

Abstract

Topic: Agile project management methods and techniques and their influence on start-ups

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Content: The success of a start up company is a complex topic making it often unclear for entrepreneurs what approaches and strategies to choose in order to increase their chances of success. This thesis intended to examine how the use of agile project management affects the success of a start up. Whereas the main aim was to identify whether the use of agile project management methods and tools increases the chance of success for a start up. Qualitative research in the form of structured interviews with experts in the field of project management was conducted. The purpose was to get experience-based insights and comprehensive understanding about agile project management methodologies and their impact on startups. Additionally, a detailed literature review was performed as well. The main finding of this study indicates that, although there is no hard evidence in favor for agile project management contributing to startups success, experts have acknowledged as well as literature that flexibility, adaptability, and customer interaction are the foundation of success for start up companies which inevitably makes agile project management a significantly important factor for start up success. Furthermore, agile project management also contributes with continuous development and effective communication, making start ups better equipped to manage risks and uncertainties. It was also found that measuring success in using agile methodologies is done through customer satisfaction and achievement of set goals. The main and critical factors for successful adoption of APM can be seen as: understanding of the agile mindset, organizational culture, and the right leader who can enforce slowly and gradually the mentality of embracing the change. It became clear that the agile approach values customer feedback encouraging flexibility and adaptability among the team members making it much more beneficial for startups compared to the traditional approach where these features are missing. This thesis affirms the significant positive correlation between the implementation of agile project management methodologies and the success of start ups.

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