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consulting ventures

Starting Up – A Structured Way from Idea to Product

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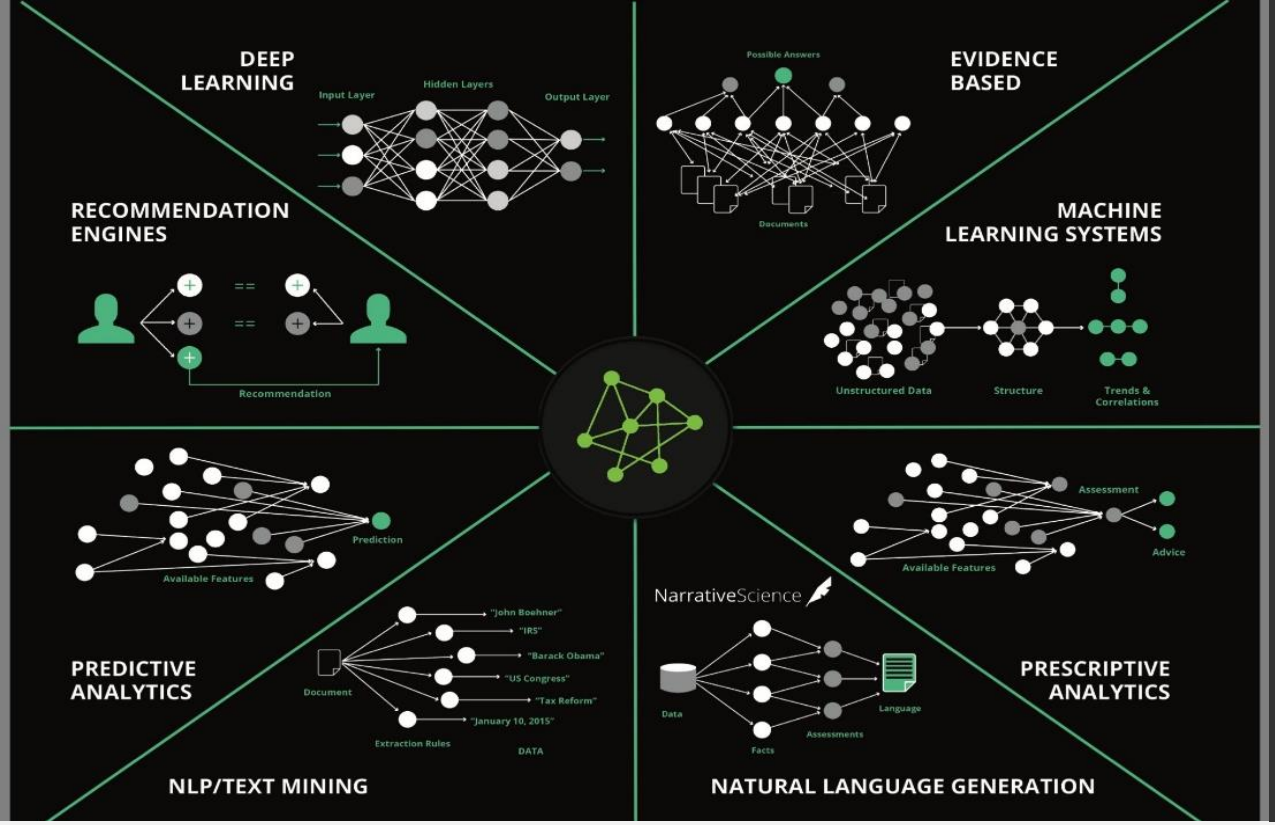
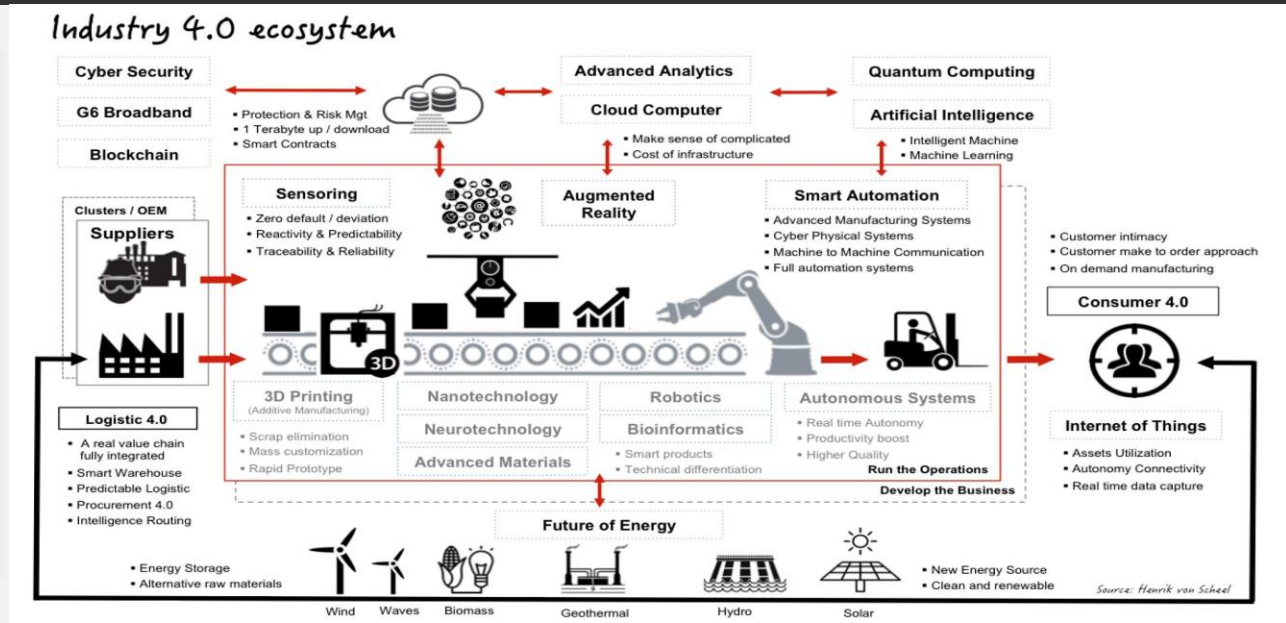
Managing Partner



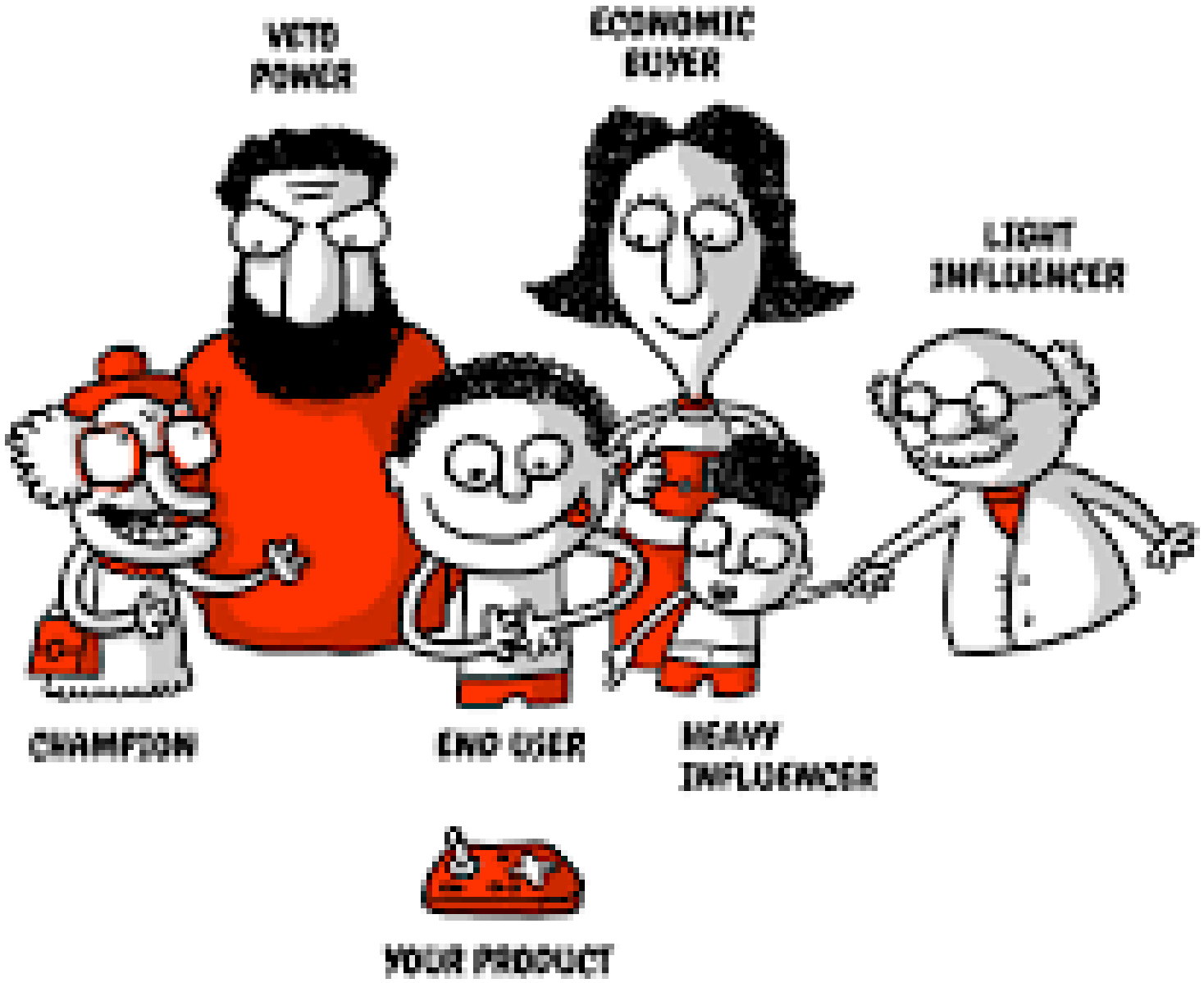
Comparison of Blockchain Platforms

	ETH	ARDOR	ARK	CARDANO	EOS	ICON	KOMODO	LISK	NEO	NULS	NXT	STRATIS	WANCHAIN	WAVES
Language	Go, C++, Rust	Java	JavaScript	Haskell	C++	Python	C++, C	JavaScript	C#	Java	Java	C#, .NET	Go, C++	Scala
Consensus	PoW	PoS	DPoS	PoS	DPoS	LFT	PoW, dPoW	DPoS	dBFT	PoC	PoS	PoS	PoW	LPoS
Block Time (s)	14-15	60	8	20	0.5	1	60	10	15-20	10	60	60	~13	3
Smart Contracts	✓	⚙	⚙	⚙	✓	⚙	✓	✗	✓	⚙	⚙	⚙	✓	✓
Contract Language	Solidity	Java	JavaScript	Plutus	C, C++	Python	C, C++, etc.	N/A	JS, C++, .NET, Java, Kotlin, Go	Java	Java	C#, .NET	Solidity	RIDE
Atomic Swaps	✗	⚙	✗	⚙	✗	⚙	✓	✗	⚙	⚙	⚙	⚙	✗	⚙
DEX	✗	✓	✗	✗	✗	⚙	✓	✗	✓	✗	✓	⚙	⚙	✓
Side/Child Chains	⚙	✓	⚙	⚙	✗	⚙	✓	⚙	⚙	⚙	✗	⚙	⚙	✗
Privacy Feature	✗	✓	✗	✗	✗	✗	✓	✗	✗	✗	✓	⚙	✗	✗
Token Creation	✓	✓	⚙	⚙	✓	⚙	✓	⚙	✓	⚙	✓	⚙	✓	✓
Mainnet Launch	Jul 2015	Jan 2018	Mar 2017	Sept 2017	Jun 2018	Jun 2018	Jan 2017	May 2016	Oct 2016	Jul 2018	Nov 2013	Aug 2016	Jan 2018	Jun 2016
Normal Send TX Cost	21000 GAS	1 ARDR ? 0.1 ARDR ?	0.1 ARK	0.155381 ADA	Free	0.01 ICX	0.0001 KMD	0.1 LSK	Free	0.01 NULS	1 NXT	0.001 STRAT	21000 GAS	0.001 WAVES
% Top 10 non-exchange addresses control	9,91%	24.21%	33.44%	23.01%	N/A	31.50%	~25%	18.52%	58.12%	> 60%	20.58%	20.34%	N/A	27.99%
Wallets	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✗ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓	✓ ✗ ✗ ✗ ✗ ✓	✗ ✗ ✗ ✗ ✗ ✓	✗ ✗ ✗ ✗ ✗ ✓	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✗	✓ ✓ ✓ ✗ ✗ ✗	✓ ✓ ✓ ✗ ✗ ✗	✓ ✓ ✓ ✗ ✓ ✓	✓ ✓ ✓ ✗ ✗ ✗	✓ ✓ ✓ ✗ ✗ ✗	✓ ✓ ✓ ✓ ✓ ✓



KEEP
CALM
AND
PULL THE
TRIGGER

IDENTIFY
THE
PROBLEM


VETO POWER
ECONOMIC BUYER
LIGHT INFLUENCER
CHAMPION
END USER
HEAVY INFLUENCER
YOUR PRODUCT

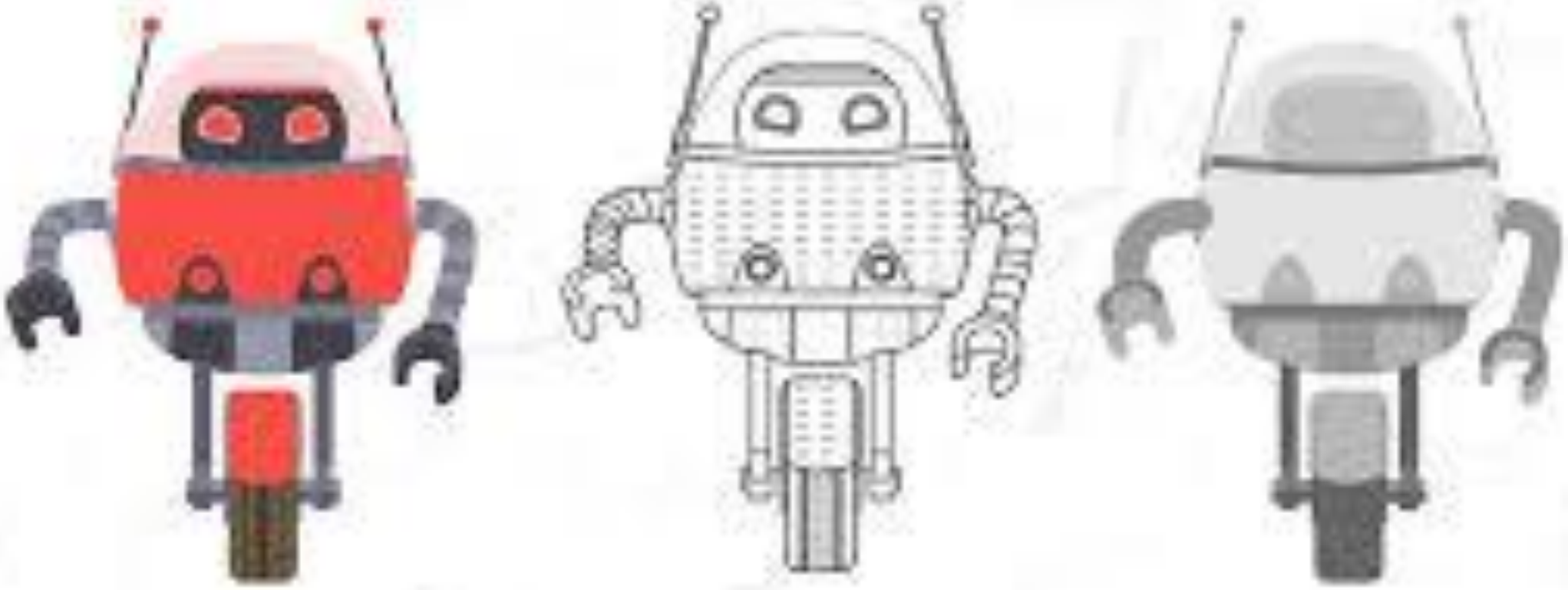
Pain Points

Interviews

U
SOL TION

I WILL NOT PRESUME TO ASSUME
I WILL NOT PRESUME TO ASSUME
I WILL NOT PRESUME TO ASSUME
I WILL NOT PRESUME TO ASSUME
I WILL NOT PRESUME TO ASSU
I WILL NOT PRESUME

PROTOTYPING STAGES

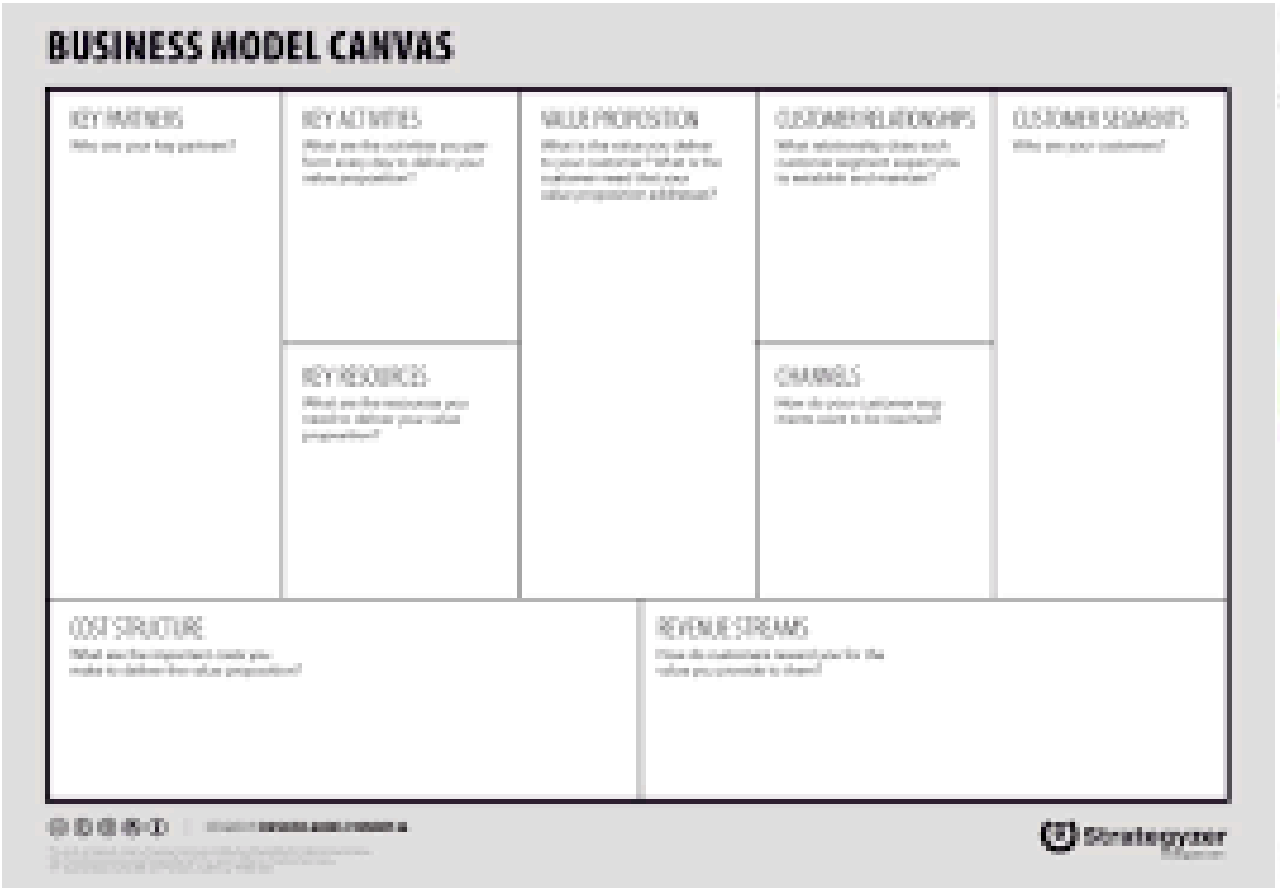


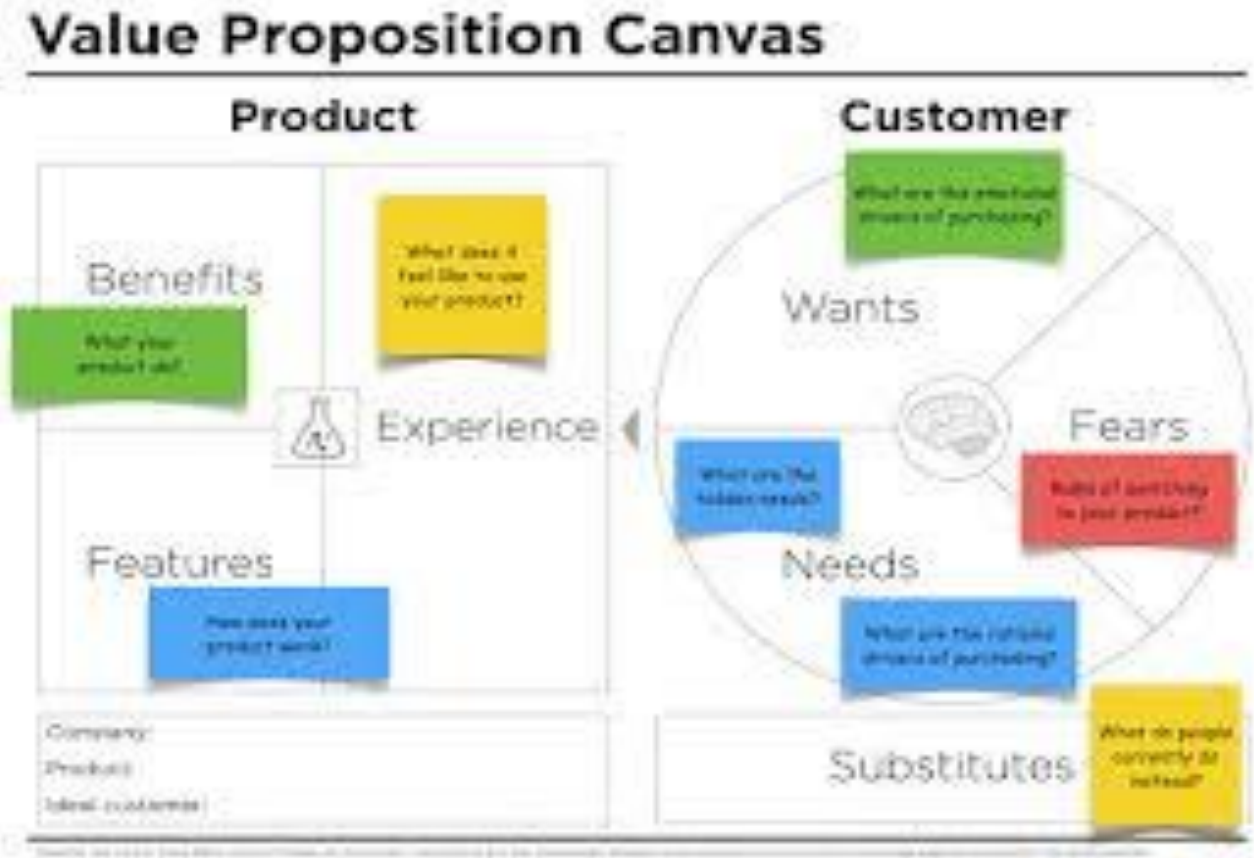
LOOKS-LIKE

WORKS-LIKE

TESTS-LIKE

PRODUCT VALIDATION:
IF YOU BUILD IT,
WILL THEY COME?

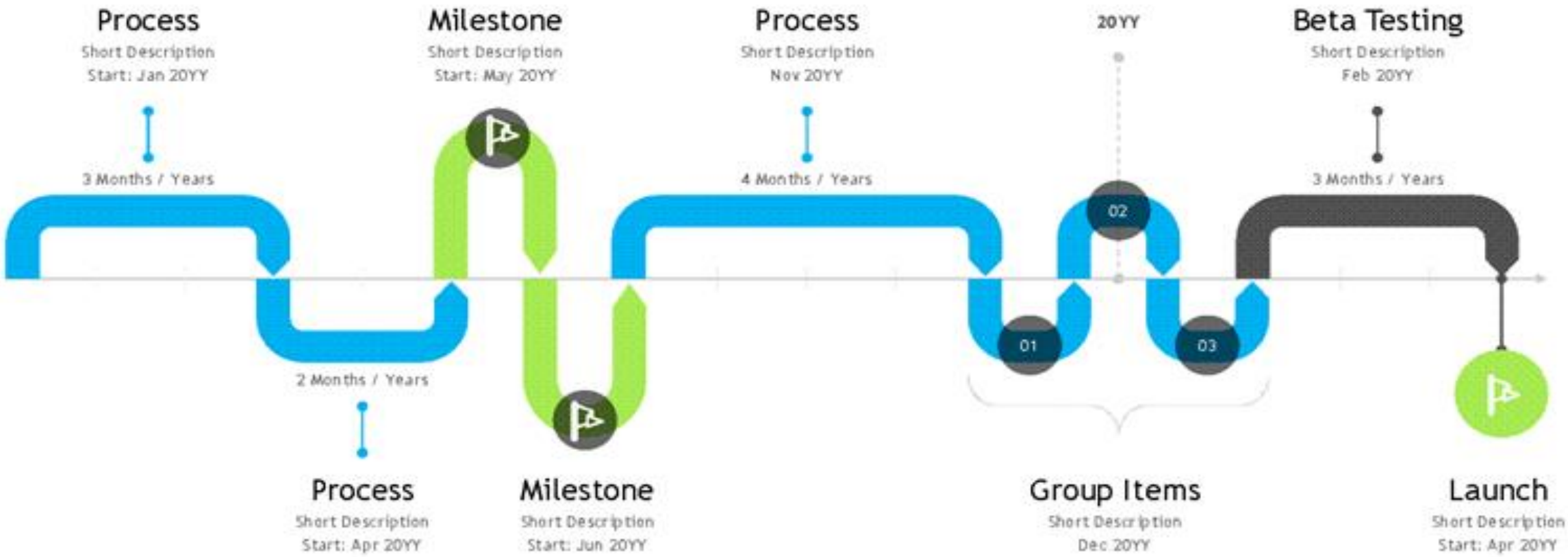

BUSINESS MODEL CANVAS
KEY PARTNERS
KEY ACTIVITIES
VALUE PROPOSITION
CUSTOMER RELATIONSHIPS
CUSTOMER SEGMENTS
KEY RESOURCES
CHANNELS
COST STRUCTURE
REVENUE STREAMS
Strategyzer


Value Proposition Canvas
Product
Customer
Benefits
Experience
Features
Wants
Fears
Needs
Substitutes

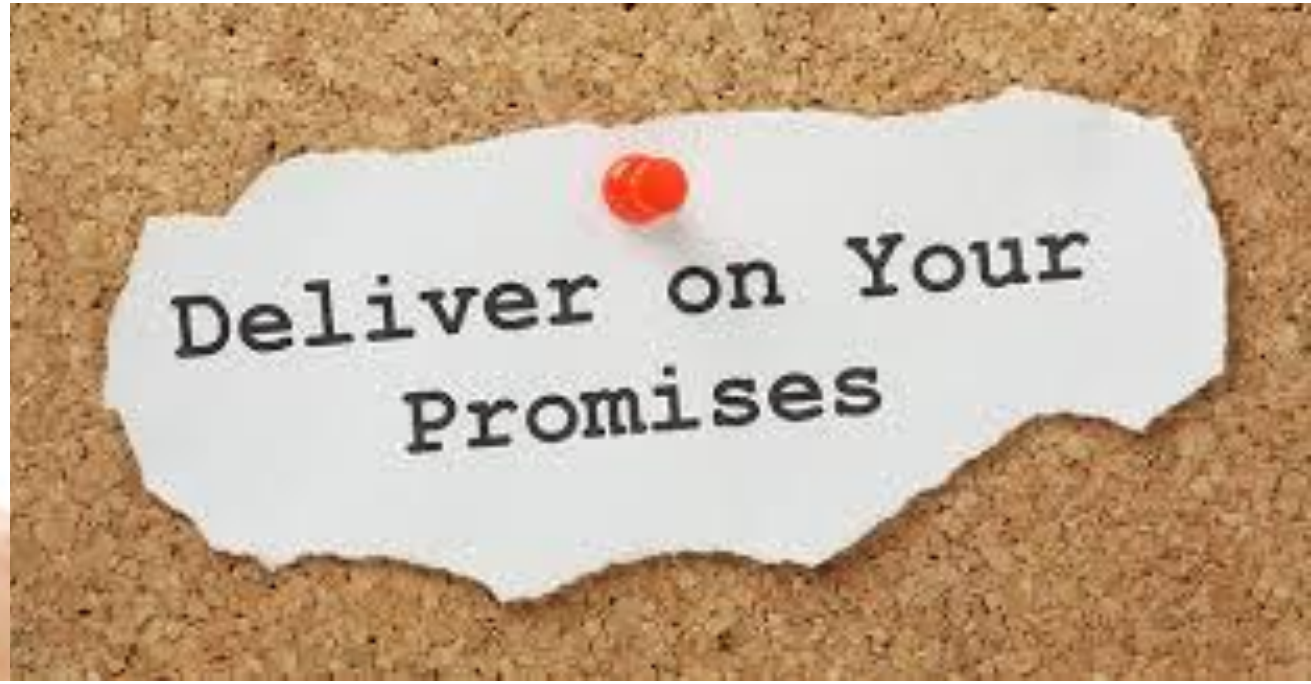
Return (Benefit)

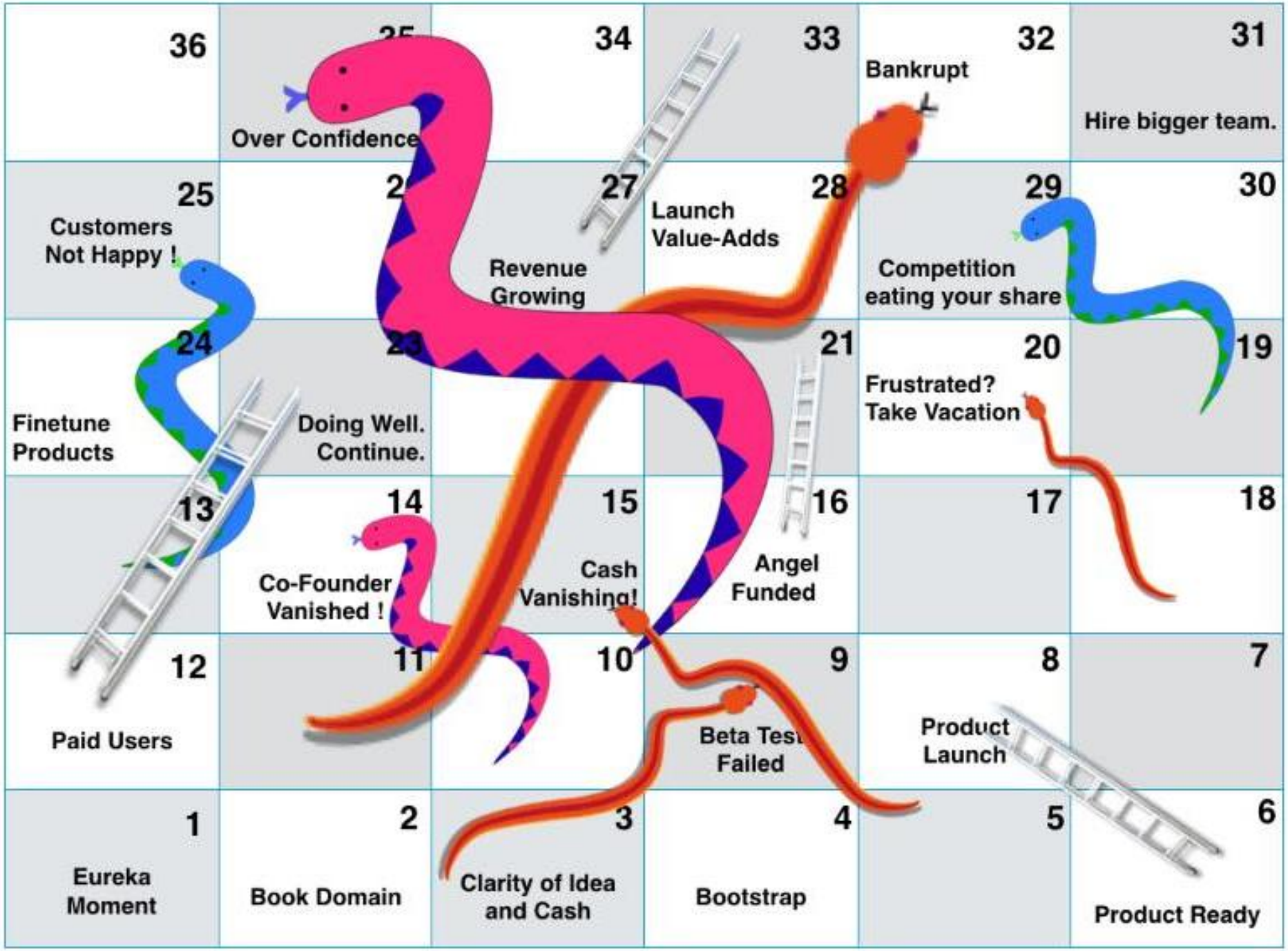
Investment (Cost)

= ROI


Process
Short Description
Start: Jan 20YY
3 Months / Years
Milestone
Short Description
Start: May 20YY
Process
Short Description
Nov 20YY
4 Months / Years
20YY
Beta Testing
Short Description
Feb 20YY
3 Months / Years
02
01
03
2 Months / Years
Process
Short Description
Start: Apr 20YY
Milestone
Short Description
Start: Jun 20YY
Group Items
Short Description
Dec 20YY
Launch
Short Description
Start: Apr 20YY

Society
Owners
Customers
Government
Community
Employees
Lenders
STAKEHOLDERS


Deliver on Your Promises


36
Over Confidence
34
33
32
Bankrupt
31
Hire bigger team.
25
Customers Not Happy !
2
27
Revenue Growing
28
Launch Value-Adds
29
Competition eating your share
30
24
Finetune Products
23
Doing Well. Continue.
21
20
Frustrated? Take Vacation
19
13
14
Co-Founder Vanished !
15
Cash Vanishing!
16
Angel Funded
17
18
12
Paid Users
11
10
9
Beta Test Failed
8
Product Launch
7
1
Eureka Moment
2
Book Domain
3
Clarity of Idea and Cash
4
Bootstrap
5
6
Product Ready

A Structured Way from Idea to Product

A structured approach to deliver a solution to an existing customer problem:

1. Define a **problem** and how it involves or **affects** end users
2. Define a **specific User group** willing to pay for the product
3. Identifying and outlining the most promising **concept solutions**
4. **Validating** the solution
5. Identifying key **solution features** to get buy-in from key **stakeholders**

Five simple and logical steps that will help you make your idea into a reality.

If you want to build a tech company and want to learn more about the how-to, check out our relevant blog post here: https://bit.ly/2VdGCoO

Who we are and what we do

1. *We are an **innovation consultancy** re-shaping industries, ecosystems, and mindsets.*

2. *We work with the most forward thinking **Corporations**, **Organizations** and **Startups** in the Southern and Central Eastern Europe to find and build together the paths of disruptive innovation across industries and ecosystems.*

3. *We deliver innovation by embedding our startup mindset and culture into everything we do.*

4. *We have a unique mix of experience from both sides of the table as former corporate executives and entrepreneurs ourselves allowing us unique empathy with our corporate and startup clients and partners.*

Thank you

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