

WELCOME
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Start Up Nation

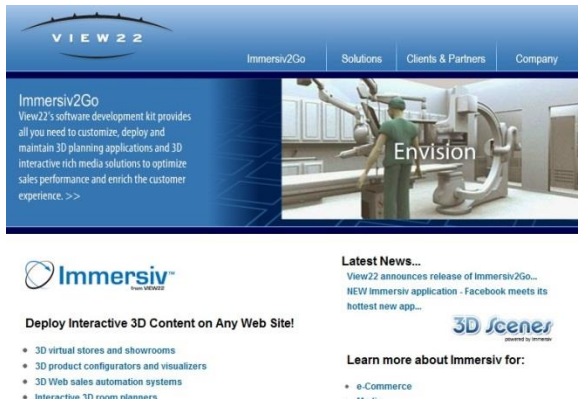
Amnon Zohar – Entrepreneur
Graduate of the School of Hard Knocks

Introduction

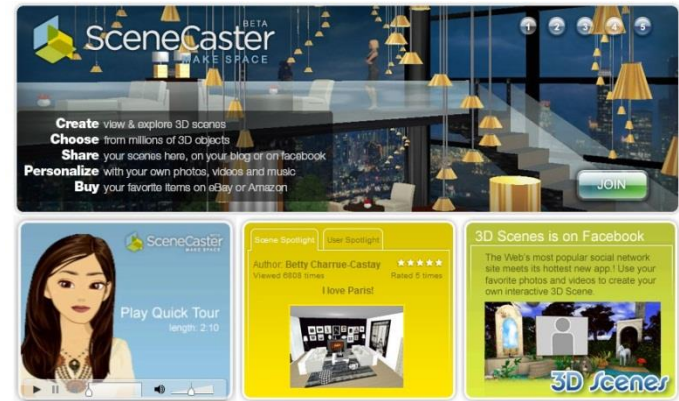
- ❖ Corporate Maverick
- ❖ Marketing Effectiveness Consultant
- ❖ Serial Entrepreneur
- ❖ Student at Tel-Aviv University
- ❖ Football Fanatic
- ❖ Best Saba In The World (voted by my 7 grandchildren)



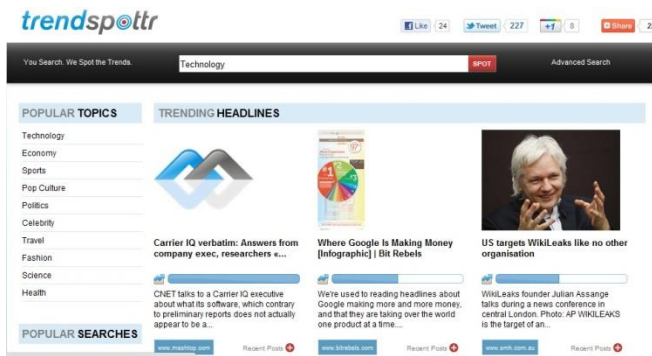
Share with you what I learned about Start – Ups (Which is obviously not enough)



2002- Business



2006 – Flameout



2010 - Product



2011 – Idea

Why Are We Doing This?

- ❖ Entrepreneurship – Masochism
- ❖ Hi-Tech Entrepreneurship – S & M
- ❖ We do it – Because we can't help it!
- ❖ We need to change the status quo
 - New Mousetrap
 - Make a better one
- ❖ It's been bugging us for a long time
- ❖ We were told that it can't be done
- ❖ It's Personal It is our **PASSION**

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Most people who write are not
the people who did!

Why?

Too Big – Too Modest – Too Depressed

Chapter 1

From a Dream to an Idea

- ❖ Socialize your DREAM
Trust Circle (friends & family)
Search Habitual Nay Sayers
- ❖ Read all about it
- ❖ LISTEN to everybody – don't sell!
- ❖ Open your eyes – Can you still see it?
- ❖ Hire Yourself
passion-commitment-sacrifice
- ❖ Fall in love with the problem
Pain threshold : MUST, NICE, FUN
- ❖ Has it been done? – Solutions
Can you substantially improve or leap frog?

Dreams & Ideas cannot be protected!!!

This is how it happened!

- ❖ Sales Effectiveness – Performax Group
- ❖ Strategic Solutions (Value) Selling
- ❖ Very Large Enterprise
- ❖ Sales Metrics:
Win/Bid; Average Order Value;
New Accounts; Takeaways
- ❖ Buyer – Seller Engagement
- ❖ Status Quo :
Too many intermediaries
Trained professionals
- ❖ Forrester Internet Study: Personalization, collaboration, customization...
- ❖ Web 3D Visualization for non-technical users
drag & drop
friendly and intuitive

The Visual Contract!!!

Chapter 2

From Idea to Reality (Prototype) What Do I Need?

❖ **Money**

need to sleep at night- You are on your own
Friends & family, partners
Ideas don't sell
Do not down size to your money - Phase

❖ **Team**

Technology, product, marketing, Business
Don't hire – find friends, mentors, study
Hire to your own standards
Mission – Men - Me

❖ **Proof-Of-Concept**

marketing tool- feasibility, scrutiny,
differentiation, validation, profiling, look &
feel

Chapter 3 From Proto to Product

- ❖ Beg, borrow and steal
- ❖ No sustainable competitive advantage
- ❖ Proprietary technology is a myth
- ❖ You always have competitors
- ❖ Speed and scale matter the most
- ❖ Good enough is good enough
- ❖ Case Study – Revenue Proof
- ❖ Understanding Value, Friction Points
- ❖ **PLAN**
 - Any plan is better than no plan
 - The plan is your plan – SMART
 - Your plan changes everyday – it's still a plan
 - 6 Page plan
 - M-G-O-S-P-A

It's all in the execution!!!

Chapter 4

From Product to Market

❖ **Competition**

first mover advantage/disadvantage

You always have competition-watch, study

Do not panic when new players arrive

❖ **Differentiation**

Define yourself in your market- The quadrant

Market your domain expertise, Sustainability

❖ **Value Proposition**

The Value Pyramid

Understanding Value

❖ **Customer Profile**

Pick your own – IPP

Strategic Customers

It's all in the Marketing!!!

Chapter 5

From Market to Business

- ❖ “Focus on your controllables”
Factors : Controllables, uncontrollables, Influenceables
- ❖ Manage the Process not the Results
- ❖ S@#t Happens – Case Study
- ❖ Speed and Agility –You are the MR
- ❖ A decision better than no decision
- ❖ Know when to fold them
- ❖ Chasing the market can be suicidal
- ❖ You cannot please everyone
Investors, Employees, Customers, Competitors, Partners

Focus, Focus, Focus

S@#t Happens

- ❖ Strategic customers 2003-2005
- ❖ 10X value proposition - profitable
- ❖ Secondary market – Vertical Distribution
- ❖ From Enterprise to Consumer – \$ 8.5 million
- ❖ 2008 IPO \$15 million
- ❖ Scaling to Capital
- ❖ September 17, 2008
- ❖ Enterprise Recession
- ❖ Facebook Ascendance
- ❖ Cost cutting like crazy
- ❖ Partnership Model
- ❖ Integration Partner model
- ❖ Exit to Partner

It's a roller coaster – you're up you're down you're up again!

Lessons Learned

<p>DREAM</p> <ol style="list-style-type: none">1. Visualize yours2. Build or Sell3. Be Honest (with yourself)4. You're all in	<p>IDEA</p> <ol style="list-style-type: none">1. Beware of Pilots Good enough is good enough2. Don't sell Naysayers – Listen3. Don't search for Yasayers
<p>PRODUCT</p> <ol style="list-style-type: none">1. The Customer is not always right2. Do not fall in love with your product3. First mover only good for a while (10x)	<p>MARKET</p> <ol style="list-style-type: none">1. It's easier to sell the big guys2. Diversification increases risk3. Change behavior solutions are hard4. Nothing is a secret5. Customers know more than you think
<p>BUSINESS</p> <ol style="list-style-type: none">1. Taking dumb money is dumb2. Partnership Models are risky3. Good agreements trump good faith4. Enterprise decisions are always political	<p>GENERAL</p> <ol style="list-style-type: none">1. It's all in the Marketing2. Start-up culture must be sustained at all phases3. Government incentive – Bonus4. Working with Family and Friends5. It's a people business



THANK YOU

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