

POMYSŁ ! STARTUP ! INWESTOR ??

Seminarium Wydziału Zarządzania Politechniki Warszawskiej
"Przedsiębiorczość Wysokiej Techniki"

Marek Kapturkiewicz - Innovation Nest



 **@mkaptur (marek_kapturkiewicz)**

#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



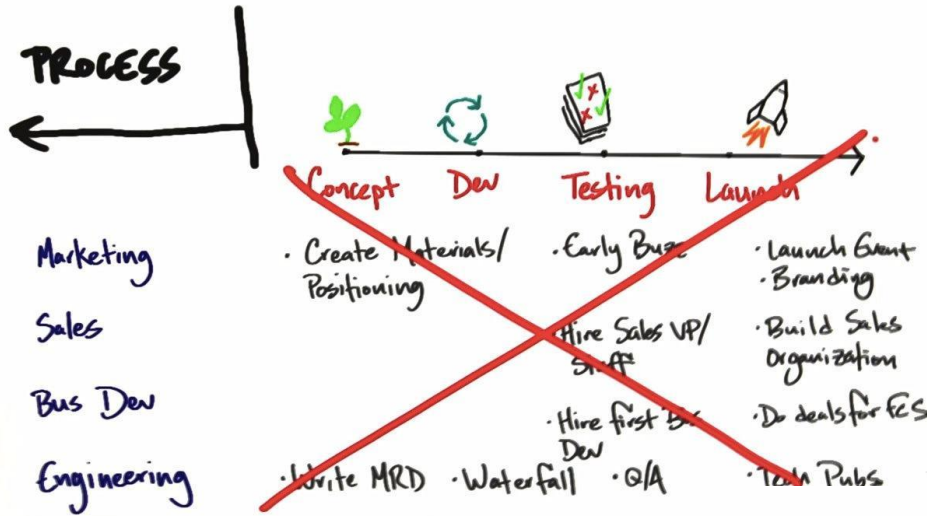
KRÓTKIE PODSUMOWANIE :)

STRATEGY
←

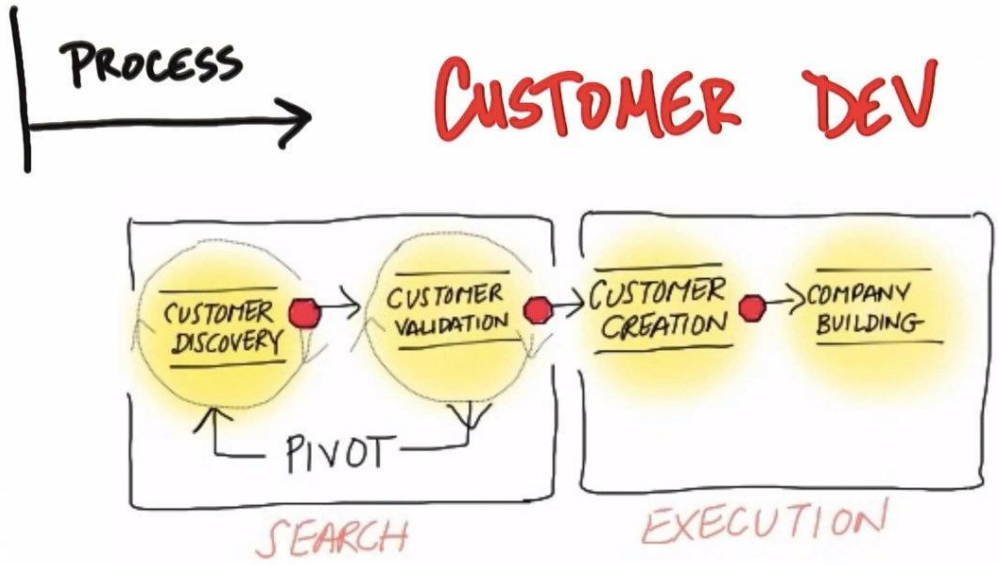
START WITH:
• OPERATING PLAN
• FINANCIAL MODEL

I FILAR:
KIERUNEK STRATEGICZNY





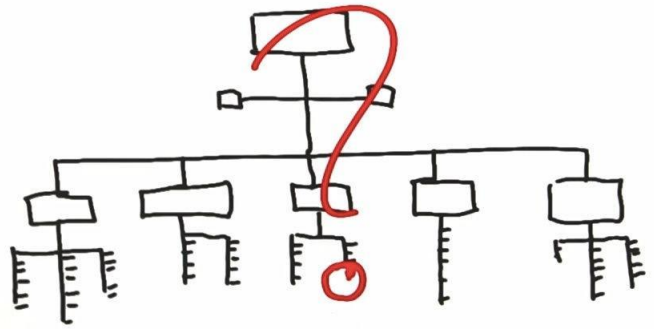
**II FILAR:
SPRAWNOŚĆ OPERACYJNA**



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

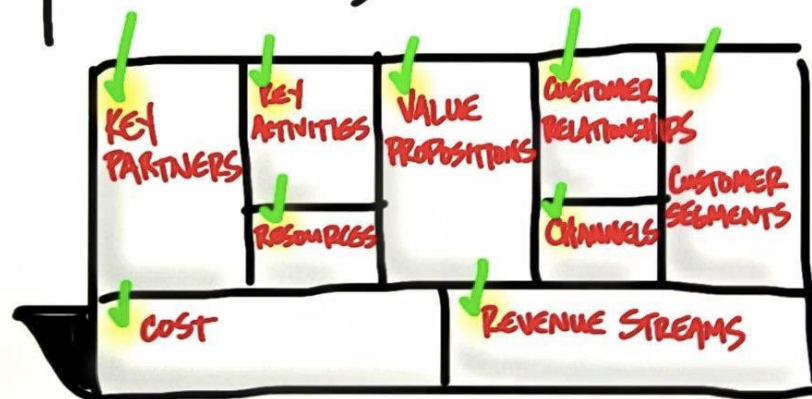


I FILAR:
KIERUNEK STRATEGICZNY

II FILAR:
SPRAWNOŚĆ OPERACYJNA

III FILAR:
LIDER I ZESPÓŁ

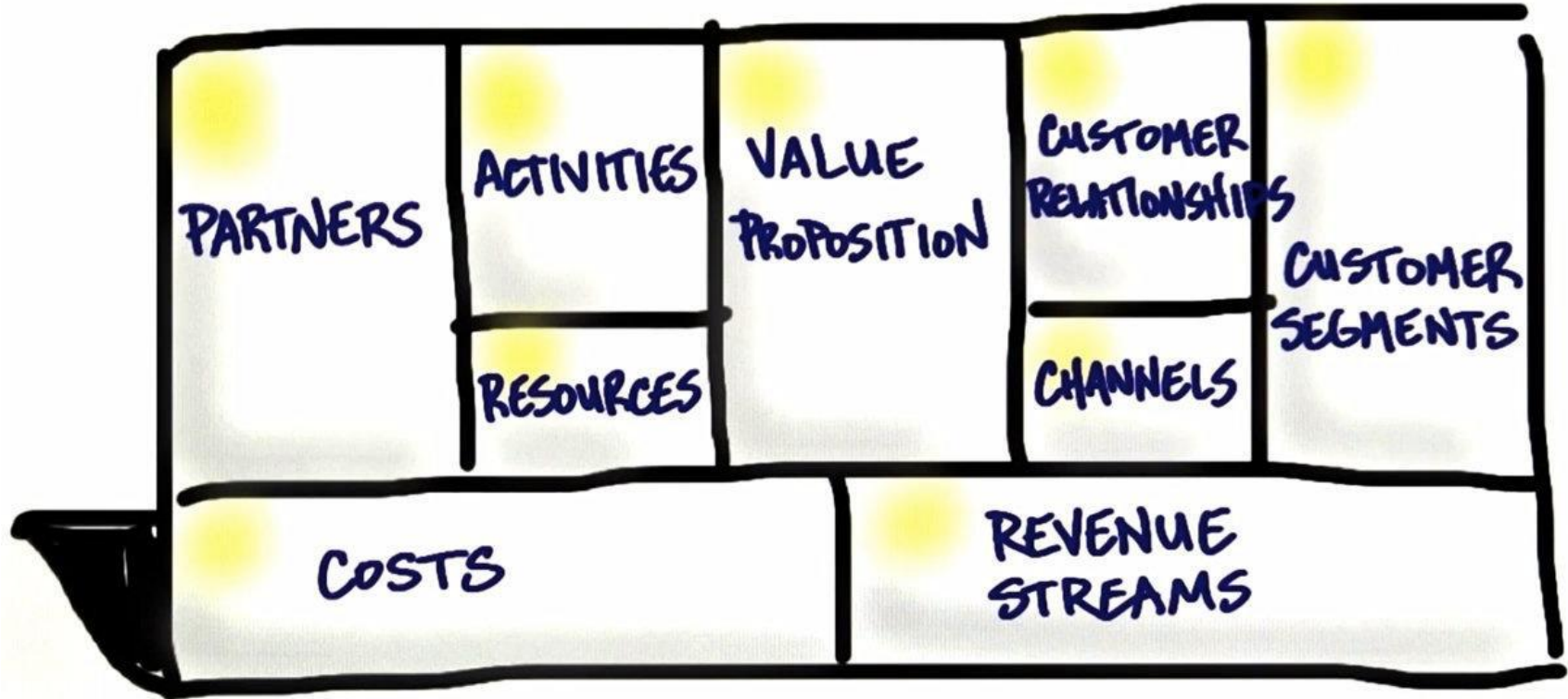
STRATEGY
→



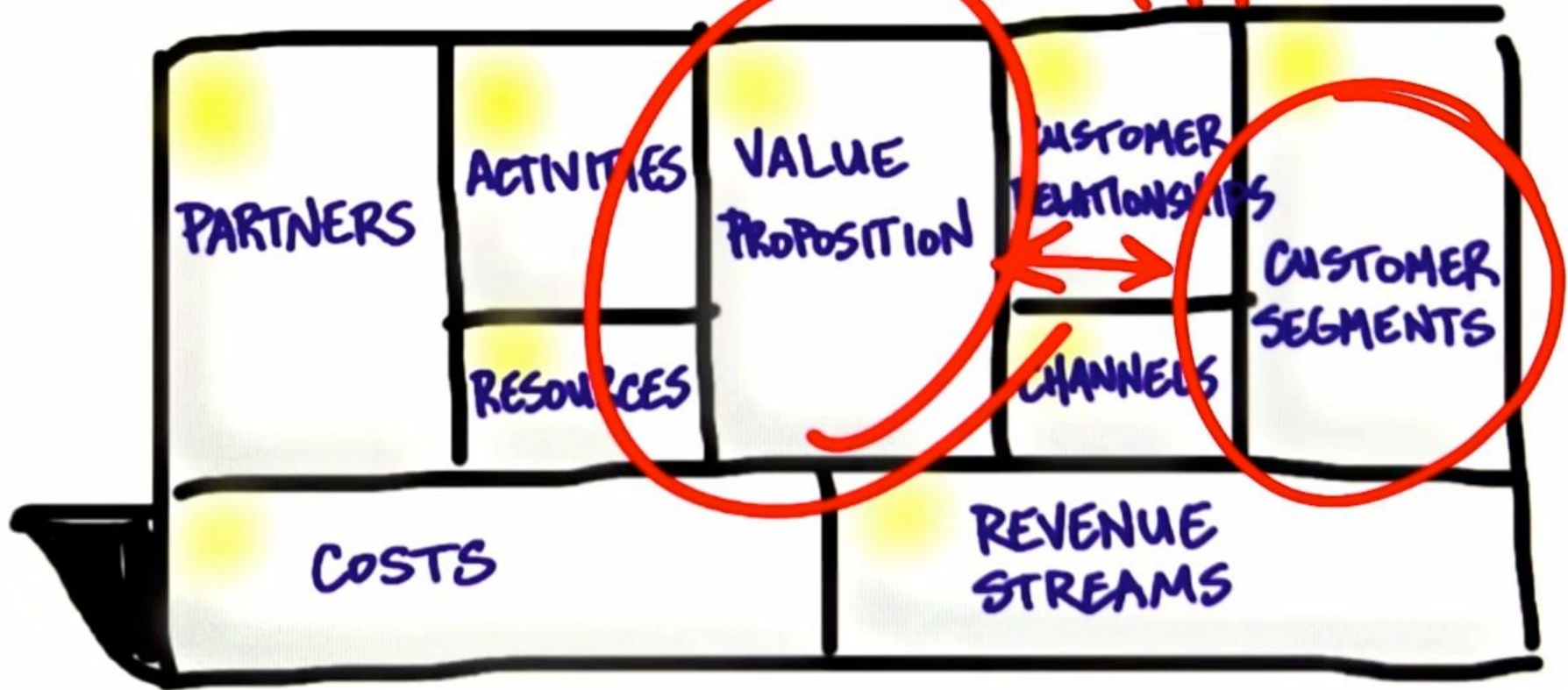
A group of people in a meeting, overlaid with a red semi-transparent filter. The text "JAKI MODEL ?" is centered in white.

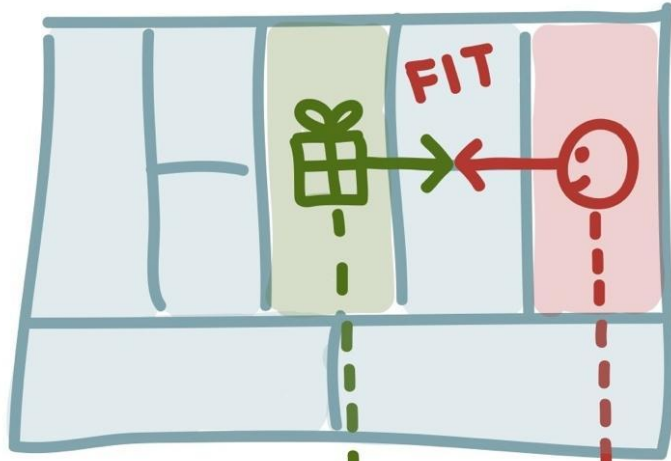
JAKI MODEL ?

BUSINESS MODEL CANVAS

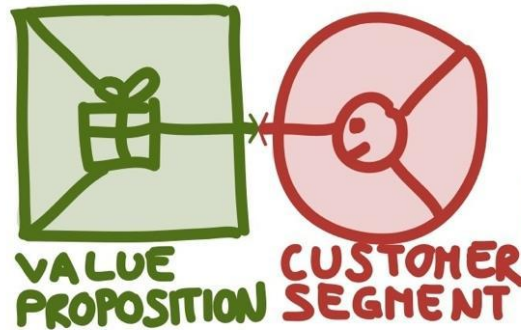


PRODUCT MARKET FIT

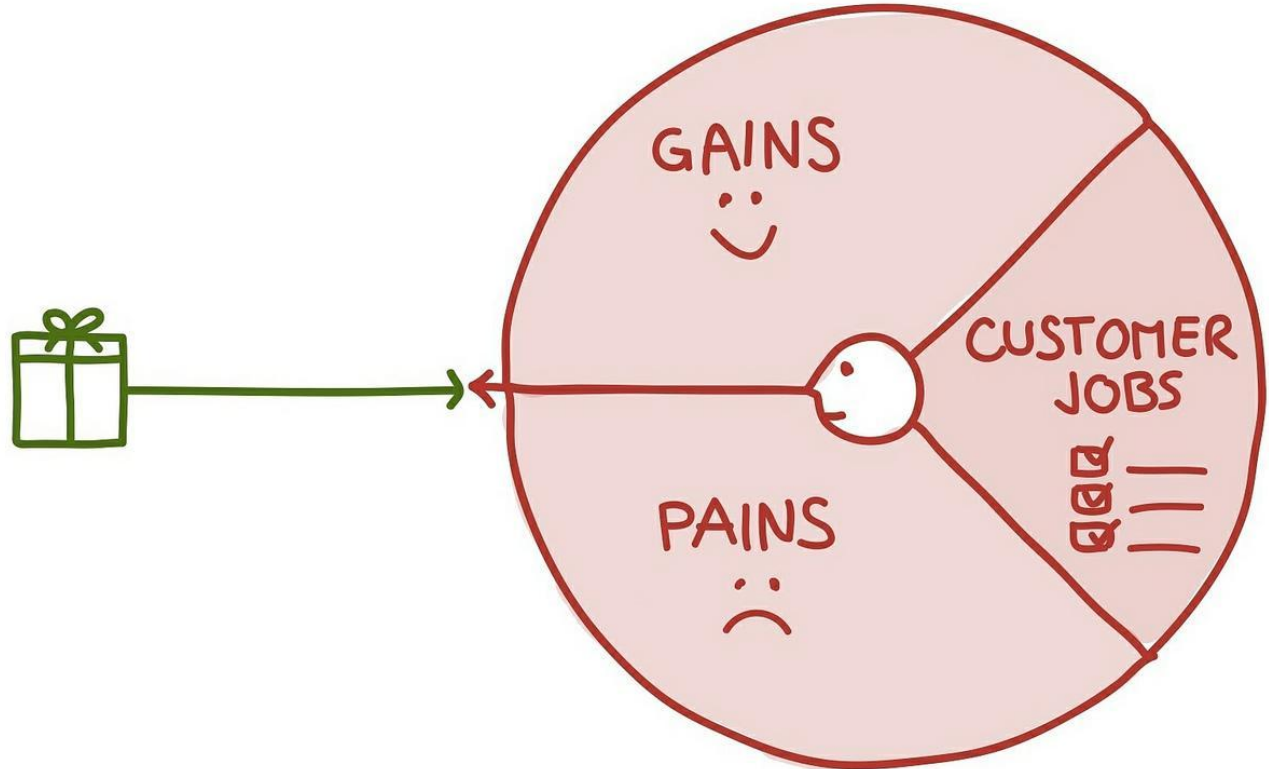


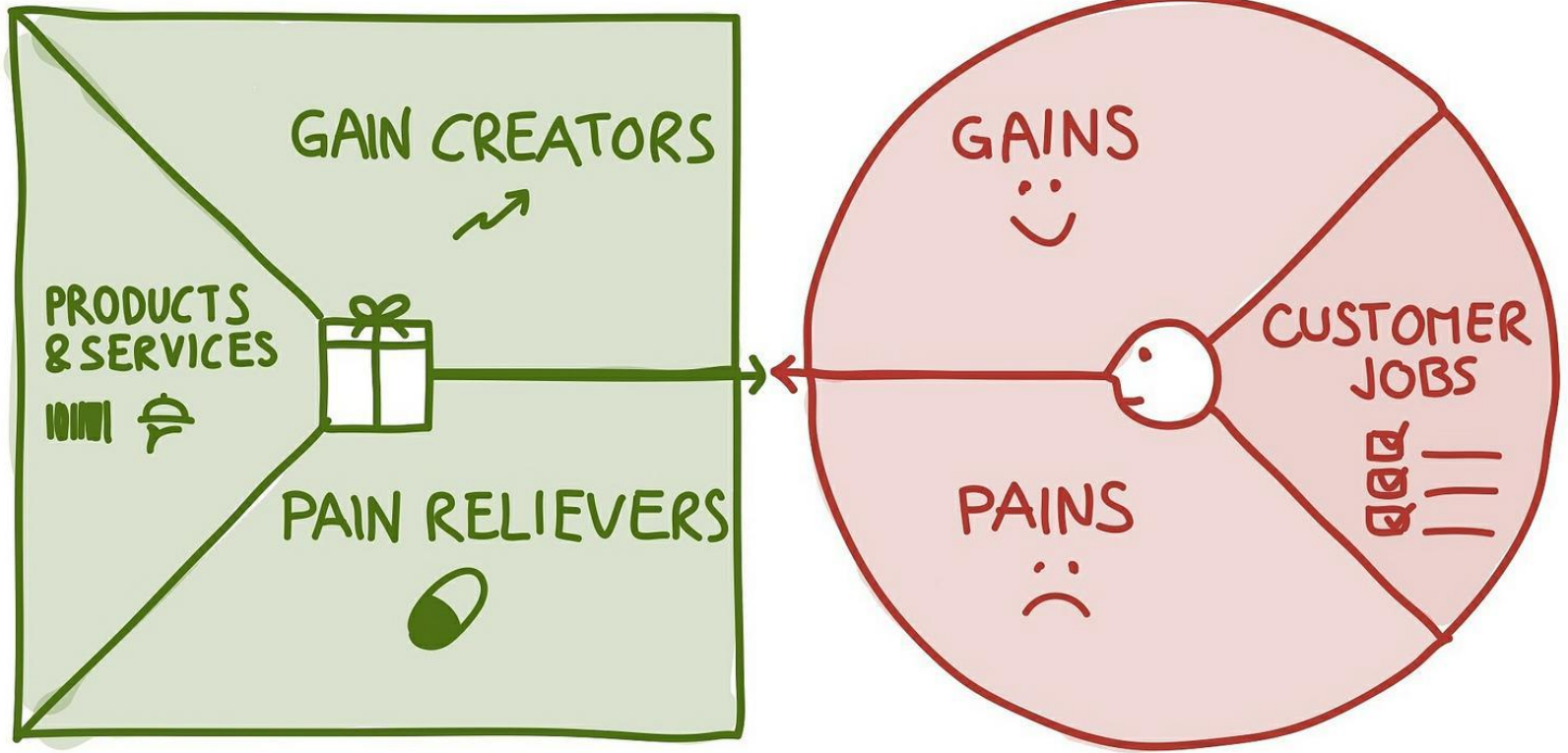


BUSINESS
MODEL
CANVAS



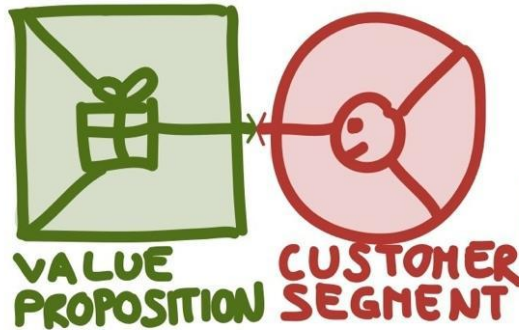
VALUE
PROPOSITION
DESIGNER







BUSINESS
MODEL
CANVAS



VALUE
PROPOSITION
DESIGNER

A photograph of a group of people in a meeting, overlaid with a red semi-transparent filter. The text 'JAKI 'FIT' ?' is centered in white.

JAKI 'FIT' ?

Three kinds of fit 😊

a.k.a

1. Problem-Solution Fit



2. Product-Market Fit



3. Business Model Fit





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.

THE END :)

@mkaptur