INTRO TO THE WORLD OF STARTUPS

startup campus

2022

Background

startup campus

QUANTUM LEAP

HIVENTURES
AZ MFB CSOPORT TAGJA

HSUP

express innovation agency

Interreg
Austria-Hungary
STARTUP
PANNONIA
Austrian-Hungarian
Startup Community
STARTITUP

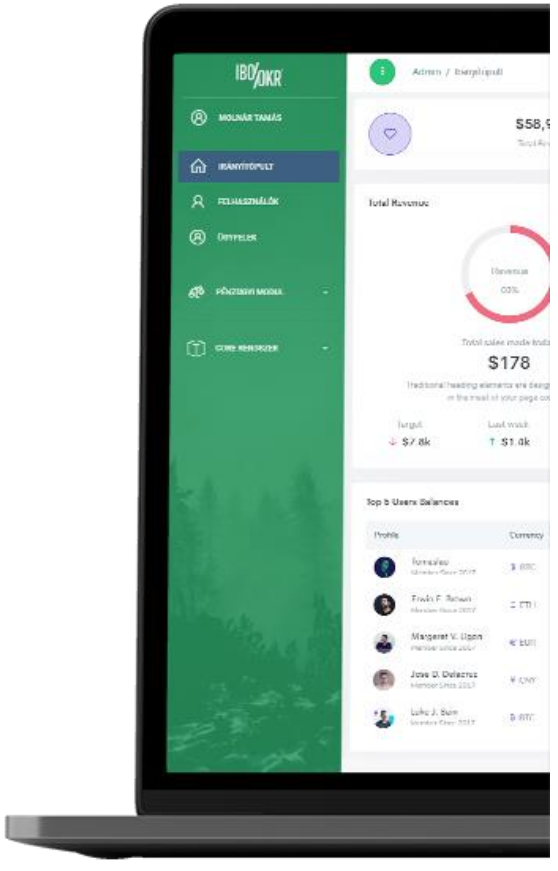
TFÁZISTÓL
A NEMZETKÖZI PIACRA LÉPÉSIG

online
jelentkezés
innováció
prezentálás
ötlet
hiventures.hu
Hello siker!

ORTHOPRED

CAMERA 01
CAMERA 02
CAMERA 03

IBO/OKR©



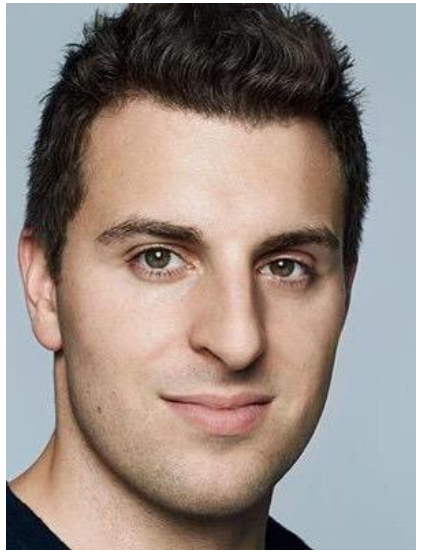
SentryNode
ROBOTICS

Mark Zuckerberg

- Over 2.5 billion users
- 1.66 billion logins daily
- 80 million SMEs

facebook

An example of „idea to exponential business growth”



Brian Chesky

Joe Gebbia

- **August 2008.**
  Airbed and breakfast – Airbnb
- **2009.**
  600.000 USD investment
- **2019.**
  Company value: 38.000.000.000 USD

airbnb

Another example

Reed Hastings

Marc Randolph

DON'T GIVE UP
ON YOUR DREAMS.
WE STARTED WITH DVDS.
NETFLIX

Ladies and gentlemen: Jeff Bezos (CEO of Amazon) in his first office 1999

Where it all started

APPLE GOOGLE AMAZON

HARLEY DISNEY MATTEL

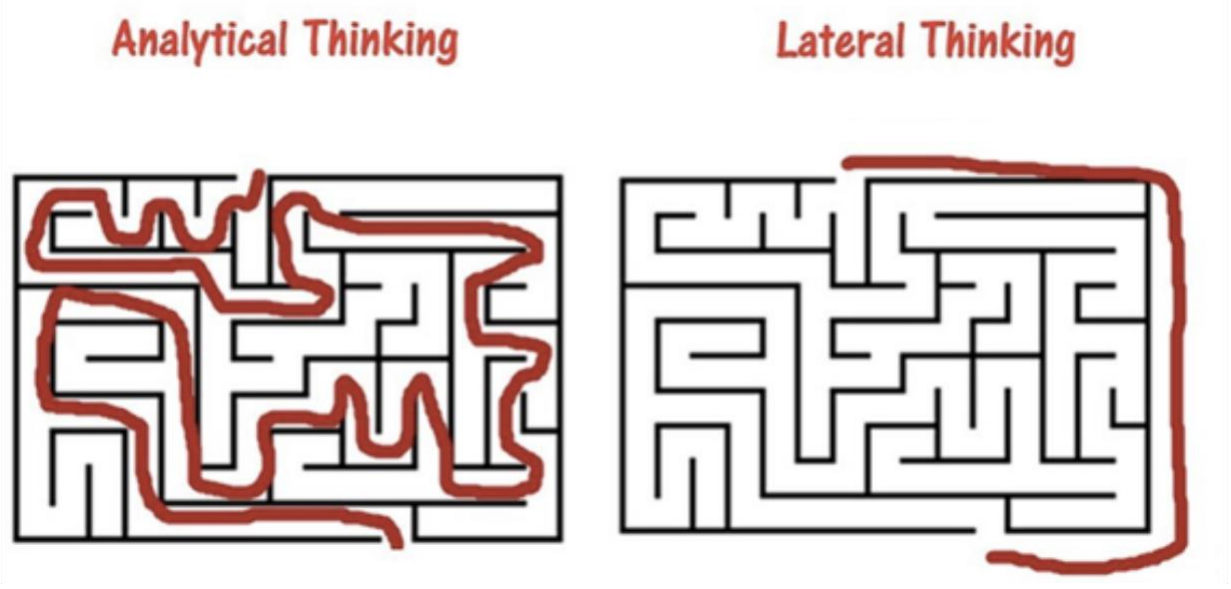
Moral of the story: Buy a garage

Development attitudes:

„Lateral thinking”

— Paul Sloane, Ed de Bono

Lateral thinking is a creative method for problem solving, utilizing reasoning that otherwise isn’t obvious immediately.



Define „STARTUP”

What it isn’t:

- not a regular small company
- doesn’t execute a simple business plan

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The definition of:	
Start-up :	EXISTS
Early stage company:	EXISTS
Innovative SME:	EXISTS
Startup:	**NOT COMPLETELY**

Define „STARTUP”

What it isn’t:

- not a regular small company
- doesn’t execute a simple business plan

But if we have to form a scientific description:

A temporary enterprise which is searching for and executing
a viable and scalable new business model.

Value proposition – Customer’s choice

— Original?
— Cheap?
— Fast?
— Better value?
— Safer?
— More trusted?
— Friendlier?
— The first?
— The last?
— „Top seller”?
— Best developed?
— Oldest?
— Previous favorite?
— Recommended?
— Funnier?
— Sold in a special way?
— More useful?
— Tested?

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“Originality”

The Art of asking the right questions

The Mom Test

How to talk to customers and learn if your business is a good idea when everybody is lying to you

Book by Rob Fitzpatrick

Short Summary
by Max Völkel v.2 2013-11-05

Institut für Entrepreneurship, Technologie-Management & Innovation

Financing a startup

What doesn't work:

- Bank loans
- Grants

Available funding opportunities:

- 3F: Friends, Family, Fools
- Crowdfunding, crowdlending
- Startup programs, competitions (pl. Y-Combinator)
- Angel Investors (Shark's Tank)
- Incubation and acceleration (Startup Campus)
- Venture capital investors, VCs (Hiventures)

What does a VC invest in?

— Idea?
— Innovation?
— Marketing?
— Team?
— Originality?
— Market?
— Balance
— Validation?

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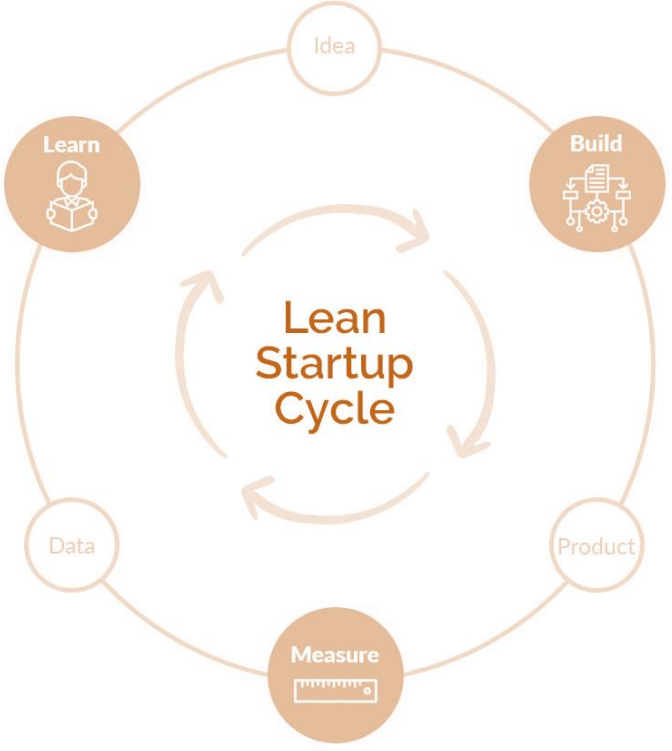
Lean startup methodology

Lean startup is a way to develop products, services and companies

The goal: Shrinking the development phases by cyclically testing hypotheses.

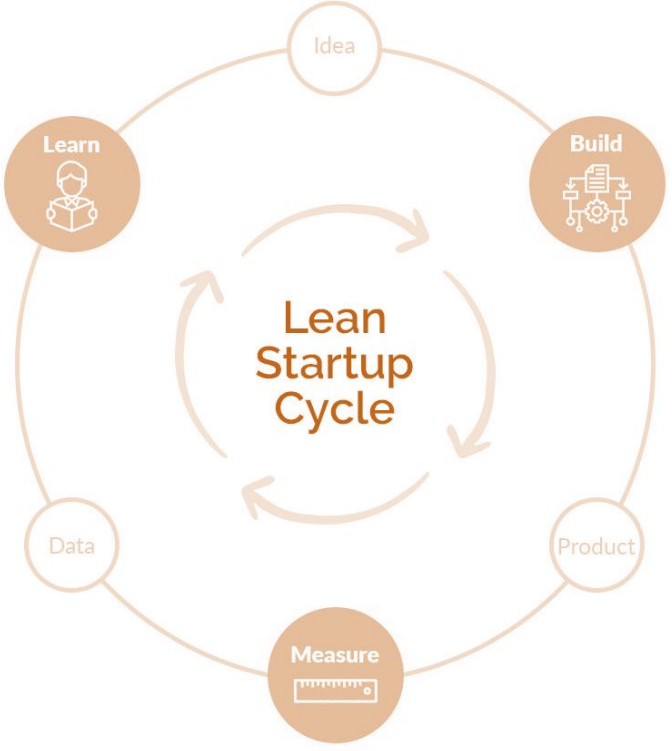


Lean startup & Feedback based development

User feedback:

Validate the business model based on customer feedback.

Don’t just presume anything, validate your ideas with the customer. Step away from your preconceptions.



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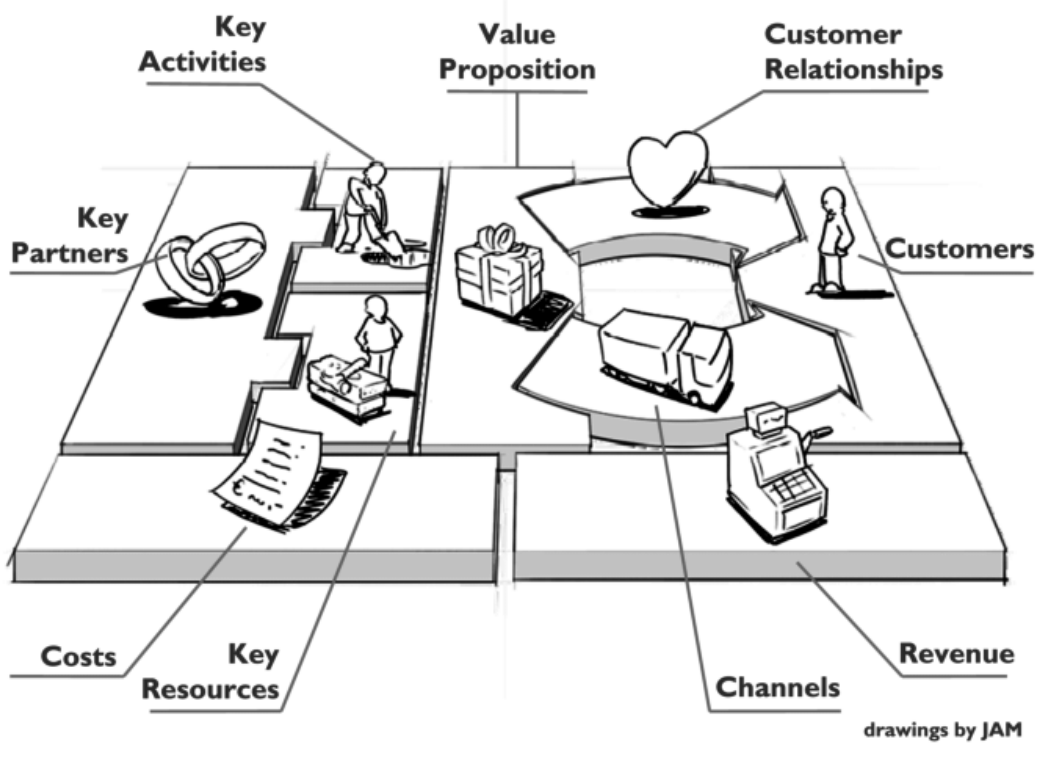
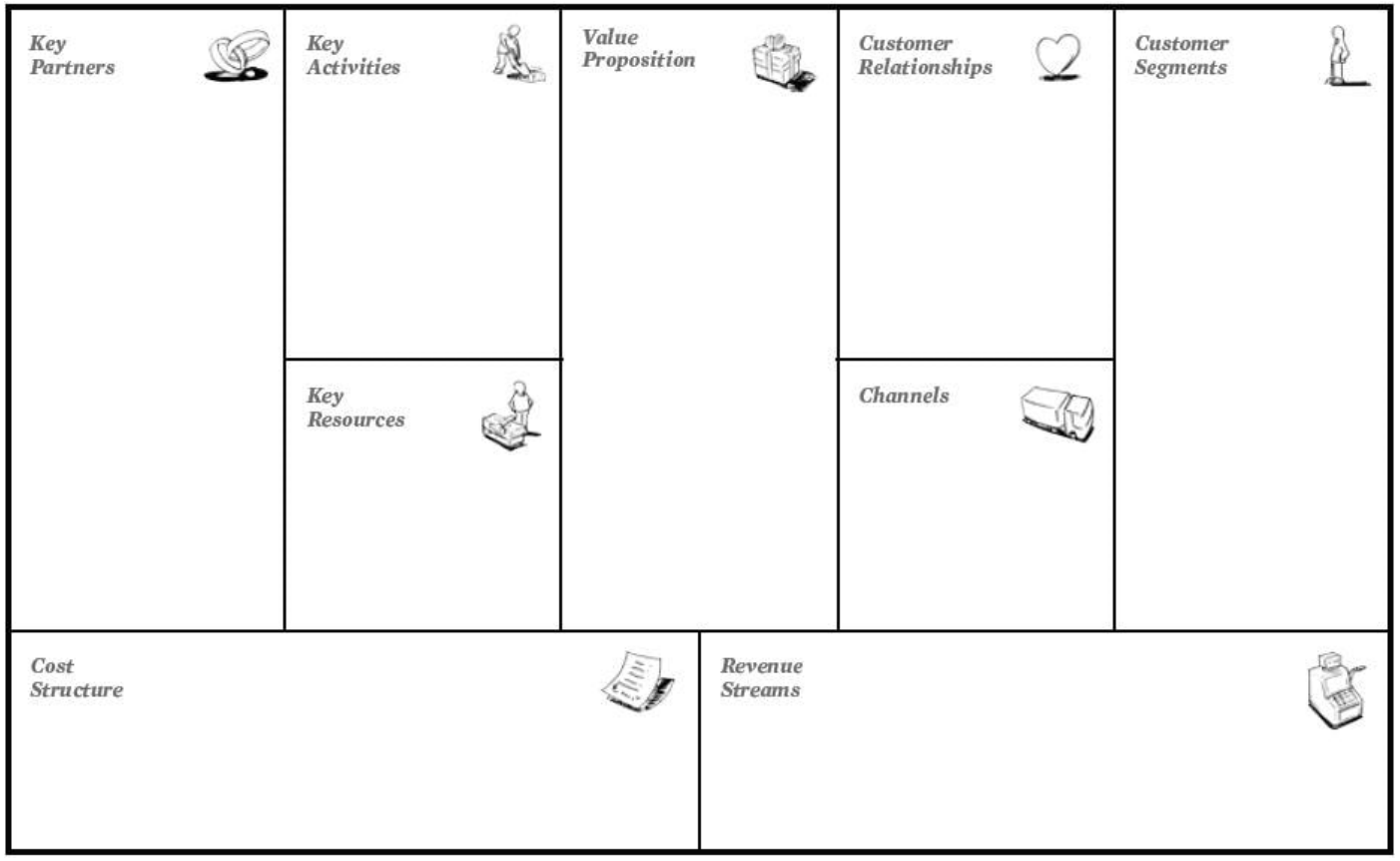
Alexander Osterwalder

Business Model Canvas



BMC definition

The BMC displays how the company creates, delivers and submits value.



Uber

Business Model Canvas

Key Partners

- Drivers
- Technology partners (API providers and others)
- Investors/VCs

Customer Relationships

- Ratings & feedback system
- Customer support
- Self-service
- Highly automated
- Meetings with regulators

Key Resources

- Technology team
- AI/ML/Analytics expertise
- Network effect (drivers and passengers)
- Brand name and assets
- Data and algorithms

Key Activities

- Add more drivers
- Add more riders
- Expand to new cities
- Add new ride options
- Add new features
- Offer help and support

Customer Segments

- People who don't own a car
- People who need an affordable ride (Uber Pool)
- People who need a premium ride
- People who need a quick ride
- People looking for convenient cab bookings
- People who can't drive on there own

Channels

- Mobile app
- Social media
- Word of mouth
- Online advertising
- Offline advertising

Value Propositions

For Passengers

- On-demand bookings
- Real-time tracking
- Accurate ETAs
- Cashless rides
- Upfront pricing
- Multiple ride options

For Drivers

- Work Flexibility
- Better income
- Lower idle time
- Training sessions
- Better trip allocation

Cost Structure

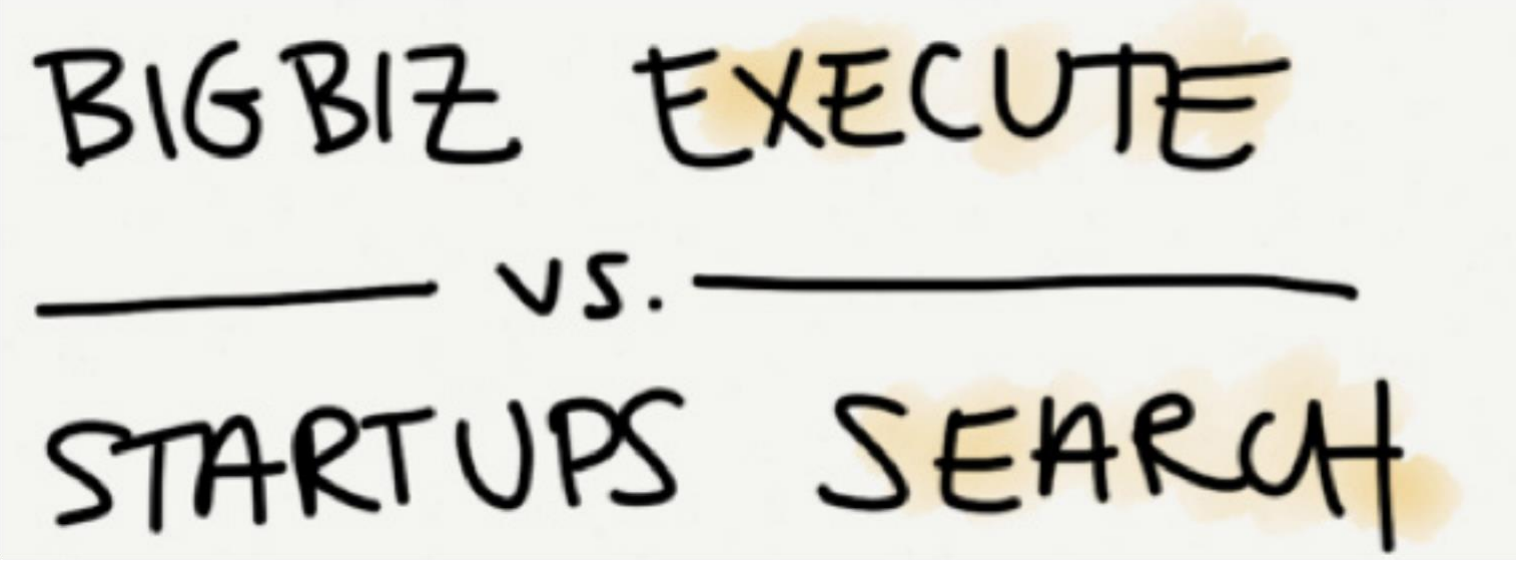
- Salaries to employees
- Driver payments
- Technology development
- R&D
- Marketing
- Legal activities

Revenue Streams

- Commission per ride
- Surge pricing
- Premium rides
- Cancellation fees
- Leasing fleet to drivers
- Brand partnerships/Advertising

Lean and BMC

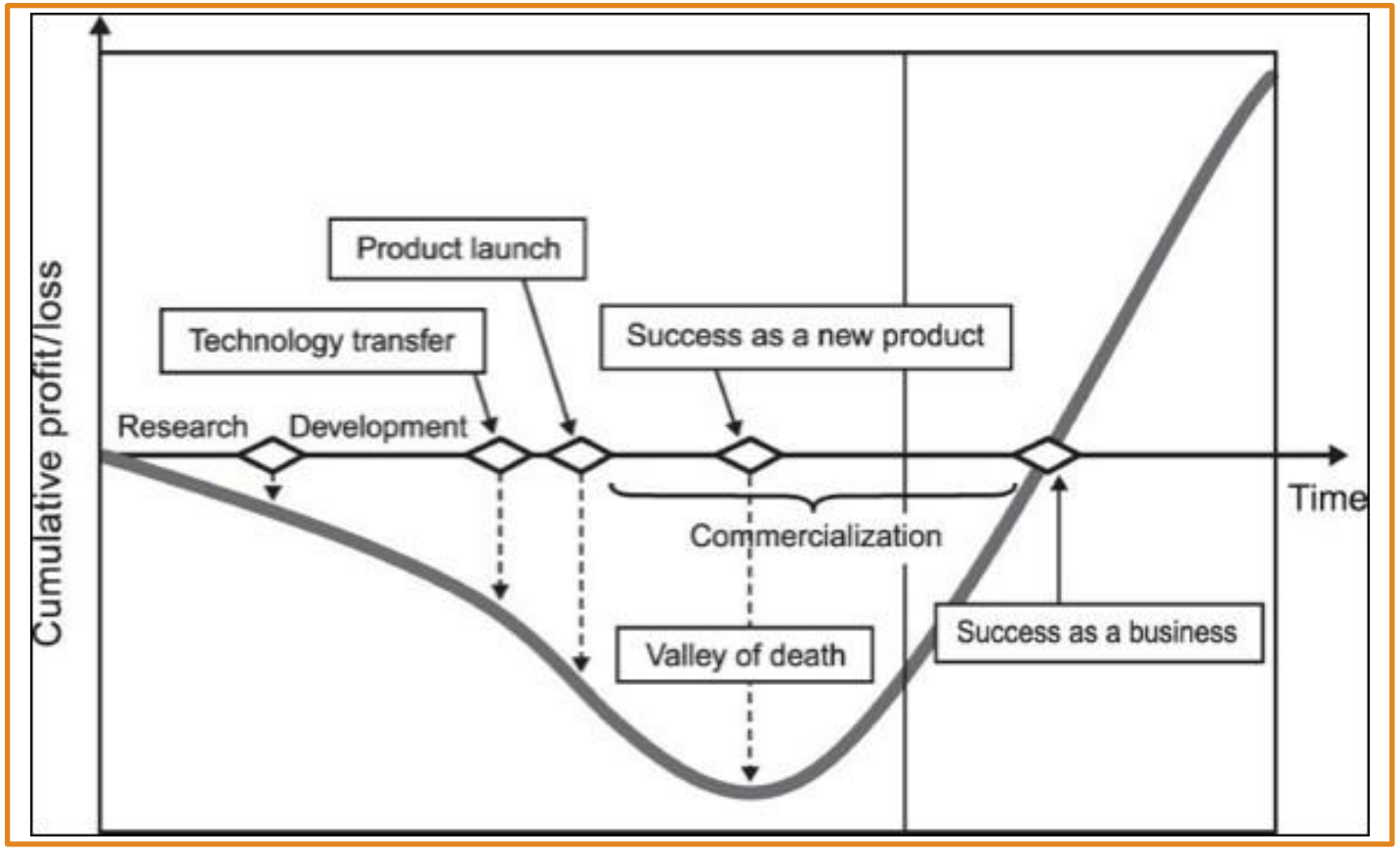
Search mode, not execution

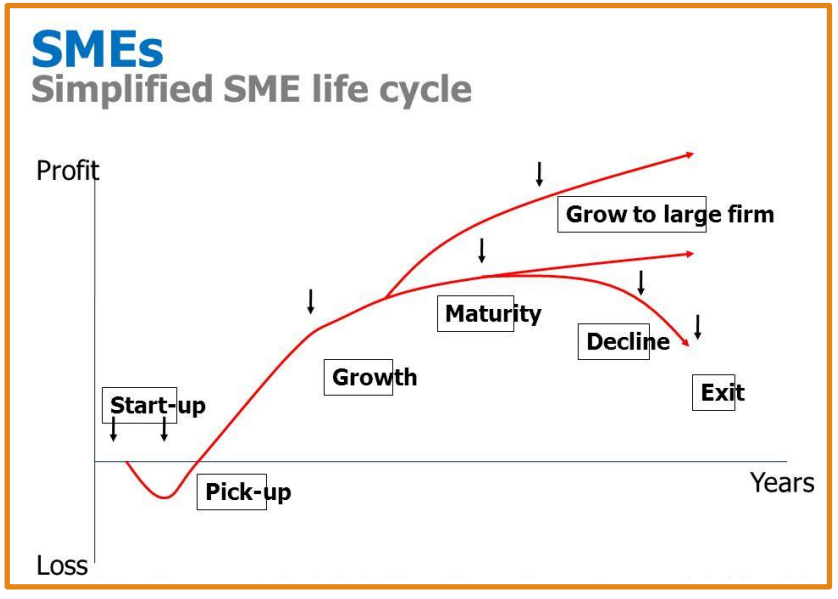


Lean

SEARCH
EXECUTION
STRATEGY
Business
Model Hypothesis
Operating Plan
+ Financial
Forecasts

Valley of death – Life stages





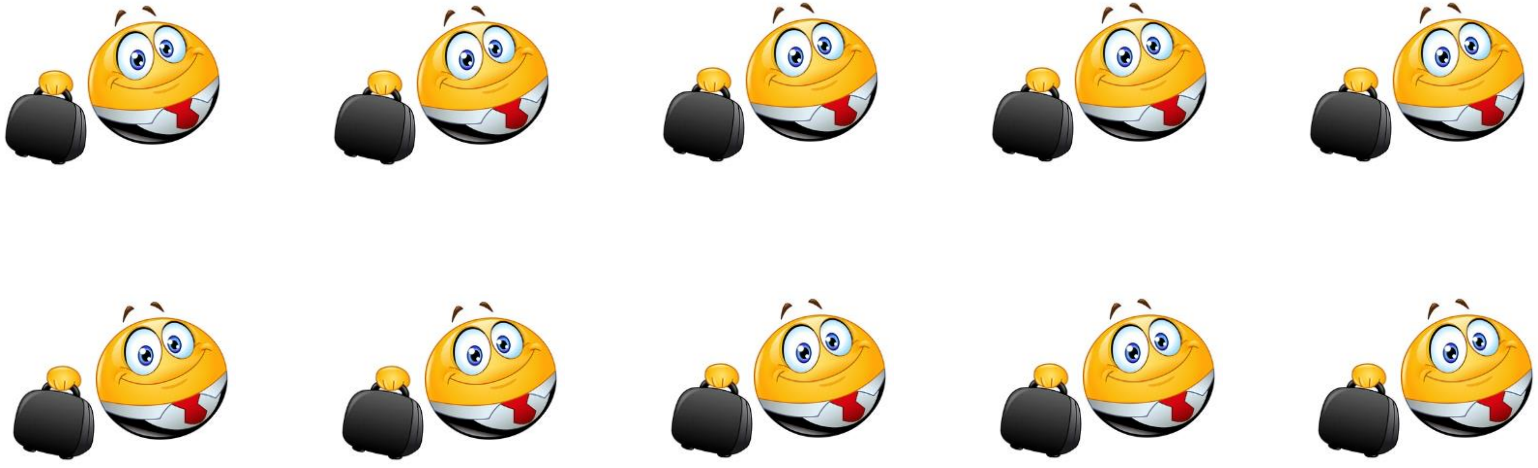
Lessons from the valley of death

Few companies make it out

Tips that may help:

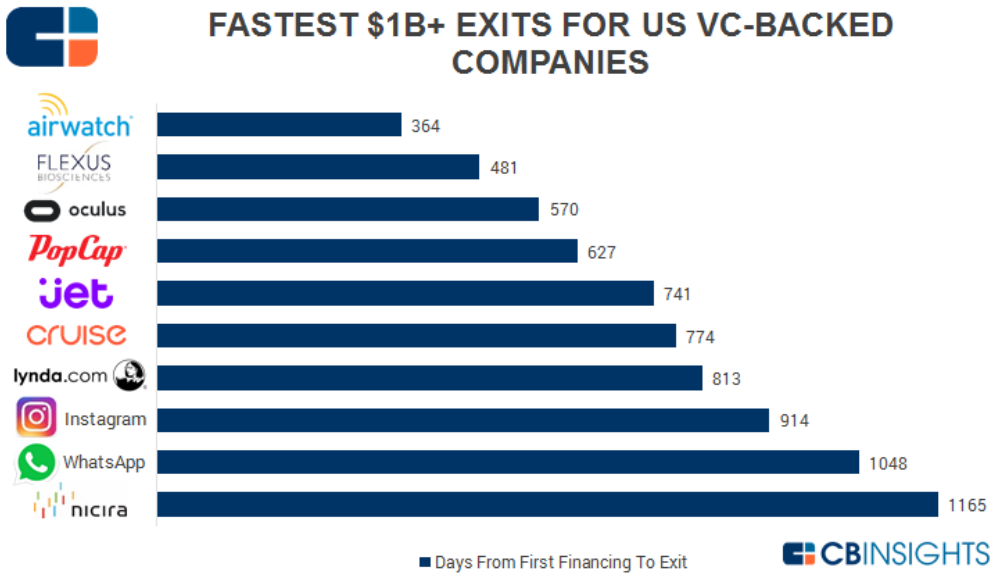
- Have a clear vision
- Focus
- Be moderate with your numbers
- Build a team

How many companies can „get there”?



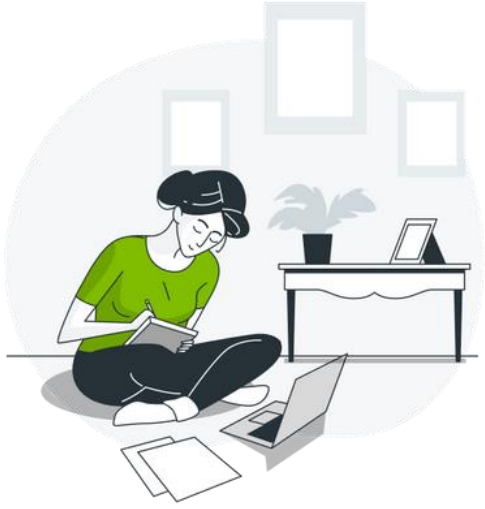
How many companies can „get there”?

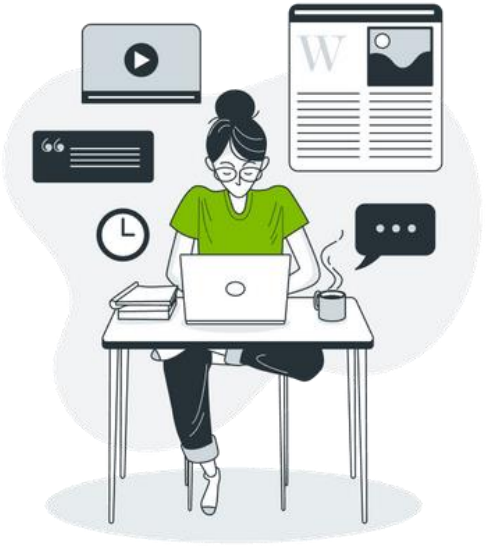
What's in it for investors?



USA	$1B+ Exits	$500M-$1B Exits	Exit Value
Bay Area	20+	20+	$956,106,437,928
Boston	15	12	$59,926,108,078
LA	13	1	$59,460,473,129
Seattle	7	4	$50,669,018,600
NYC	11	10	$42,283,584,315
Utah	9	1	$21,184,142,180
Colorado	6	2	$21,189,000,000
Texas	6	3	$17,764,000,000
Chicago	5	3	$14,710,332,429
Europe			
Sweden	7	0	$48,519,750,968
UK	11	1	$41,098,638,273
Netherlands	3	0	$28,453,740,129
Germany	5	0	$24,716,840,198
Finland	2	0	$11,600,000,000
France	2	2	$3,975,372,064
Other			
Israel	10	8	$56,738,041,850
Canada	3	3	$47,825,206,508
Australia	1	1	$34,465,158,969

HSUP - Hungarian Startup University Program





- Networking, team building
- Mentorship, startup experts
- Know-how, methodology
- Promotional surface
- First development budget – „investment”
- Feedback, market research

Thank you for your attention!

startup campus

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