

Why Startups Need Project Managers

The impact of Project Management on Lean Startups discussed in new resource added to PMWL



[Resource provided by Domenico Moccia](#)

9 May 2017 – Milan, Italy – Access to a new resource has been added to the PM World Library (PMWL) related to Entrepreneurship and Project Management. The new resource is titled “**Why Startups Needs Project Managers**”, published on Forbes Finance Council by Shazir Mucklai.

In this article is highlighted the importance and the impact of project management on the success of startups. According to the author, the term “Lean Startup”, coined in 2008 by Eric Reis, helps to identify a flexible and agile type of startup, able to face the constant evolution of the markets. Even if in many cases this is the best choice, the lean model introduces some issues that often show up: the need to highlight the benefit of the product and not only its main features in order to succeed; the difficult goal prioritization, due to the absence of a hierarchical structure; the scope creep, especially related to digital products. The solution comes from project management that helps to bring clarity, focus and much-needed structure to the startup process.

To access this new resource, go to the Applications and Hot Topics section of the library at <http://pmworldlibrary.net/applications-and-topics/>, click on “Entrepreneurship and Project Management”, scroll down to resource. Must be a registered member and logged-in to access.

For post in PMWL:

[Why Startups Need Project Managers](#) – Explanation of how project management can help lean startups to face the problems related to their structure, for everyone who wants to run a new business. Created and available from the Forbes Finance Council at

<https://www.forbes.com/sites/forbesfinancecouncil/2017/04/12/why-startups-need-project-managers-now-more-than-ever/#332f012a383e> ([Moccia](#))

URL for page in the PMWL for post: <http://pmworldlibrary.net/entrepreneurship-and-project-management/>