

REFERENCES

- Alajoutsijärvi, K., Mannermaa, K., & Tikkanen, H. (2000). Customer relationships and the small software firm: A framework for understanding challenges faced in marketing. *Information & Management*, 37(3), 153-159.
- Alves, C., Pereira, S., & Castro, J. (2006). A study in market-driven requirements engineering.
- Armstrong, G., Kotler, P., Harker, M., & Brennan, R. (2015). *Marketing: an introduction*. Pearson Education.
- Barrehag, L., Fornell, A., Larsson, G., Mårdström, V., Westergård, V., & Wrackefeldt, S. (2012). Accelerating success: A study of seed accelerators and their defining characteristics. *Bachelor Thesis TEKX04-12-10 Chalmers University, Sweden*.
- Blank, S. (2012). *The startup owner's manual: The step-by-step guide for building a great company*. BookBaby.
- Bosch, J., Olsson, H. H., Björk, J., & Ljungblad, J. (2013). The early stage software startup development model: a framework for operationalizing lean principles in software startups. In *Lean Enterprise Software and Systems* (pp. 1-15). Springer, Berlin, Heidelberg.
- Charette, R. N. (2005). Why software fails [software failure]. *Ieee Spectrum*, 42(9), 42-49.
- Coleman, G., & O'Connor, R. V. (2008). An investigation into software development process formation in software start-ups. *Journal of Enterprise Information Management*, 21(6), 633-648.
- Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9). New York: McGraw-Hill Irwin.
- Crowne, M. (2002). Why software product startups fail and what to do about it. Evolution of software product development in startup companies. In *Engineering Management Conference, 2002. IEMC'02. 2002 IEEE International* (Vol. 1, pp. 338-343). IEEE.
- Giardino, C., Unterkalmsteiner, M., Paternoster, N., Gorschek, T., & Abrahamsson, P. (2014). What do we know about software development in startups?. *IEEE software*, 31(5), 28-32.
- Giardino, C., Wang, X., & Abrahamsson, P. (2014, June). Why early-stage software startups fail: a behavioral framework. In *International Conference of Software Business* (pp. 27-41). Springer, Cham.
- Hall, A., & DeVaney, S. A. (2009, July). Factors that influence small business start-up. In *The 55th Annual Conference of the American Council on Consumer Interests*.

- Heitlager, I., Helms, R., & Brinkkemper, S. (2007, October). A tentative technique for the study and planning of co-evolution in product. In *Software Evolvability, 2007 Third International IEEE Workshop on* (pp. 42-47). IEEE.
- Humphrey, W. S. (2005). Why big software projects fail: The 12 key questions.
- Hussain, A., & Mkpojiogu, E. O. (2016, August). Requirements: Towards an understanding on why software projects fail. In *AIP Conference Proceedings* (Vol. 1761, No. 1, p. 020046). AIP Publishing.
- Kim, J. H., & Hyun, Y. J. (2011). A model to investigate the influence of marketing-mix efforts and corporate image on brand equity in the IT software sector. *Industrial marketing management*, 40(3), 424-438.
- Kottler, P., & Keller, K. L. (2003). Marketing management. *Analyse, Planung, Umsetzung und*.
- Mann, R. J., & Sager, T. W. (2007). Patents, venture capital, and software start-ups. *Research Policy*, 36(2), 193-208.
- Marmer, M., Herrmann, B. L., Dogrultan, E., Berman, R., Eesley, C., & Blank, S. (2011). Startup genome report extra: Premature scaling. *Startup Genome*, 10.
- Martin, K., & Hoffman, B. (2007). An open source approach to developing software in a small organization. *Ieee Software*, 24(1).
- Mouton, J., & Babbie, E. (2001). The practice of social research. *Cape Town: Wadsworth Publishing Company*.
- Nguyen-Duc, A., Shah, S. M. A., & Ambrahamsson, P. (2016, August). Towards an early stage software startups evolution model. In *Software Engineering and Advanced Applications (SEAA), 2016 42th Euromicro Conference on* (pp. 120-127). IEEE.
- Och Dag, J. N. (2002). Elicitation and management of user requirements in market-driven software development. *Department of Communication Systems Lund Institute of Technology, Licentiate Thesis*.
- Perkins, A. B., & Perkins, M. C. (1999). The Internet Bubble: Inside the Overvalued World of High Tech Stocks. *HarperBusiness, New York*.
- Rao, P. M., & Klein, J. A. (1994). Growing importance of marketing strategies for the software industry. *Industrial Marketing Management*, 23(1), 29-37.
- Ries, E. (2011). The Lean Start-up. How Constant Innovation Creates Radically Successful Business. *Lloc de publicació: Londres. Portfolio Penguin*.
- Stokes, D. (2000). Entrepreneurial marketing: a conceptualisation from qualitative research. *Qualitative market research: an international journal*, 3(1), 47-54.
- Storey, D. J. (Ed.). (2016). *Entrepreneurship and new firm*. Routledge.
- Sutton, S. M. (2000). The role of process in software start-up. *IEEE software*, 17(4), 33-39.