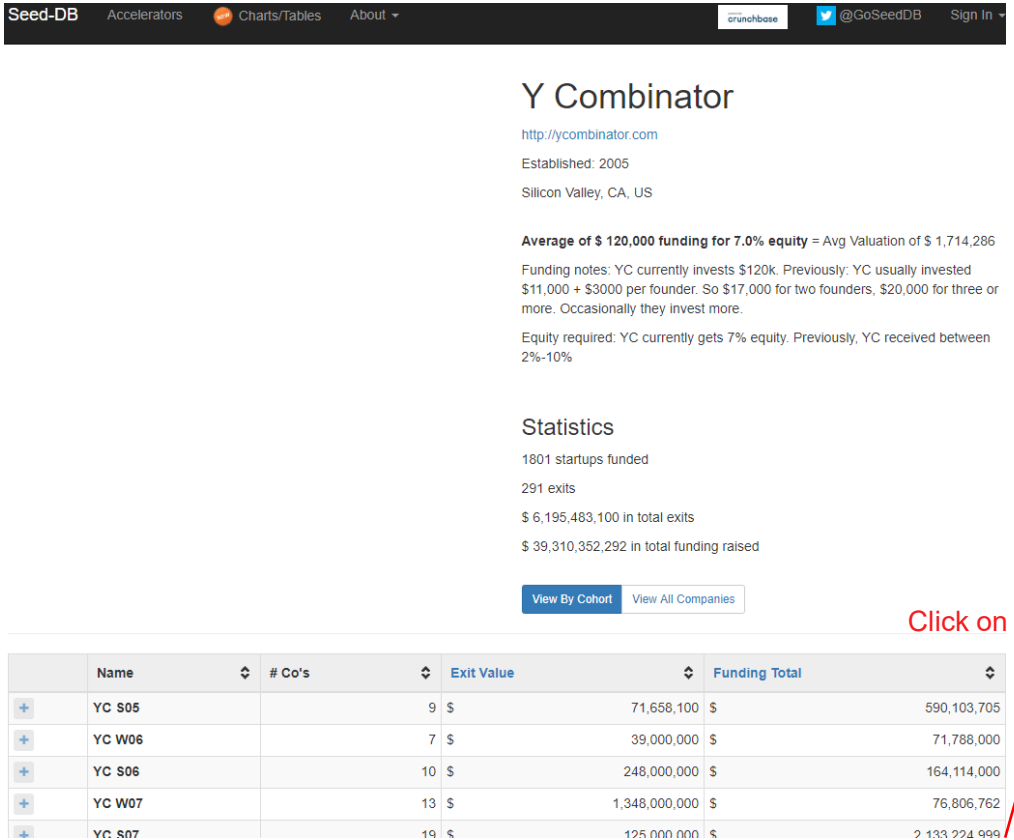
Example: Database for Start-up Accelerators

https://www.seed-db.com/accelerators



Program	# Co's	$ Exits	$ Funding
Y Combinator	1801	$ 6,195,483,100	$ 39,310,352,292
Techstars	1336	$ 3,596,800,000	$ 8,054,833,028
500startups	686	$ 21,300,000	$ 3,105,042,085
AngelPad	153	$ 1,468,250,000	$ 2,232,709,615
Seedcamp (Became Seed Fund)	118	$ 137,000,000	$ 1,097,343,302
DreamIT Ventures	197	$ 397,000,000	$ 1,031,691,096
The Alchemist Accelerator	323	$ 0	$ 948,414,925
Mucker Lab	27	$ 0	$ 628,025,626
Amplify.LA	36	$ 57,900,000	$ 598,932,229
FounderFuel	69	$ 0	$ 567,509,264

Detailed View for Y Combinator on Seed-DB



https://www.seed-db.com/accelerators/view?acceleratorid=1011

These are Start-ups they funded in 2018, for example

Click on „+“

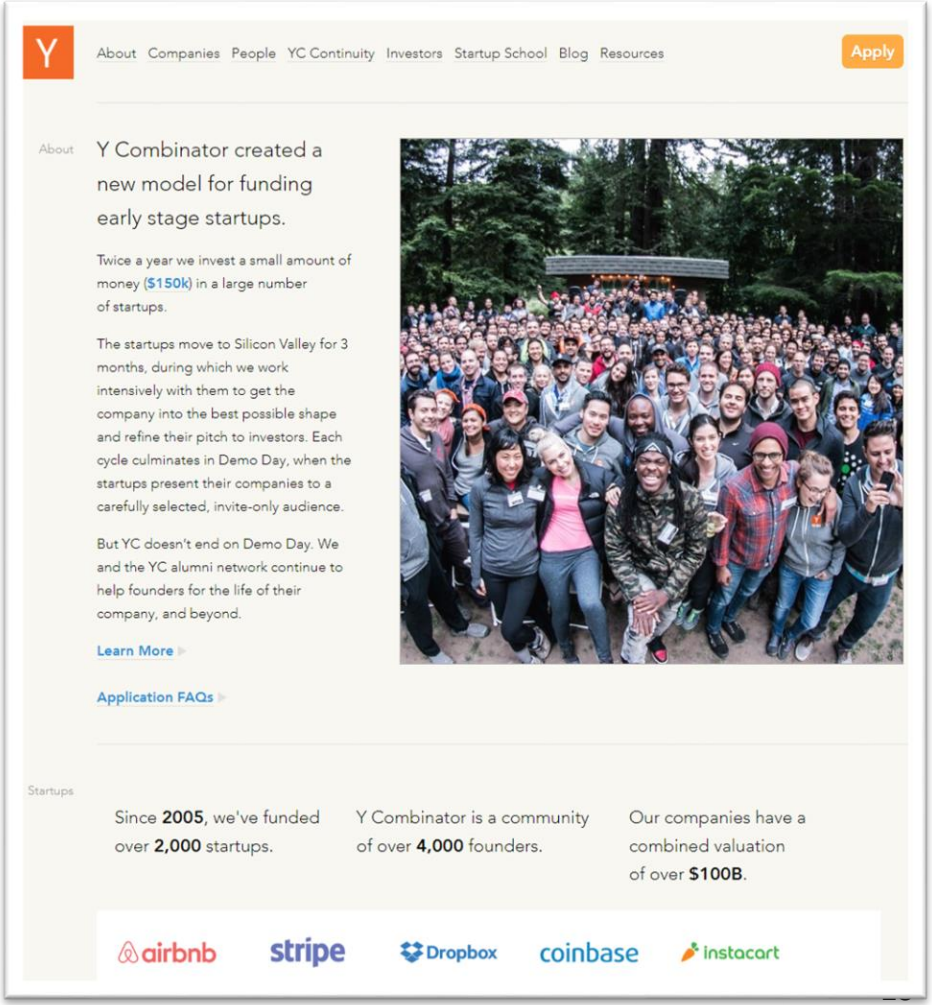
	Name	# Co's	Exit Value	Funding Total
+	YC S05	9	$ 71,658,100	$ 590,103,705
+	YC W06	7	$ 39,000,000	$ 71,788,000
+	YC S06	10	$ 248,000,000	$ 164,114,000
+	YC W07	13	$ 1,348,000,000	$ 76,806,762
+	YC S07	19	$ 125,000,000	$ 2,133,224,999

+	YC W17	103		$	715,238,014
+	YC S17	124		$	580,132,047
−	YC W18	141	$ 12,500,000	$	443,644,947

Company	Details	Exit value	Funding
Atrium	https://www.atrium.co		$ 75,500,000
Aspire	https://aspireapp.com		$ 41,500,000
ObserveAI	https://observe.ai/		$ 34,320,000
Groww	https://groww.in/		$ 29,200,000
LetsDoThis.com	https://www.letsdothis.com/		$ 21,402,399
Sqreen	https://www.sqreen.com/		$ 18,020,000
Substack	https://www.substack.com/		$ 17,420,000
Torch	https://torch.io/		$ 12,400,000

Y Combinator
Website as an example.
There are many accelerators
– YC is one of the largest

https://www.ycombinator.com/

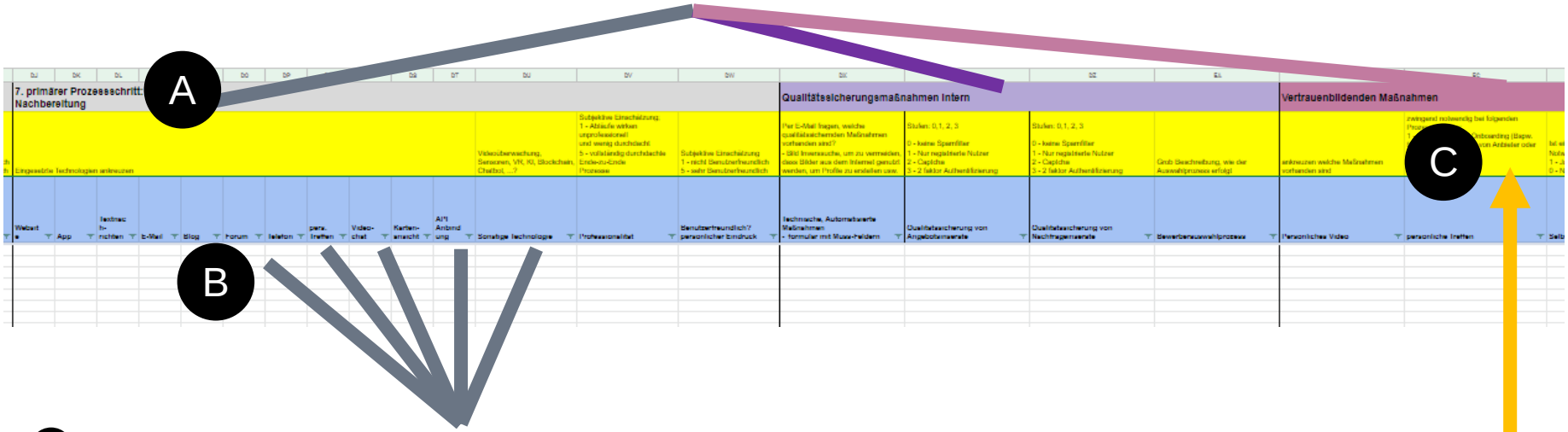


This is just an example

Data collection basis

1. The data collection should be adapted according to the goal or research question

A Based on the goal, form **superordinate (Level 1)** categories.



B On a **subordinate level 2, more concrete** categories should be formed

C The characteristics for each level 2 category and a coding scheme **should be described as concrete** as possible

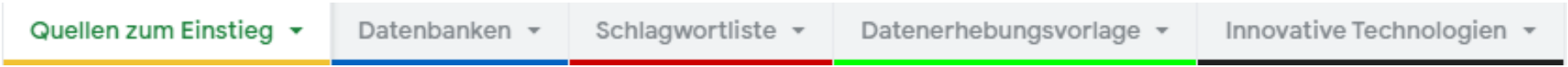
A Google-Docs document has some advantages over Excel lists, especiall if you collect data in a group.

You can also easily and quickly download an Excel list from a Google Doc if you want.

This link leads to an example document, which we have used for one of our research projects. – feel free to use it as a reference an adopt it to your needs.

For this, we analysed business models according to Gassmann, Sutter (2019) and other data..

https://docs.google.com/spreadsheets/d/1Kh2rMy81KZ8zltV8rv0sM6816DmloJAdJpyVGrCyZNQ/edit?usp=sharing



This is just an example

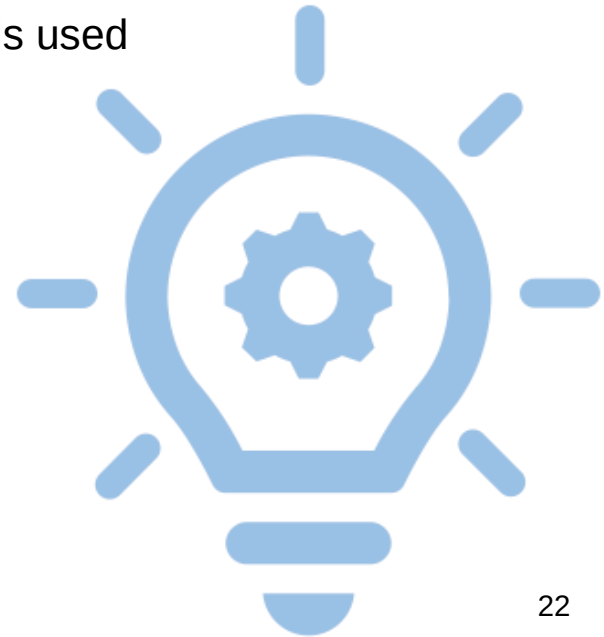
List of keywords

#	Kinderbetreuung	Reparaturen und Pflege rund ums Haus und Auto	Botengänge und Fahrdienstleistungen (z.B. Einkaufen, Post)	Organisation von privaten Events (z.B. Feiern, Urlaube)	Tierbetreuung
1	Kinderbetreuung	Private Gartenpflege	Botengänge	Urlaubsplanungshilfe	Gassi-Geh-Service
2	Nanny	Innenraumdekoration	Boten	Geburtstagsplaner	Tagesbetreuung bei Sitter
3	Tagesmutter	Umzugshilfe	Private Paketzustellung	Hochzeitsplaner	Tagesbetreuung bei Besitzer
4	Notfallmama	Reparaturhilfe	Paketannahmestelle privat		Unterbringung (mehrere Tage) bei Sitter
5	Kindermädchen	Buchhaltungsunterstützung	Einkaufshilfe		Unterbringung (mehrere Tage) bei Besitzer
6	Au pair	Putzhilfe			Hausbesuche
7	Babysitter, baby-sitter				
8	nurse				
9	abholservice				
10					
11					
12					
13					
14					
15					
16					

Datenbanken | Schlagwortliste | Datenerhebungsvorlage

Other tips to collect data

- Many small businesses are also very talkative on the phone when you pretend to be an interested customer or directly disclose that you are doing research at a university as part of a project.
- Go through the process (search, agreement, etc.) before it is used
- Look through App Store (iOS, Android)
- Google providers
- Read reviews



Literature Quality Check

Google Scholar:

https://scholar.google.de/

number of citations → the higher the better.

Other literature or websites:

please always check the source for credibility yourself.

It should have:

- **a title,**
- **an author,**
- **a date.**

Journal Rankings:

Either you google „journal name“ + impact factor → should be >1, the higher the better.

or:

https://vhbonline.org/vhb4you/jourqual/vhb-jourqual-3/gesamtliste/

Journal rankings A, B, C only, please

Literature Management

You should use a **literature management program**

There are management programs available from the TUM

(via Leibnitz-Rechenzentrum):

- **Endnote (recommended only for Mac, but also available for Windows)**
- **Citavi (recommended only for Windows → highly preferred)**

You simply have to import your literature into those programs and it will do the reference list in APA-style for you

However, sometimes these programs will make mistakes, so please be sure to manually check whether your reference list is accurate and done according to current APA citation rules (For the basics of APA style see http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx)