

POMYSŁ ! STARTUP ! INWESTOR ??

Seminarium Wydziału Zarządzania Politechniki Warszawskiej
"Przedsiębiorczość Wysokiej Techniki"

Marek Kapturkiewicz - Innovation Nest



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#agh_eaeii #power_electronics #electrical_engineering

#ios (institute_of_advanced_manufacturing_technology),#rtos

...

#onet #COO #internet #media #market_research #marketing #sales
#technology #investments

...

#innovationnest #partner #vc #startups #investments #early_stage #europe
#software #B2B #saas #industry4.0 #industrial_internet #iiot

...

#spin #entrepreneurship_school

...

#startup_poland #advisory_board

A photograph showing several people in a room. In the foreground, a man with short brown hair and a beard is smiling towards the camera. He is wearing a dark t-shirt. Behind him, another person's shoulder and part of their face are visible, looking away. To the left, the back of another person's head and shoulders are seen. The background is slightly blurred.

KRÓTKIE PODSUMOWANIE :)

STRATEGY



START WITH:

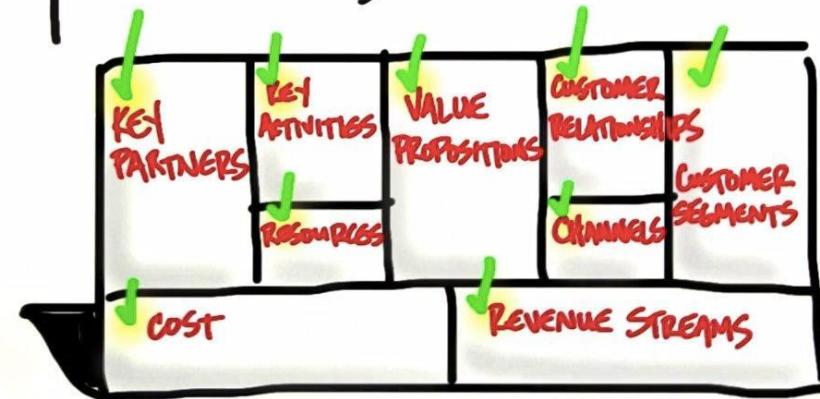
- OPERATING PLAN
- FINANCIAL MODEL

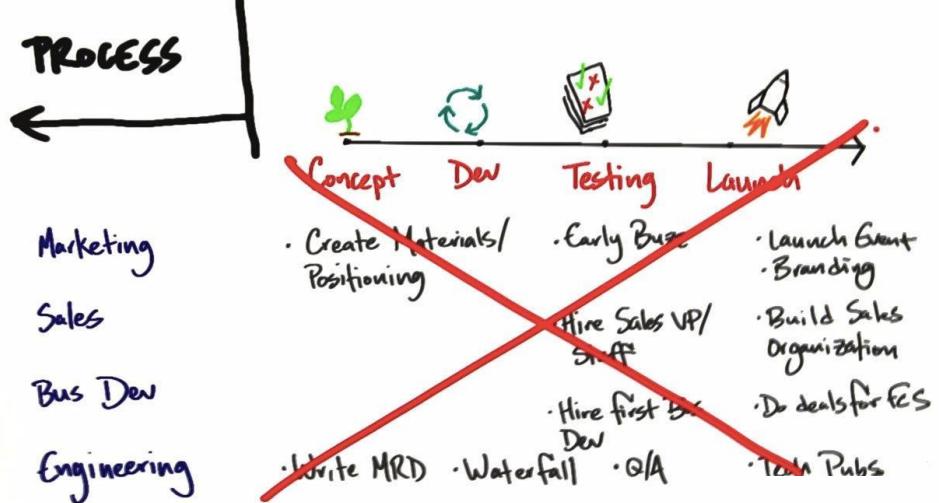


I FILAR:

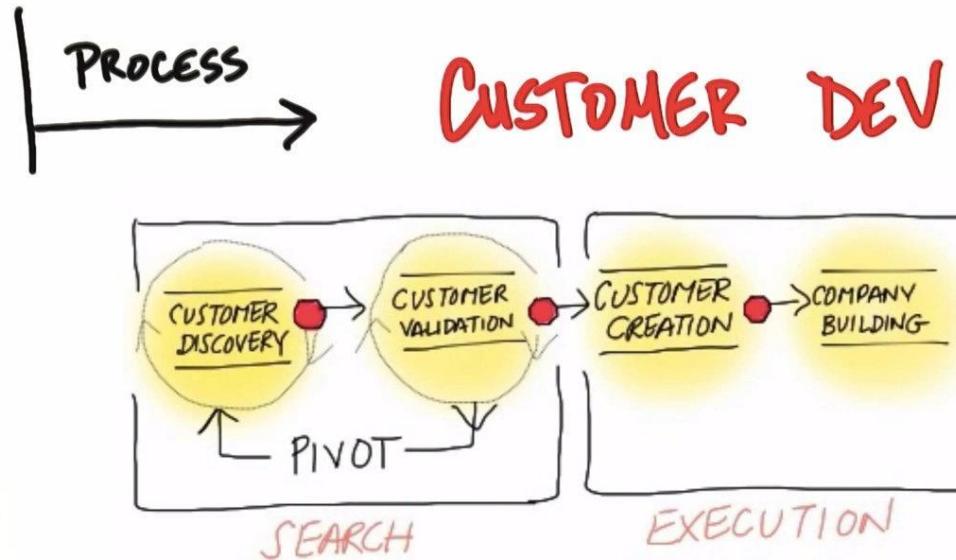
KIERUNEK STRATEGICZNY

STRATEGY





II FILAR: SPRAWNOŚĆ OPERACYJNA



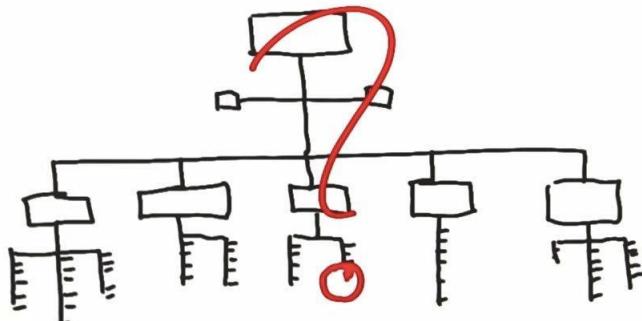
ORGANIZATION

BUILD A

FUNCTIONAL ORGANIZATION

III FILAR:

LIDER I ZESPÓŁ



ORGANIZATION

FOUNDERS RUN
CUSTOMER DEV TEAM

- NO SALES

- NO MARKETING

- NO BUS DEV

- FOUNDER → GET OUT OF BUILDING

STRATEGY



START WITH:

- OPERATING PLAN
- FINANCIAL MODEL

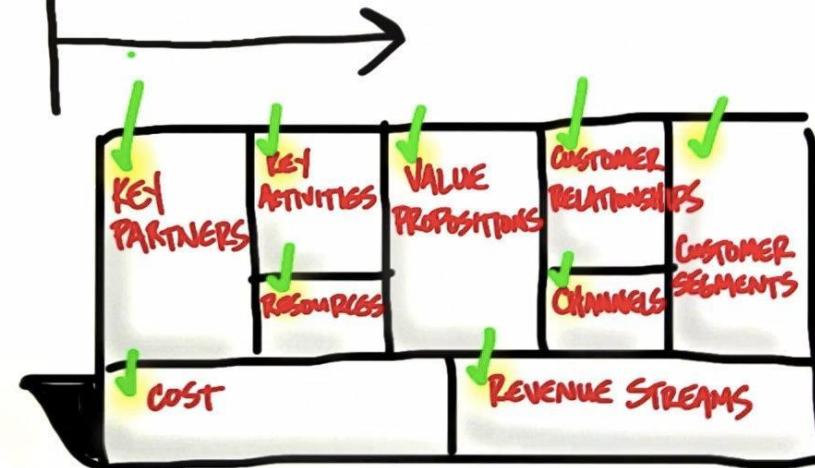


I FILAR:
KIERUNEK STRATEGICZNY

II FILAR:
SPRAWNOŚĆ OPERACYJNA

III FILAR:
LIDER I ZESPÓŁ

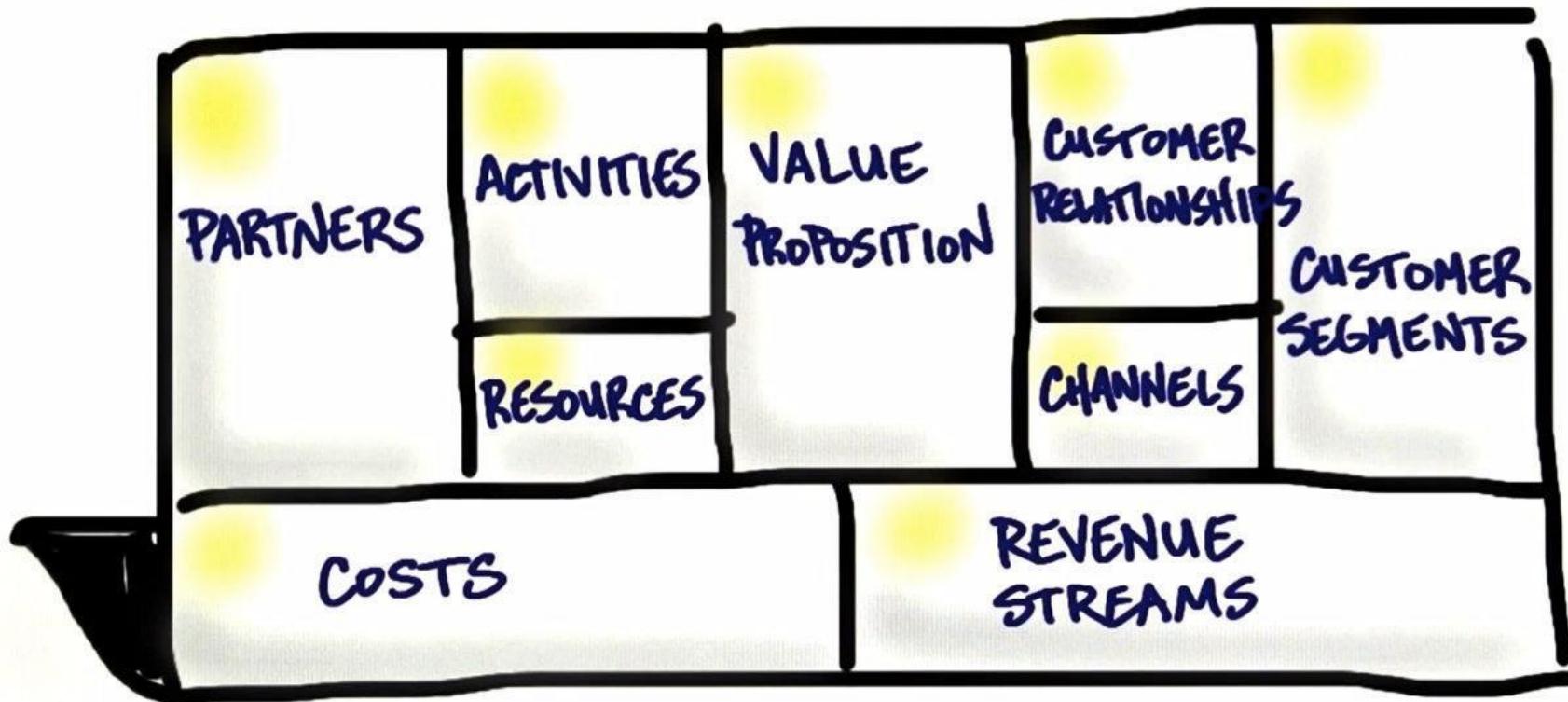
STRATEGY



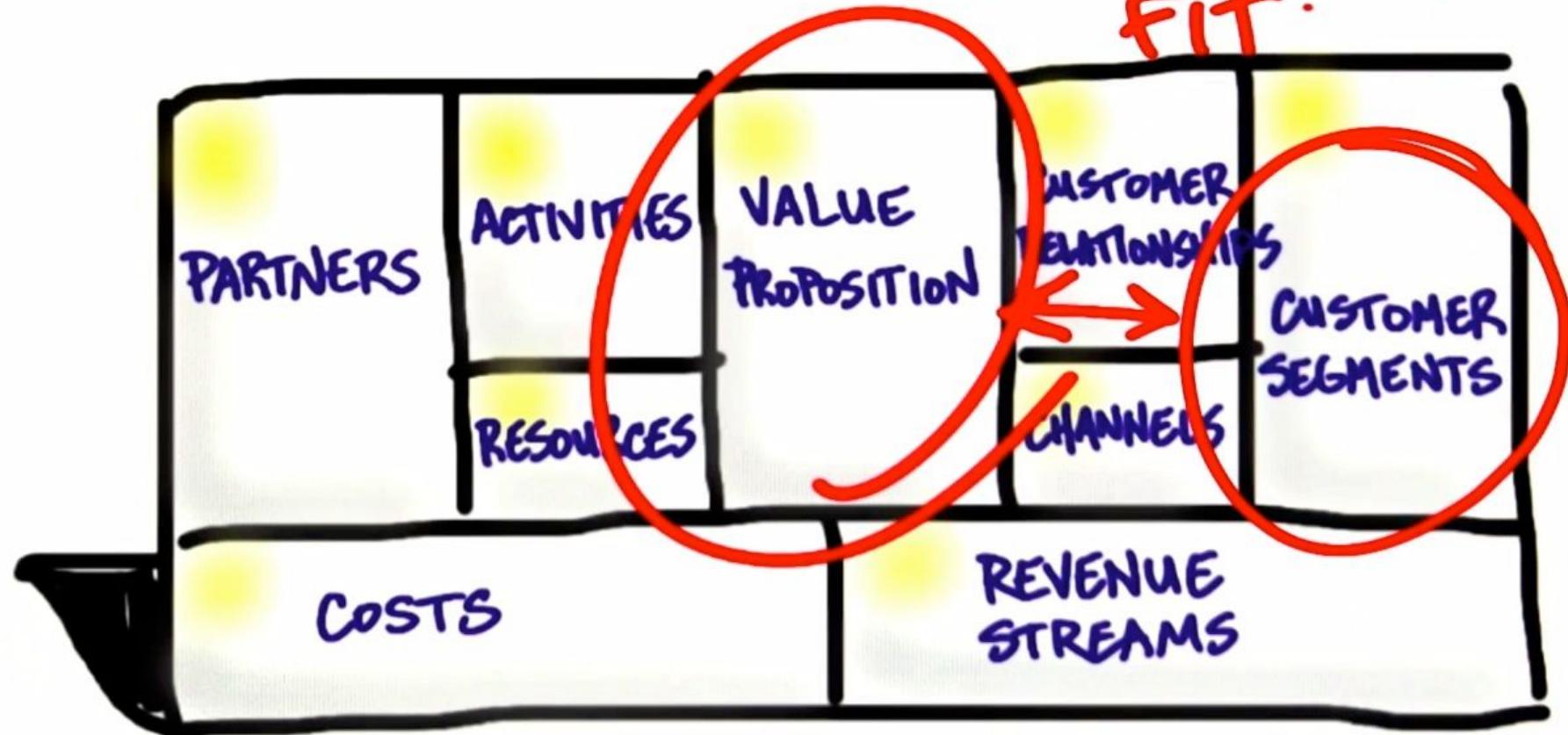
A photograph of a group of people in an indoor setting. In the foreground, a man with short brown hair and a light beard is smiling towards the camera. He is wearing a dark grey t-shirt. Behind him, another man is seen from the back, wearing a dark t-shirt. To the left, a woman with long dark hair is looking towards the camera. The background is slightly blurred, showing other people and what might be a stage or a presentation area.

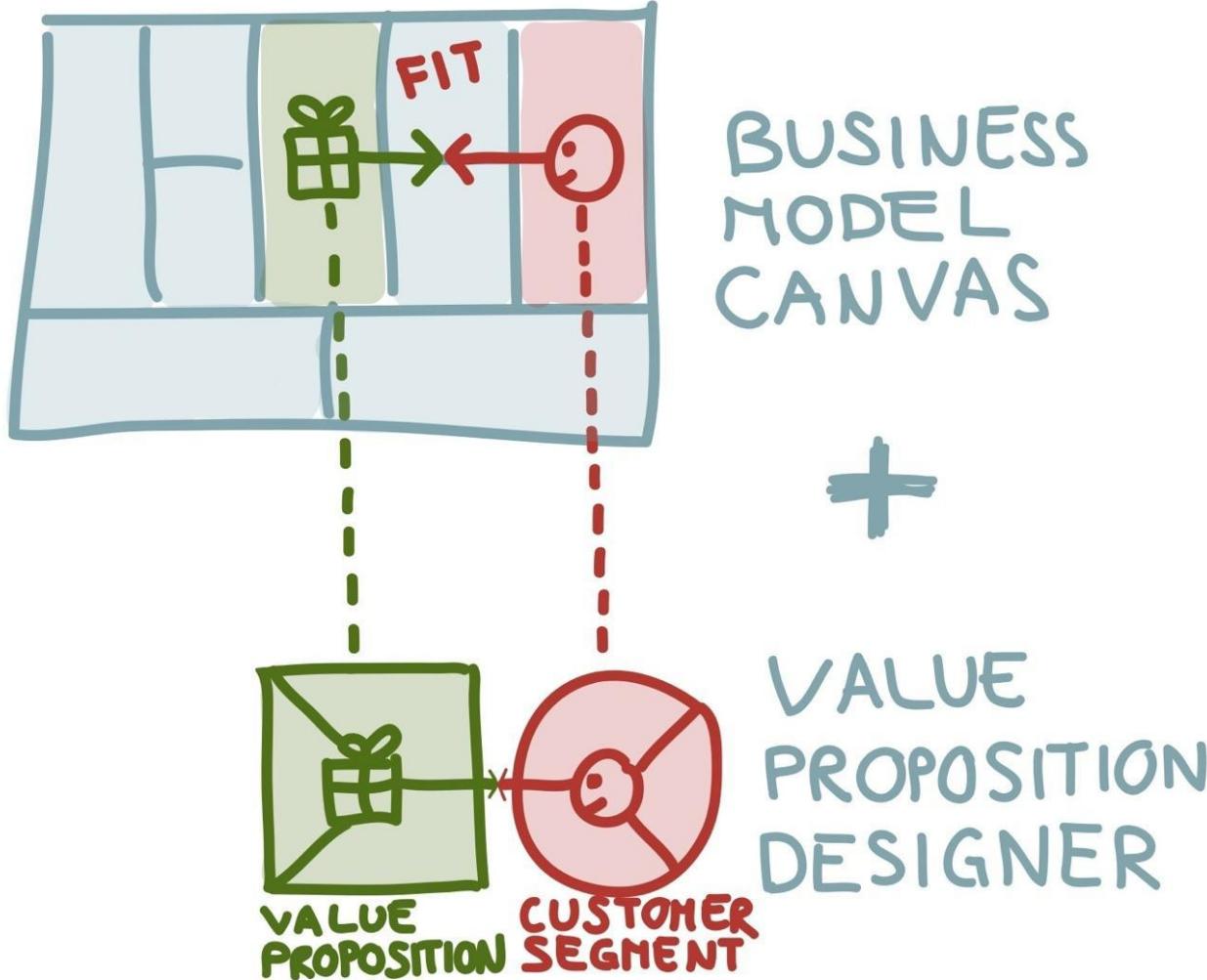
JAKI MODEL ?

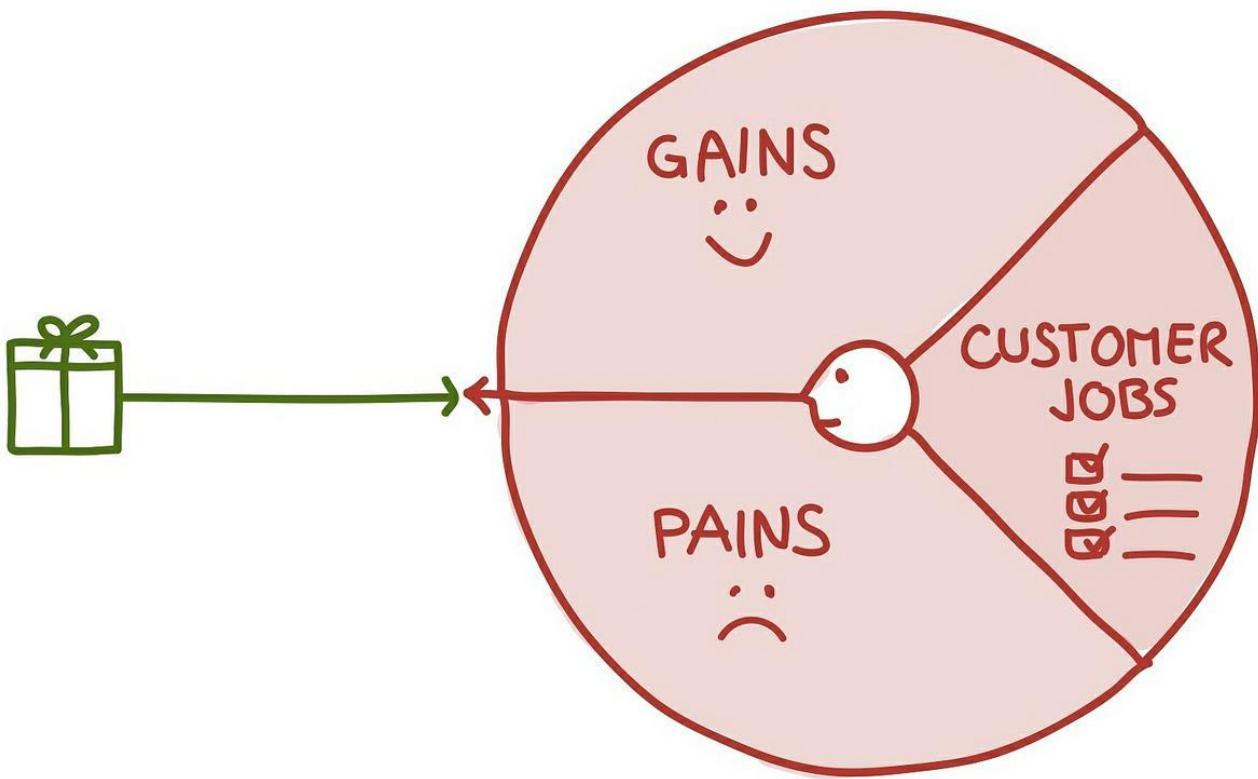
BUSINESS MODEL CANVAS

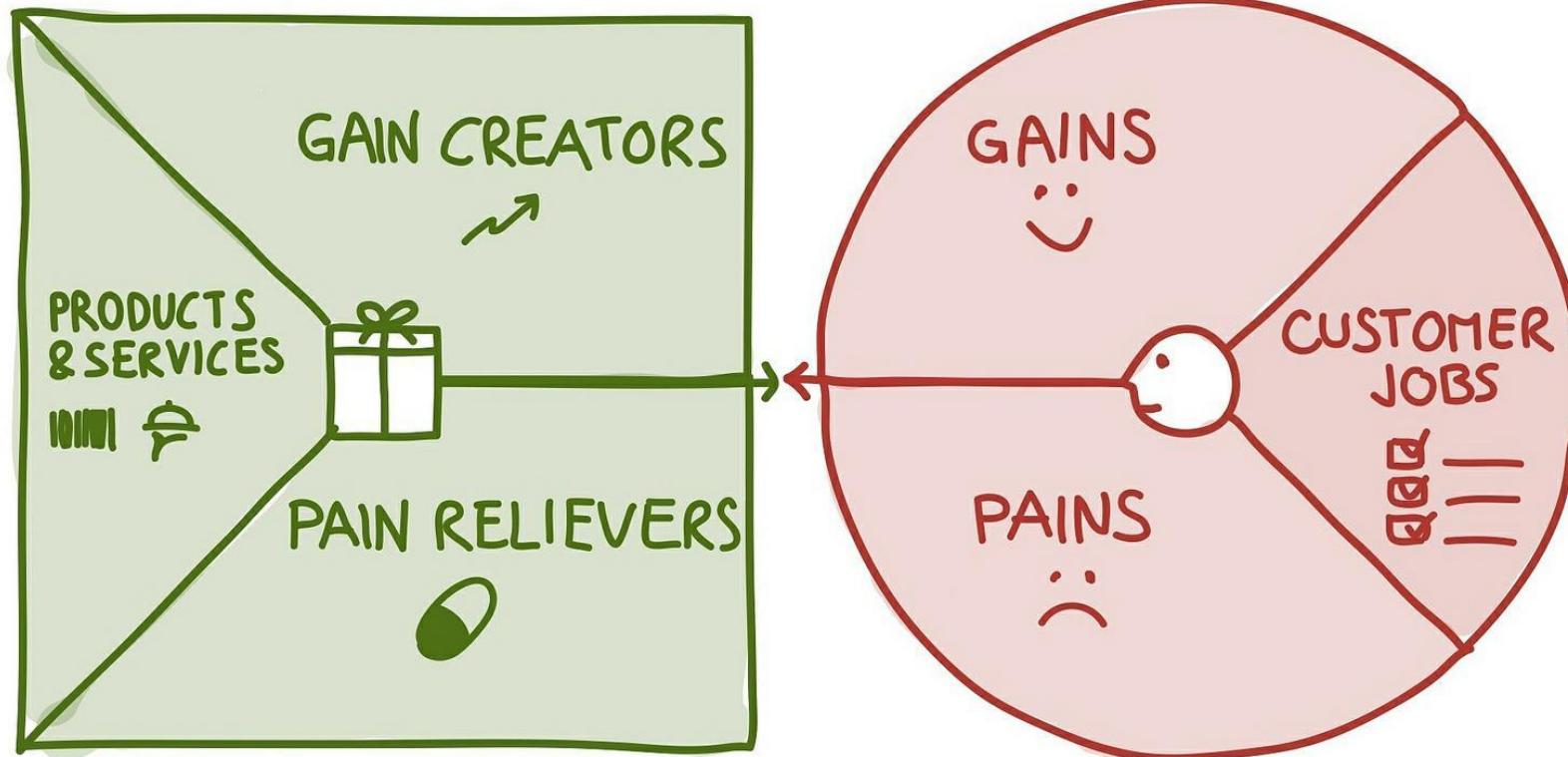


PRODUCT MARKET FIT



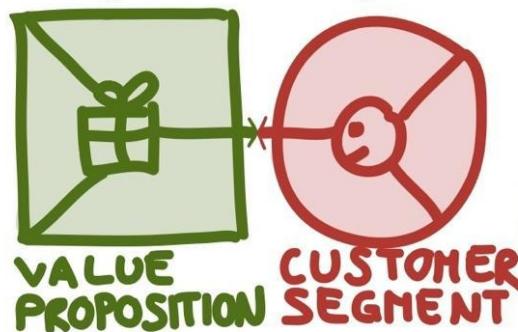








BUSINESS
MODEL
CANVAS



VALUE
PROPOSITION
DESIGNER

A photograph of a group of people in a gym or fitness studio. In the foreground, a man with short brown hair and a beard, wearing a grey t-shirt, is smiling towards the camera. Behind him, another man is seen from the back, wearing a red t-shirt. In the background, several other people are visible, some sitting and some standing. The lighting is bright and even.

JAKI ‘FIT’ ?

Three kinds of fit 😊

a.k.a

I. Problem-Solution Fit



2. Product-Market Fit



3. Business Model Fit



A photograph of a group of people in an office environment. In the foreground, a man with short brown hair and a light beard is smiling warmly at the camera. He is wearing a dark grey t-shirt. Behind him, several other people are visible, some looking towards the camera and others in profile. The background shows office furniture like desks and chairs.

JAKA FIRMA ?

SaaS... Four different types of SaaS companies*

1. **Funded SaaS:** from early stage startups with no revenue to companies going public with hundreds millions dollars of ARR,
2. **Bootstrapped “scaling” SaaS companies:** manage to pass the \$10M ARR threshold without VC money
3. **Bootstrapped SaaS companies:** manage to reach the \$300k—\$10M ARR range without VC money.
4. **Bootstrapped Micro SaaS:** “1 to 3” people companies which operate in the \$1k—\$300k ARR range, without VC money.

A group of people are gathered in what appears to be a workshop or office environment. In the foreground, a man with short brown hair and a grey t-shirt is smiling warmly at the camera. Behind him, several other individuals are visible, some in focus and some blurred, all appearing to be in a positive, engaged mood.

THE END :)

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