

# RUNNING A STARTUP

- **Intro**
- **Know your business**
- **What are you getting yourself into**
- **Operations and Strategy**
- **Thinking tools**
  - Business model canvas
  - Customer value proposition
  - Impact mapping
- **Software tools**





**AMODO**



**KNOW YOUR BUSINESS**



**LET'S DO THIS!!!!**

# Market Research









BIZARRO.COM

Dist. by King Features

FLAWED BUSINESS PLAN

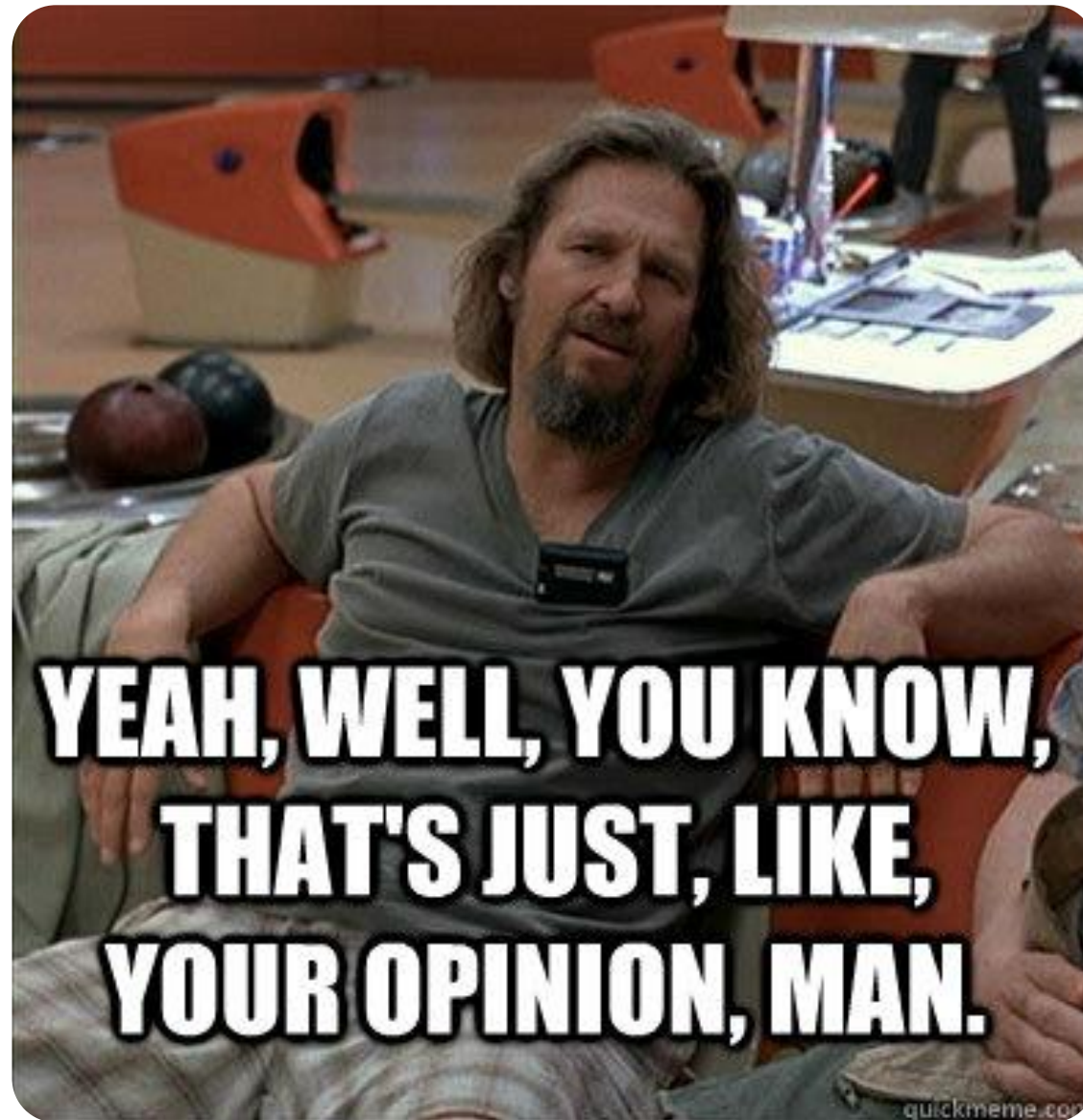
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Dan Fifer  
w/ Witte  
3-17-08

**WHAT ARE YOU GETTING  
YOURSELF INTO**



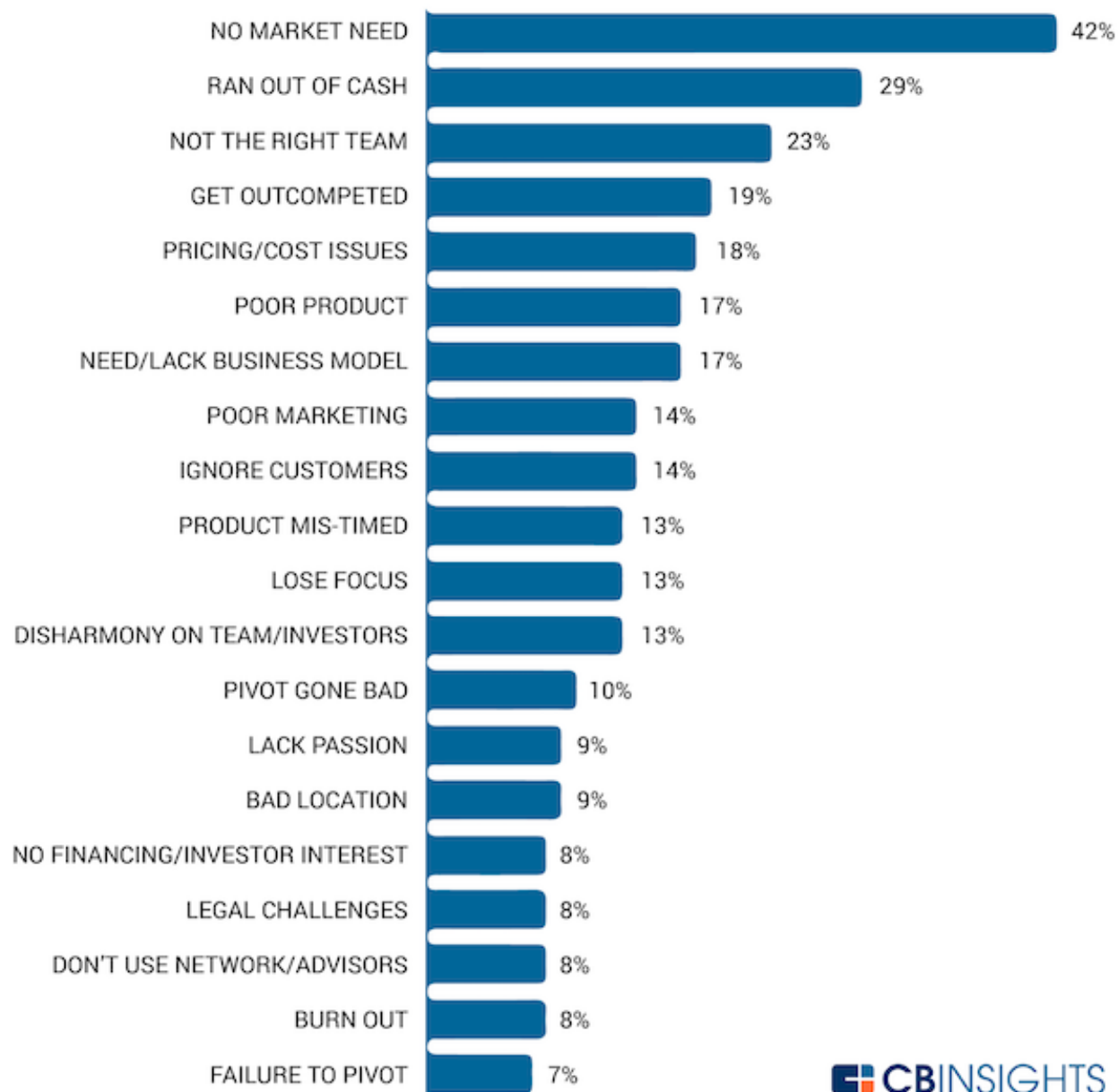






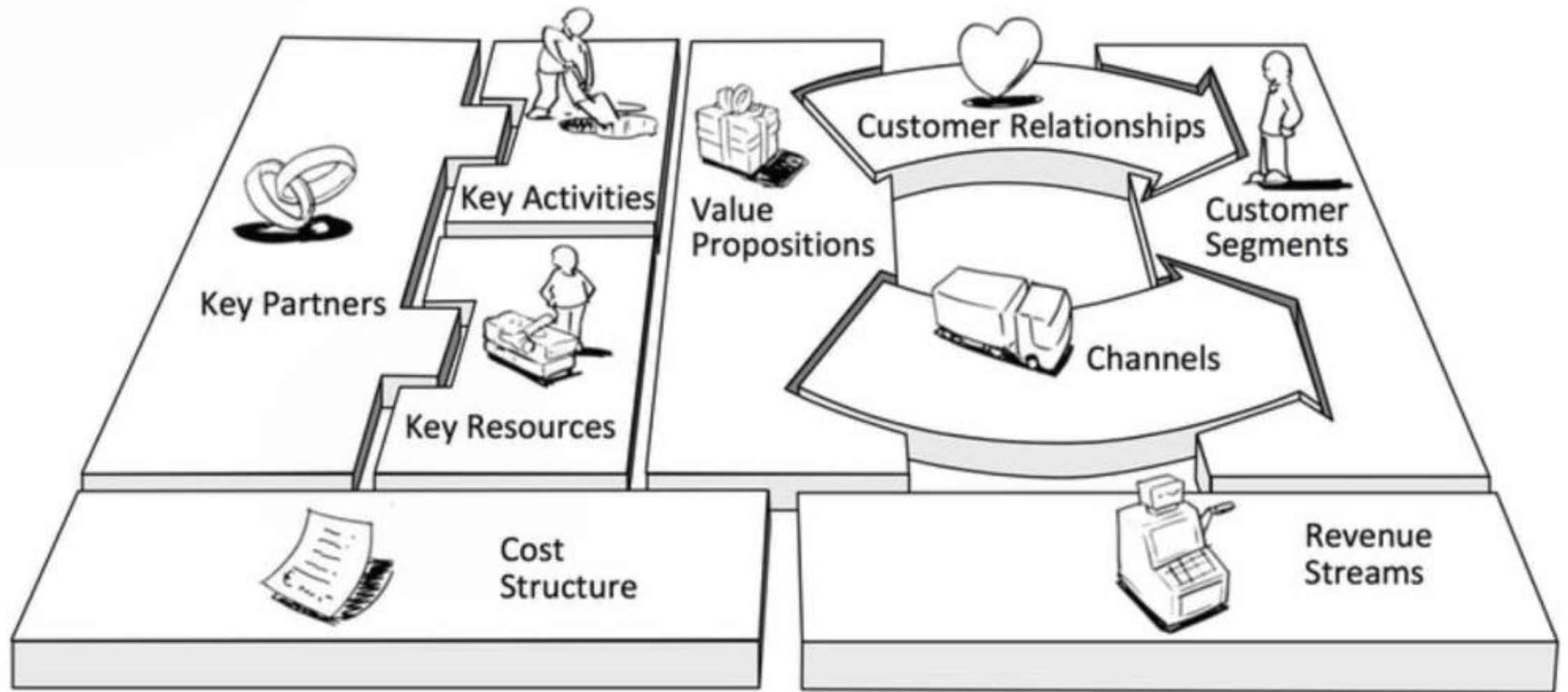
# THE TOP 20 REASONS STARTUPS FAIL

Based on an Analysis of 101 Startup Post-Mortems



THINKING TOOLS:

# **BUSINESS MODEL CANVAS**



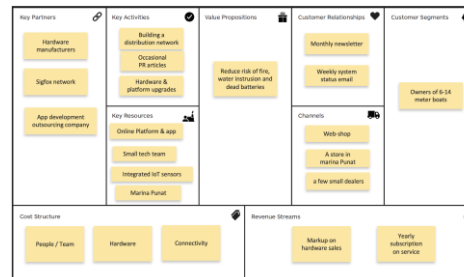


# S4B BUSINESS MODEL - ENVIRONMENT

## KEY TRENDS

- **TECHNOLOGY**  
Pervasive IoT devices, reduction of cost, Connected everything
- **REGULATORY**  
Technology being taken into account (Insurance, safety, etc.)
- **SOCIOECONOMIC**  
Pay per use and on demand models on the rise

## S4B BUSINESS MODEL



## INDUSTRY FORCES

- **STAKEHOLDERS**  
Boat owners, Charters, looking for tech. Boat manufacturers and Insurers embracing telematics, Marinas looking for upsell
- **COMPETITORS**  
SentinelMarine, SirenMarine, Garmin, ...
- **SUBSTITUTE PRODUCTS & SERVICES**  
Traditional insurance, existing marina services
- **SUPPLIERS & VALUE CHAIN ACTORS**  
Hardware manufacturers, Telcos

## MARKET FORCES

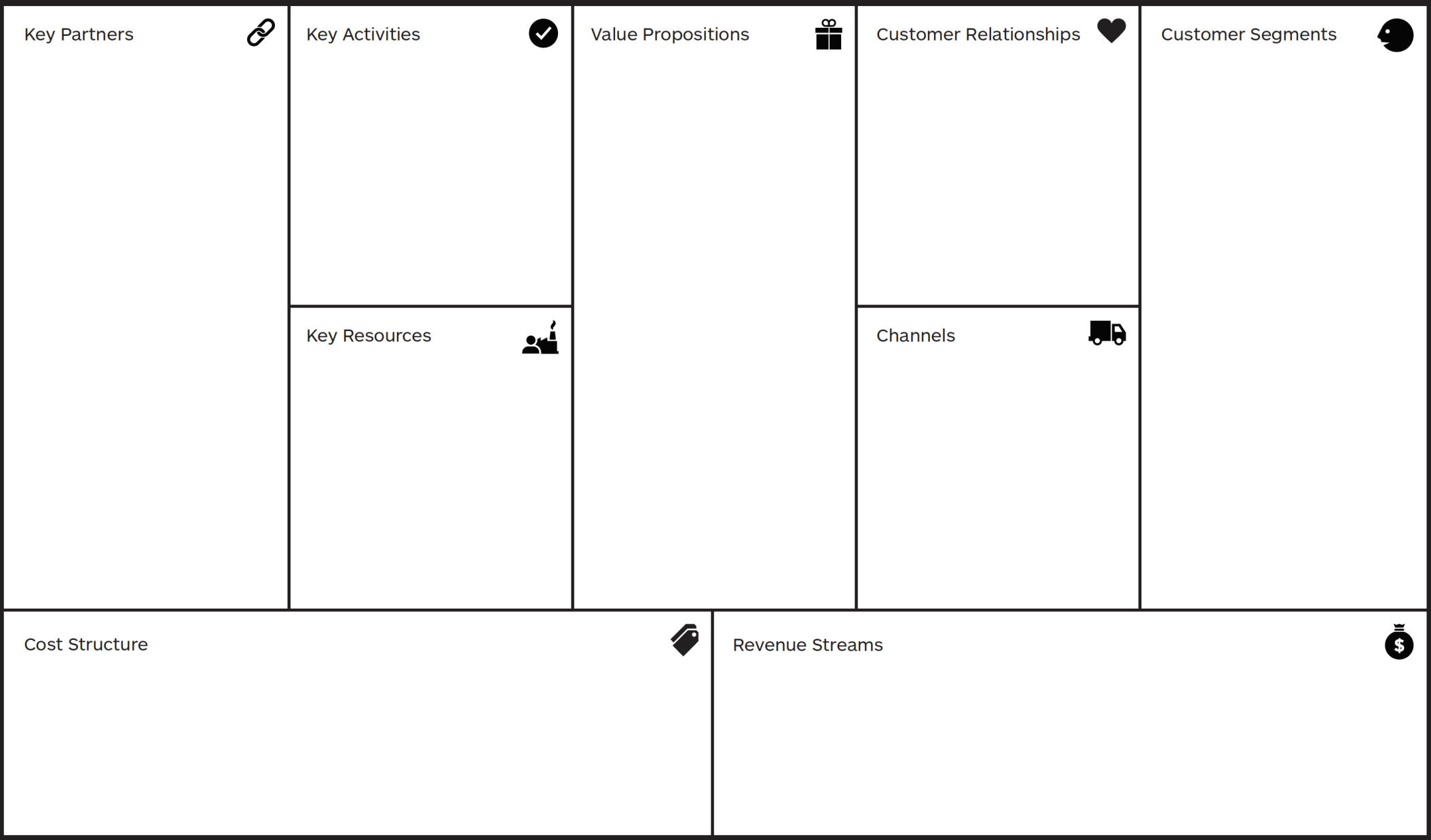
- **MARKET SEGMENTS**  
Well off end users (boat owners) interconnected segments (boat owner - marina - insurer)
- **MARKET ISSUES,**  
Marina business is static, Boat Insurance is a small portfolio at large insurers
- **NEEDS AND DEMANDS**  
B2B looking for new revenue streams, Boat owners looking for personalized services

## MACRO-ECONOMIC FORCES

- **GLOBAL MARKET CONDITIONS**  
Boats have a long life, used boat market is huge, so aftermarket devices will be relevant for a long time
- **COMODITIES & OTHER RESOURCES,**  
Possible supply interruptions (COVID, etc.)



# Current Business Model - Towards boat owners - WEAK & STRONG POINTS



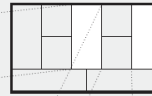


THINKING TOOLS:

# **VALUE PROPOSITION MAPPING**

# Current Value Proposition

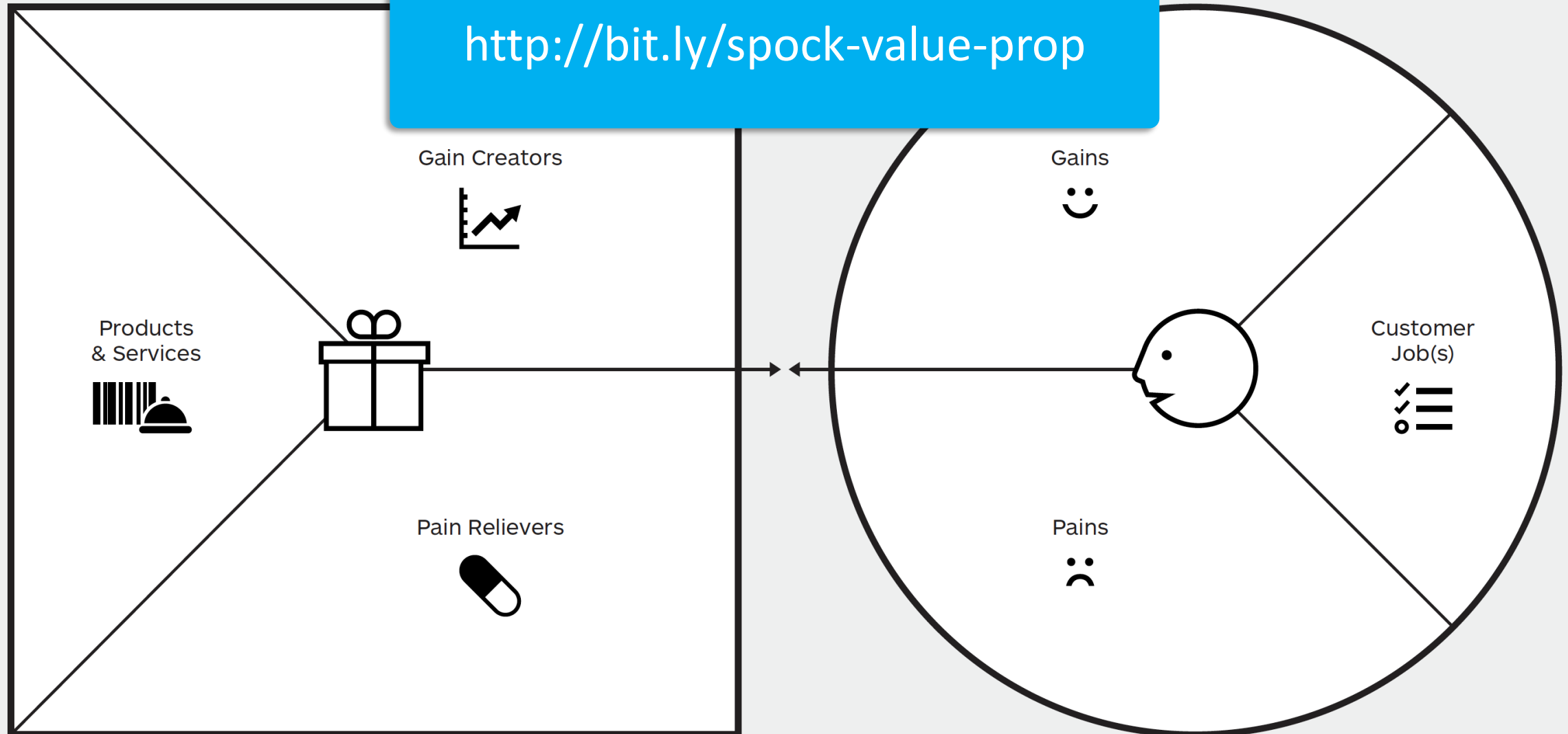
for the targeted customer segment



Value Proposition

Customer Segment

<http://bit.ly/spock-value-prop>



THINKING TOOLS:

# **IMPACT MAPPING**



## **IMPACT MAPPING**

**Gojko Adžić**

software delivery consultant



## **EFFECT MAPPING**

**Mijo Balić**

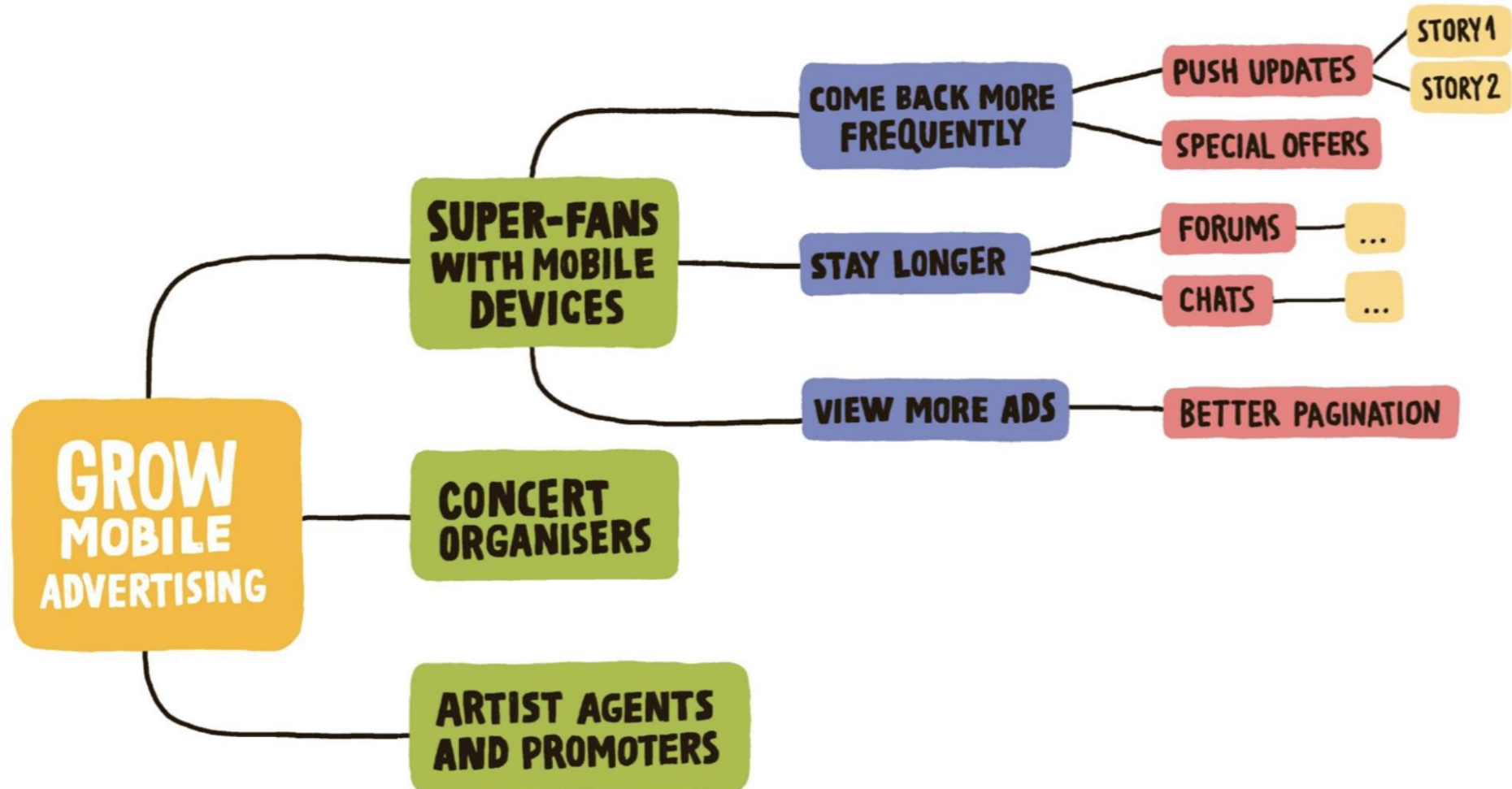
UX specialist, digital strategist

**GOAL**

**ACTOR**

**IMPACT**

**DELIVERABLE**





GOAL

ACTOR

IMPACT

DELIVERABLE



### **Goal**

The centre of an impact map answers the most important question:

Why are we doing this?

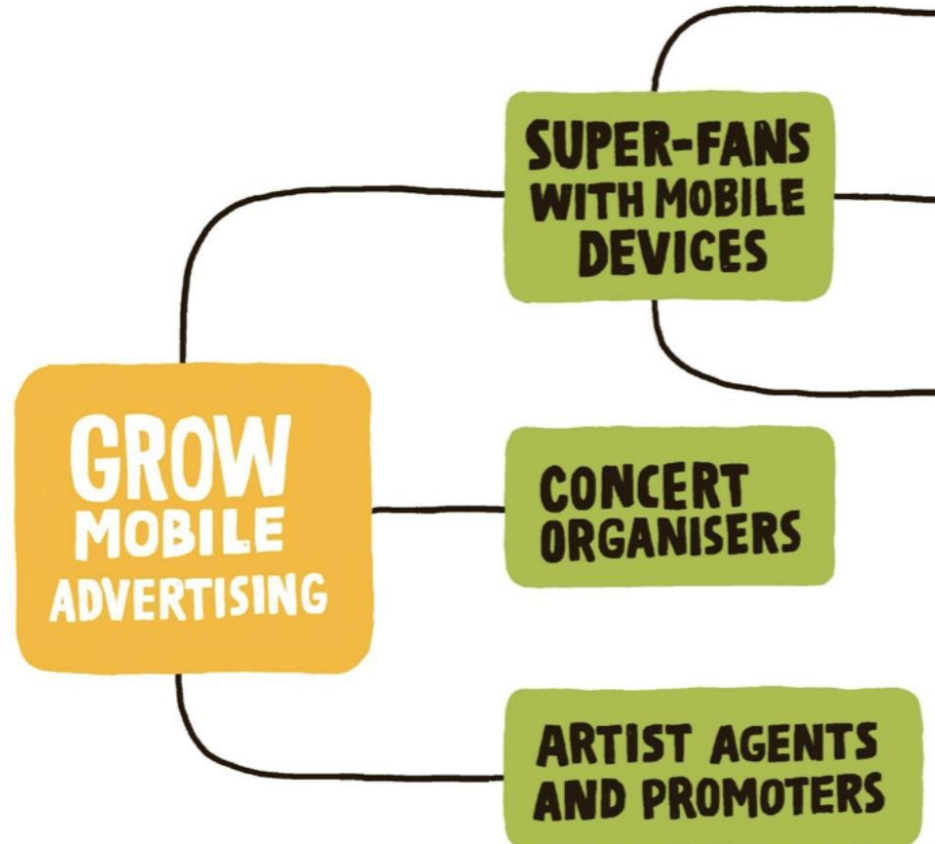
**This is the goal we are trying to achieve.**

**GOAL**

**ACTOR**

**IMPACT**

**DELIVERABLE**



### **Actors**

The first branch of an impact map provides answers to the following questions:

Who can produce the desired effect?

Who can obstruct it?

Who are the consumers or users of our product?

Who will be impacted by it?

**These are the actors who can influence the outcome.**

**GOAL**

**ACTOR**

**IMPACT**

**DELIVERABLE**

## **Impacts**

The second branch level of an impact map sets the actors in the perspective of our business goal.

It answers the following questions:

How should our actors' behaviour change?

How can they help us to achieve the goal?

How can they obstruct or prevent us from succeeding?

**These are the impacts that we're trying to create.**

**COME BACK MORE  
FREQUENTLY**

**STAY LONGER**

**VIEW MORE ADS**

# GOAL

# ACTOR

# IMPACT

# DELIVERABLE

## Deliverables

Once we have the first three questions answered, we can talk about scope. The third branch level of an impact map answers the following question:

What can we do, as an organisation or a delivery team, to support the required impacts?

**These are the deliverables, software features and organisational activities.**

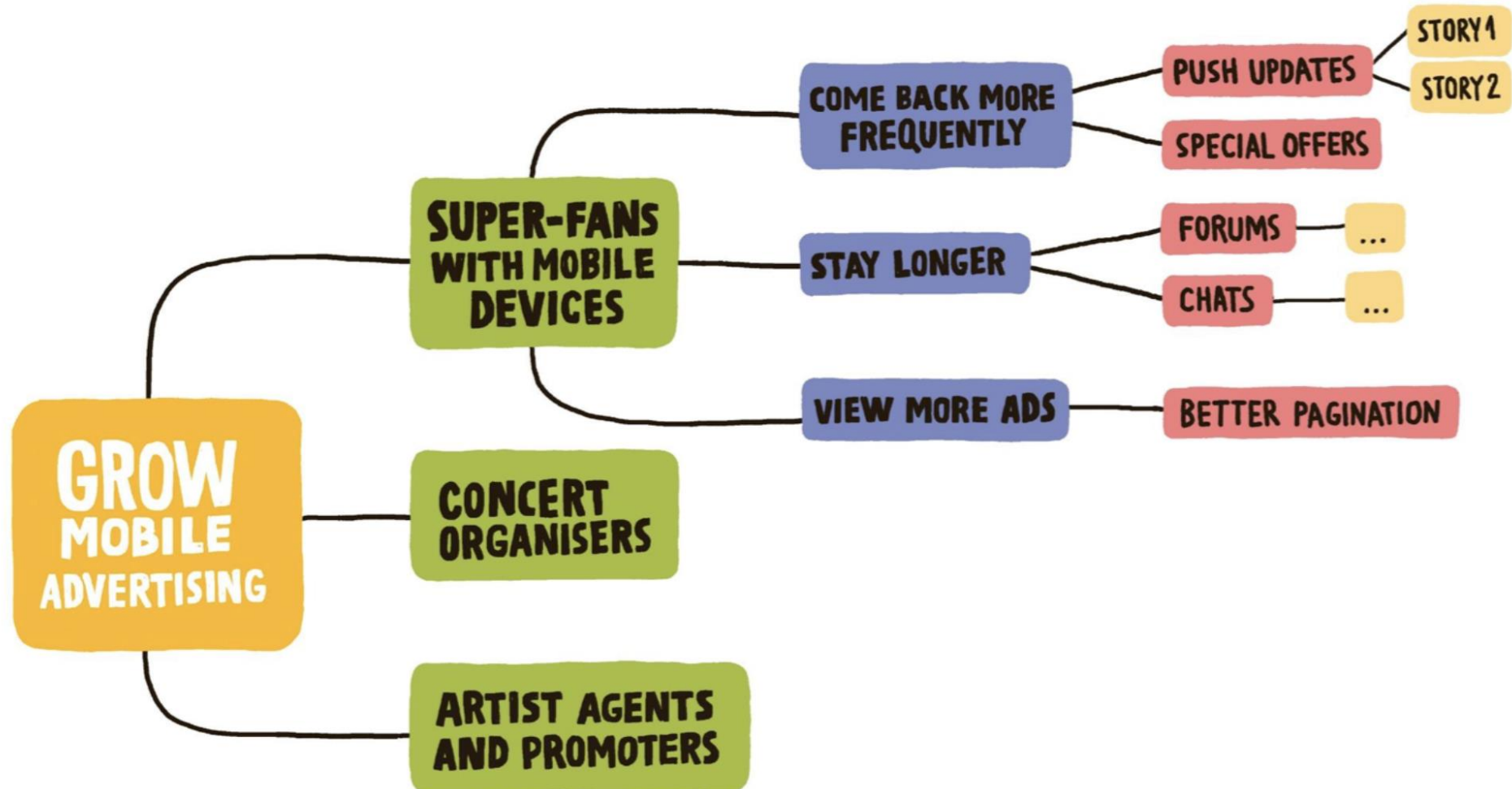


**GOAL**

**ACTOR**

**IMPACT**

**DELIVERABLE**



Sphere of Influence

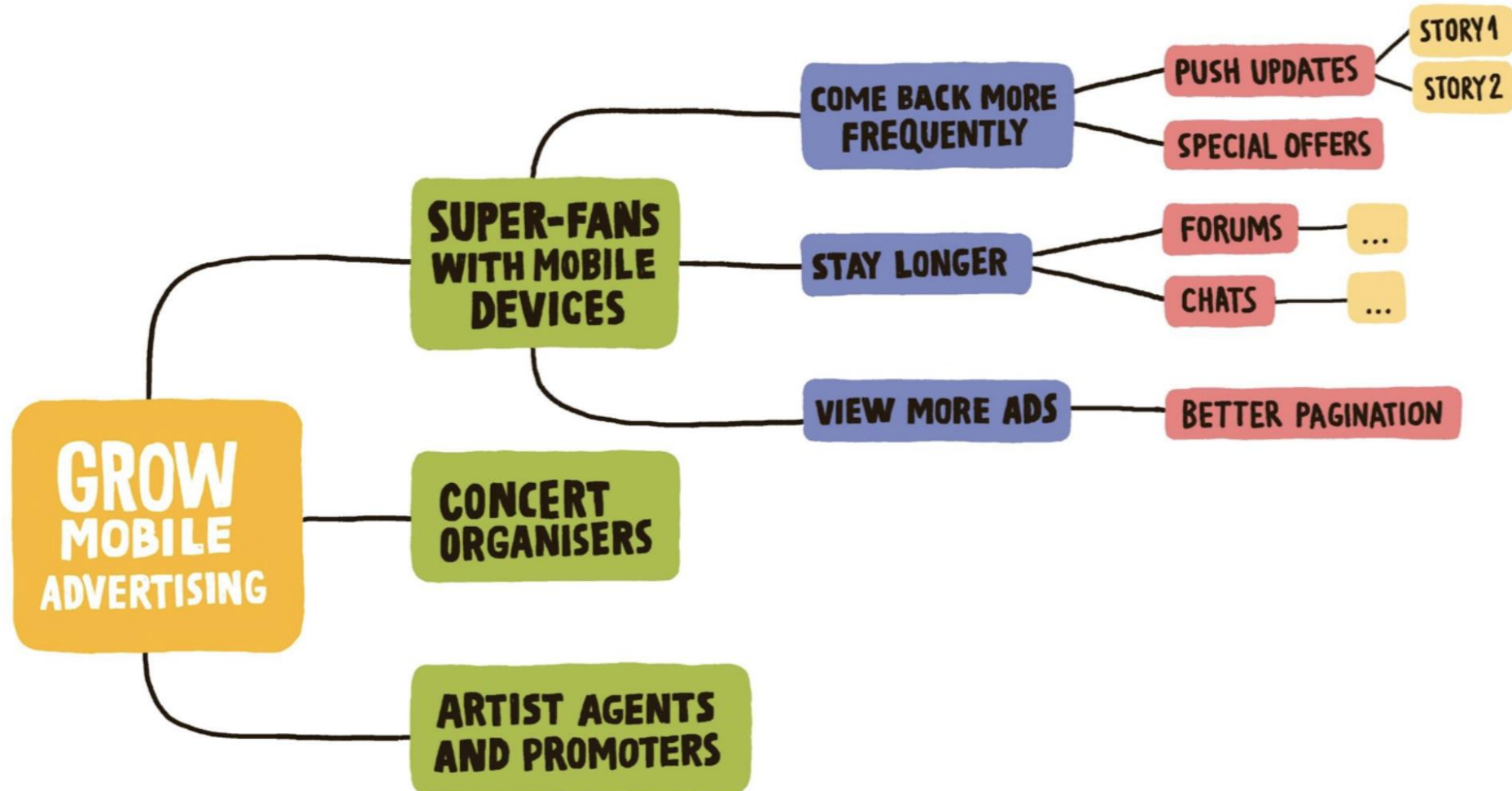
Zone of Control

**GOAL**

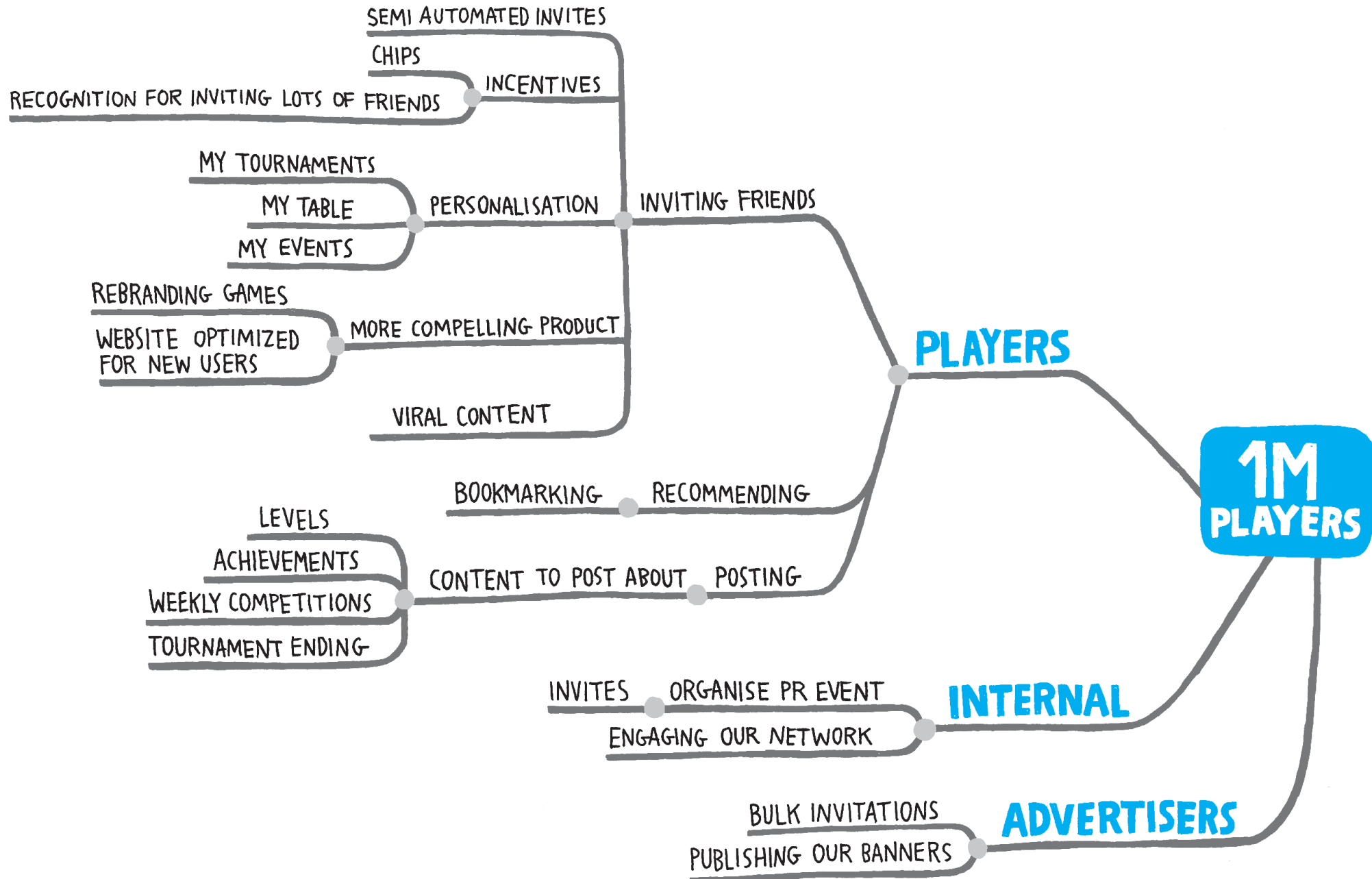
**ACTOR**

**IMPACT**

**DELIVERABLE**









# IMPACT MAPPING

WHAT IS  
THE GOAL?

**WHO** can help  
us achieve this?

**WHAT** should they  
do to help?

**HOW** can we help  
them do that

**ACTIONS WE  
NEED TO DO**

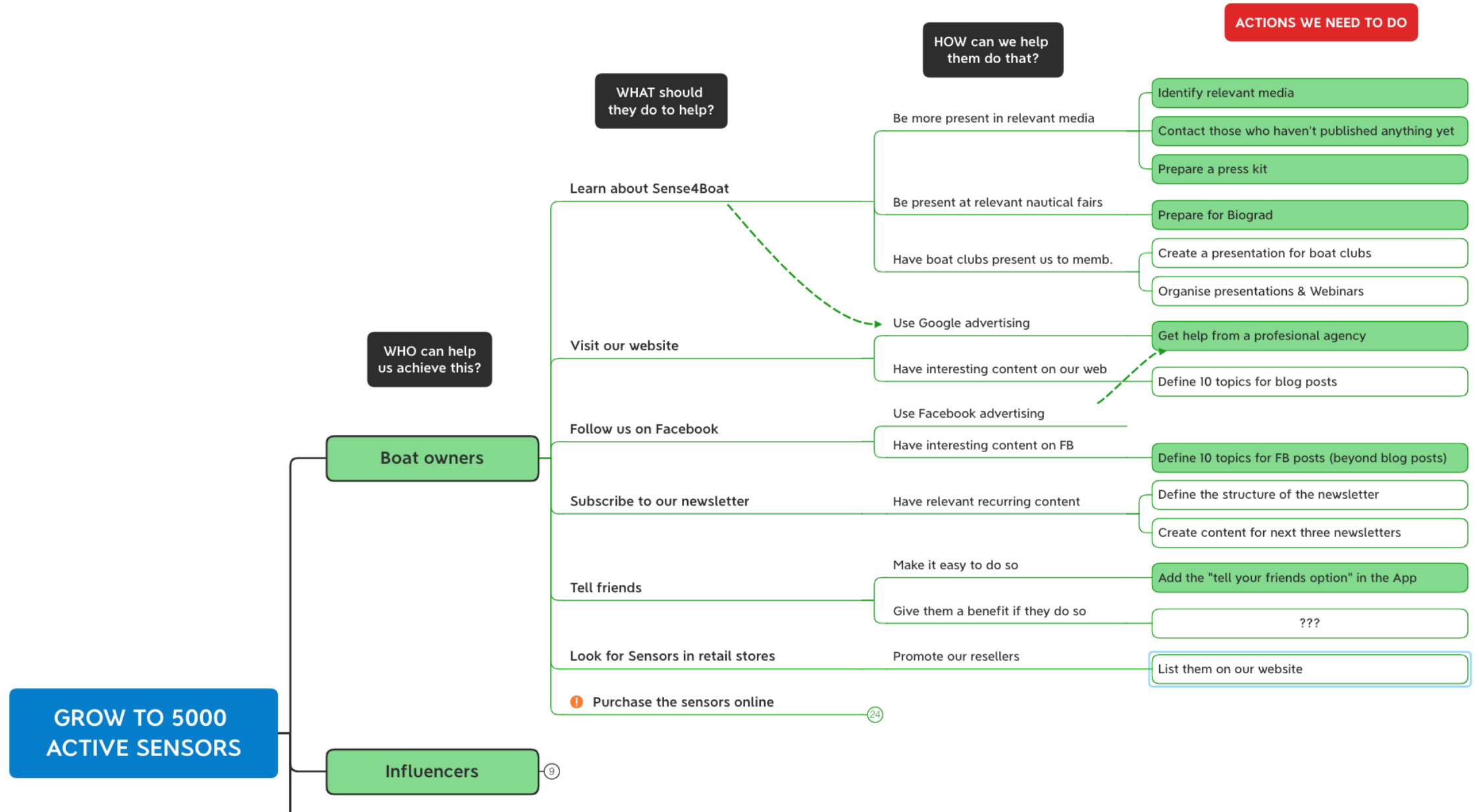
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# **SOFTWARE TOOLS**



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Mind Map

Outliner

Topic

Subtopic

Relationship

Summary

Boundary

Note

ZEN

Share

Icon

Format

GOAL

WHO can help

WHAT do we want them to do

WHY would they do it

HOW are we going to enable / motivate / incentivise them

the program is non profit & socially responsible

data based insights for articles and reports

promote the app

Influencers

TV

Radio

News Portals

Automotive portals

Media

Provide free rides vouchers

Uber & Bolt

Test drive a car for a weekend

Porsche HR

Zubak

Car distributors

Rent-a-car

Gas Vouchers

INA

give free KMs for ENC users

HAC

HAK

ORYX

CIAK

provide free parking hours

ZG parking

ZET

Zagreb

Promet Split

ST parking

Split

Autotrolej

Rijeka

Cities

social pressure

download & invite friends

Friends

get 50K people to download PDD app

users

insurers

free agents

satisfy curiosity

App name is "Please don't die" or similar

A website presenting the proposition

Facebook page

Instagram account

achieve peace of mind

protect assets

simple asset tracking & notification service

protect family

driving behavior overview

notifications about car accidents

asses & improve driving habits

have fun

level up

compete

collaborate

Community help

"Ima li netko kleme"

download

6 tangible rewards for safe behavior

free parking

free public transportation

free highway KMs

6 access to free exclusive products

short term insurance product

On demand road assistance

6 get a reward for accepting an invitation

accumulate virtual value (points)

invite friends

add people to safety net

invite a friend via any network

6 get a reward for inviting friends

insurers

provide "free" insurance

free agents

Topic: 79

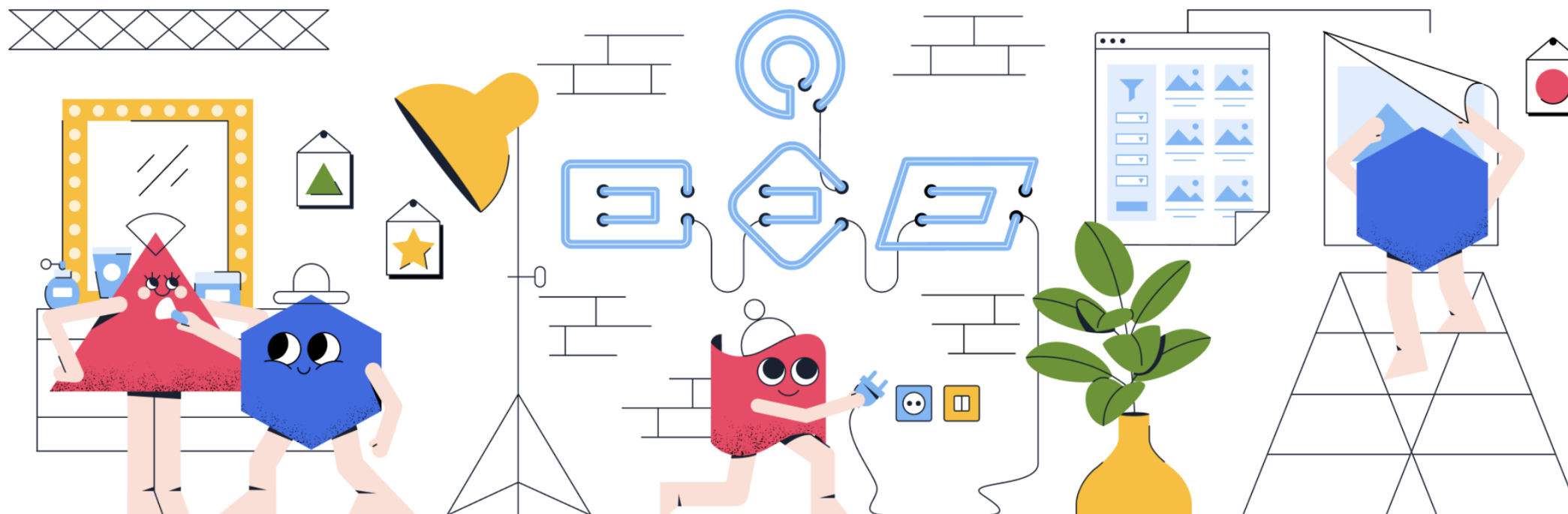
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+

47%

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Flexible Kasko



Sitemap



User Flows



Personas



CJM

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Full Coverage Booster purchase ▾



Add User Flow



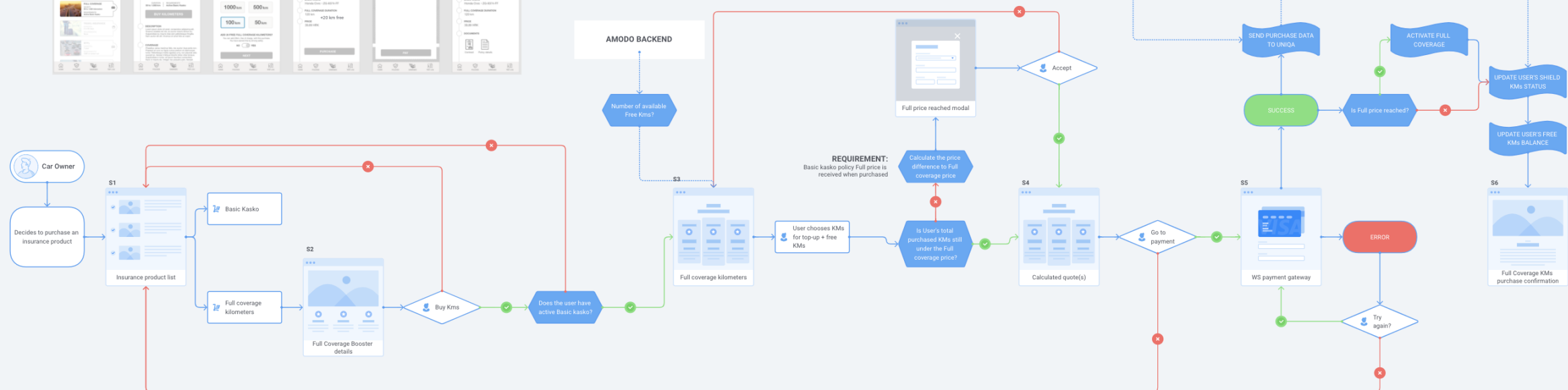
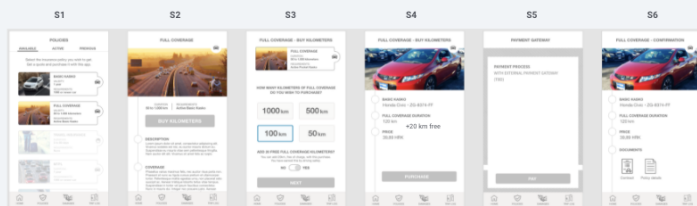
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Info

SYSTEM

PLATFORM





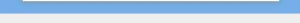


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— 300 —



# One app to replace them all.

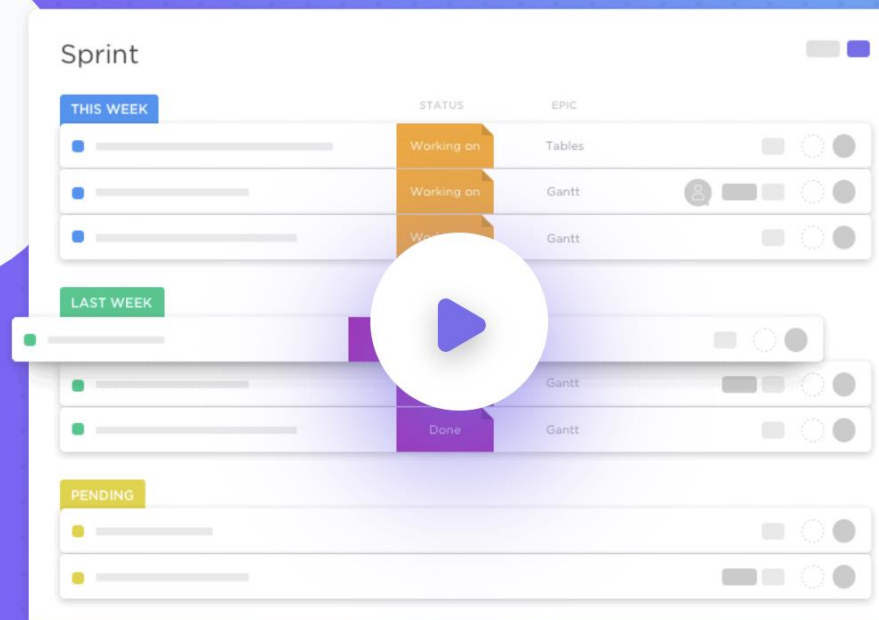
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