



Karma: Business meets startup

Úton Londonig



karma

Egyetlen Anglián kívüli vállalkozásként meghívást kaptunk a Bloomberg GROW programba





Honnan?

Hová?



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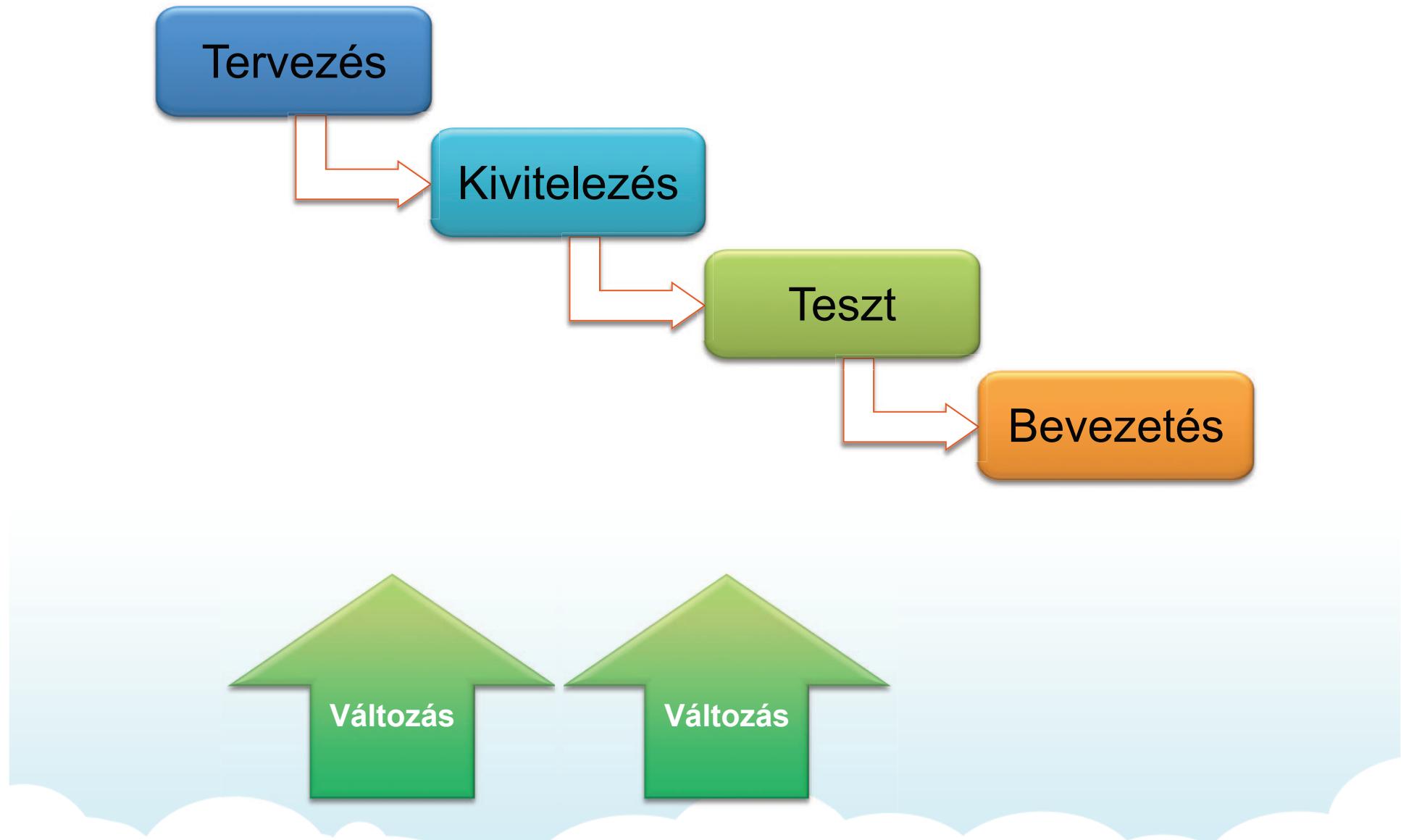
1993...



változás



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Tervezés



Változás

T

bevezető

Változás

Változás

Változás



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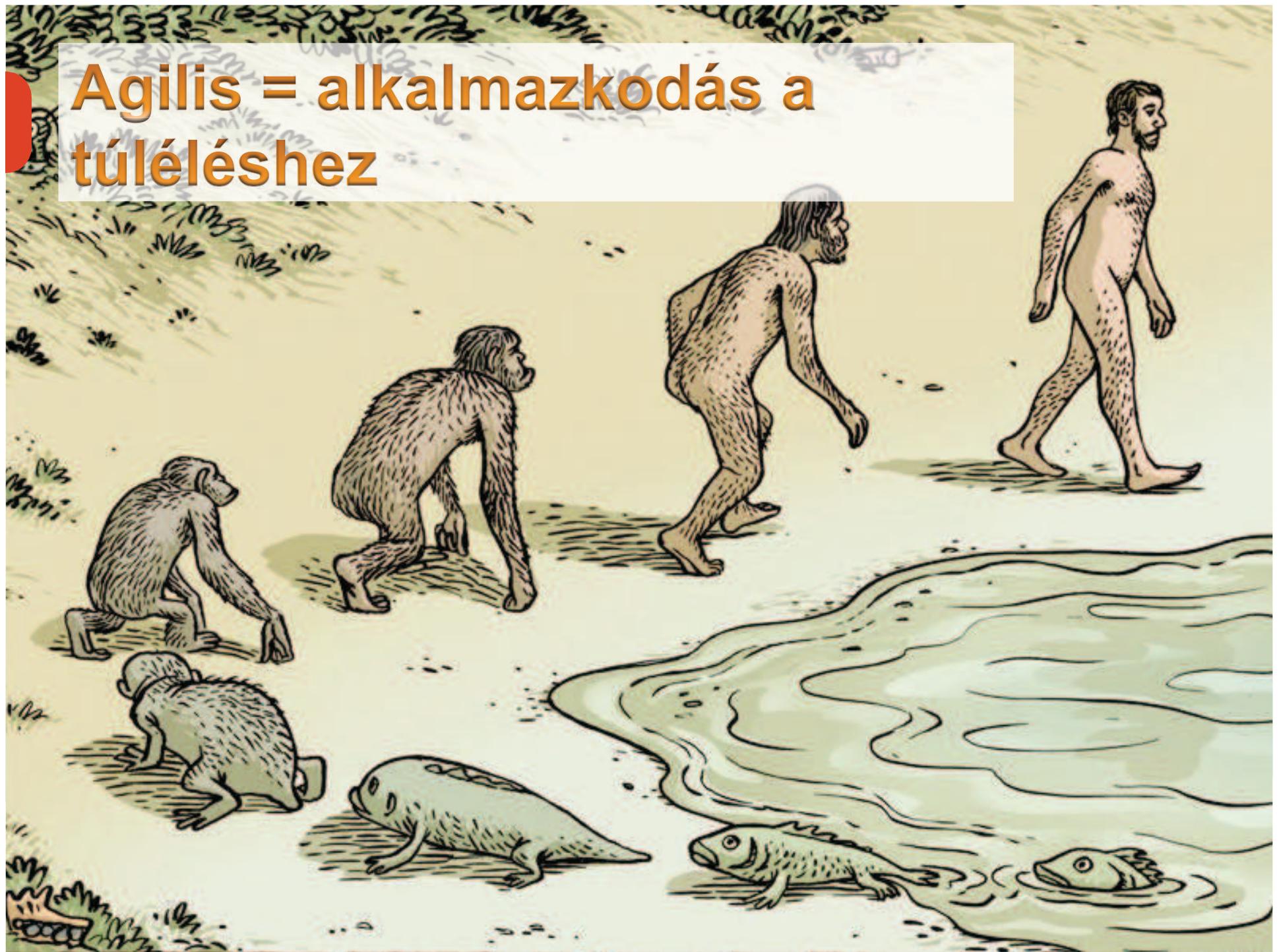


folyamatos változás



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**Agilis = alkalmazkodás a
túléléshez**

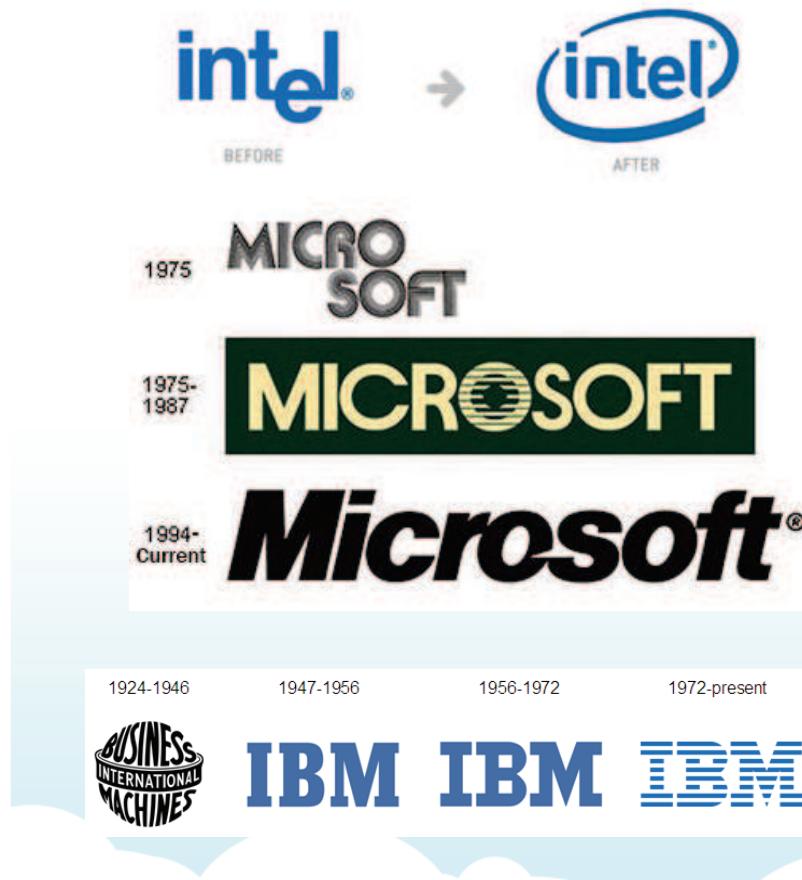




Questions

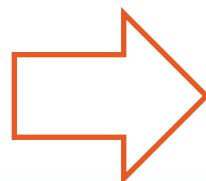
Answers

Agilitás a marketingben



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Agilitás a PR-ban



The U.S. Army is on Facebook. To connect with The U.S. Army, sign up for Facebook today.

The U.S. Army

Welcome to the official U.S. Army Facebook page where you will find the most recent news coverage, videos and photos highlighting our Soldiers around the world.

Joining the Army **Frequently Asked Questions** **Senior Leaders**

POST **PHOTO**
Write something...

TUESDAY
"A man has no greater love than to lay down his life for his friends. And that is exactly the responsibility Paul Smith believed the Sergeant stripes on his sleeve had given him." — President George W. Bush
<http://www.army.mil/media/honor/smith> — with Gia Renoso and 6 others.

Sergeant First Class Paul R. Smith
MEDAL OF HONOR
WAR ON TERRORISM

ROBERT BROWN
See, this is what the U.S. Army does when you help them out in their time of need.

RACHEL CEROLLA
#usausausausa #live like the army!!

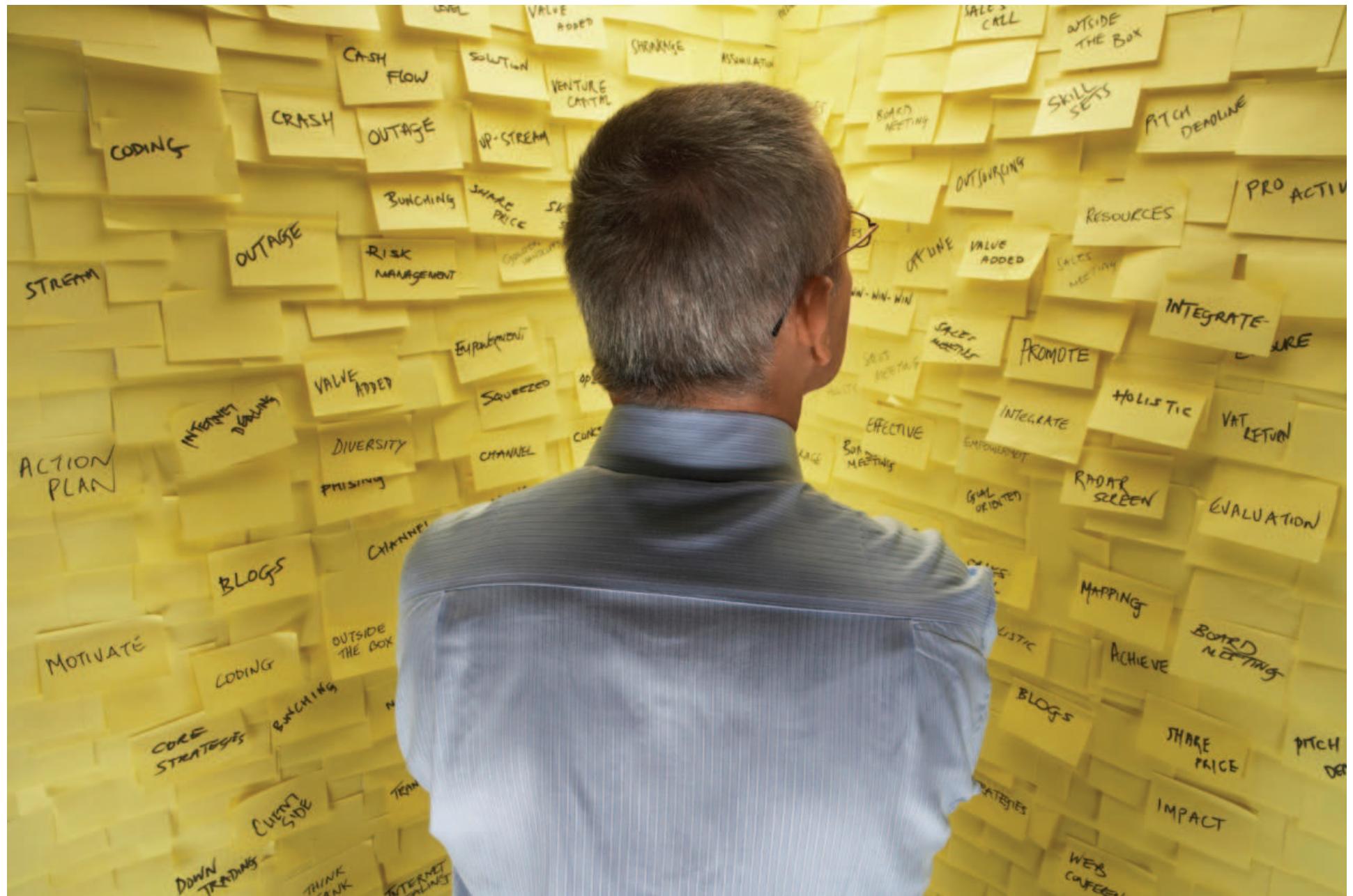
JUSTIN FOUDREY
Will you upload your oath to protect the constitution...

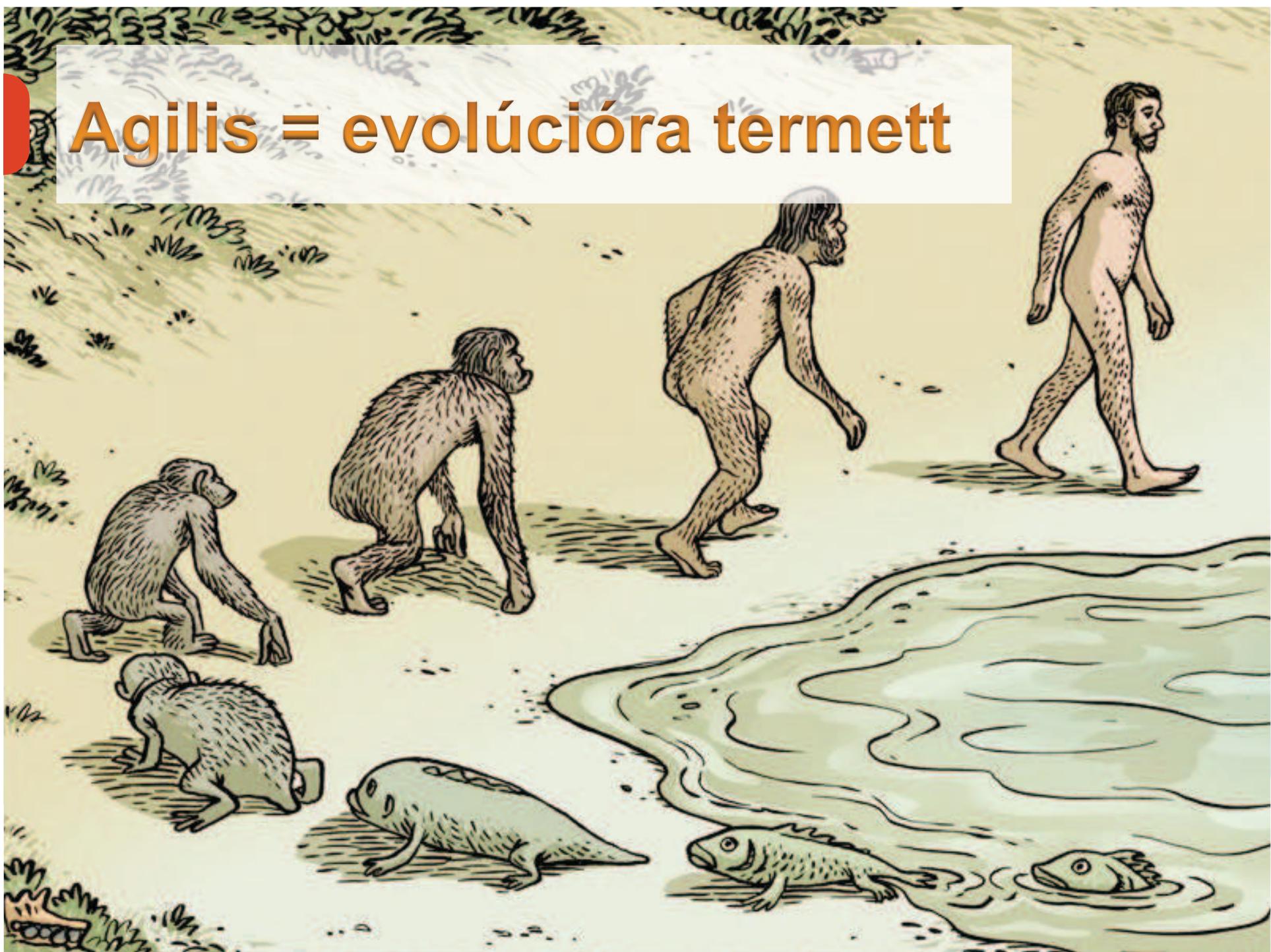


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D Agilis = evolúcióra termett

D



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Hosszú távon lojális ügyfelek



T · · Systems · ·

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e.on



GDF SUEZ

ING



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Deloitte.

Technology Fast50
CE 2010, 2011 Winner



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Cég

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- 3 éve lapos szervezet
- Nincs középvezetői réteg
- 50 fő
- Önszerveződő csapatok



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Hőskorszak kezelése: „én jobban tudom”

Probléma

A kollégák nem egyeztettek a megrendelővel az elképzélésekről, prioritásokról



Megoldás

Felkészültség: Be kell gyakorolni a helyzet sértődés nélküli megoldását, amikor meg kellett buktatni és keményen letörni a hős kezdeményezéseket



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Ne engedjük visszafordítani a beindult átszerveződési folyamatot

Probléma

2 hónap után a kollégák
elkezdtek visszaszerveződni és
elbújni a régi főnök háta mögé

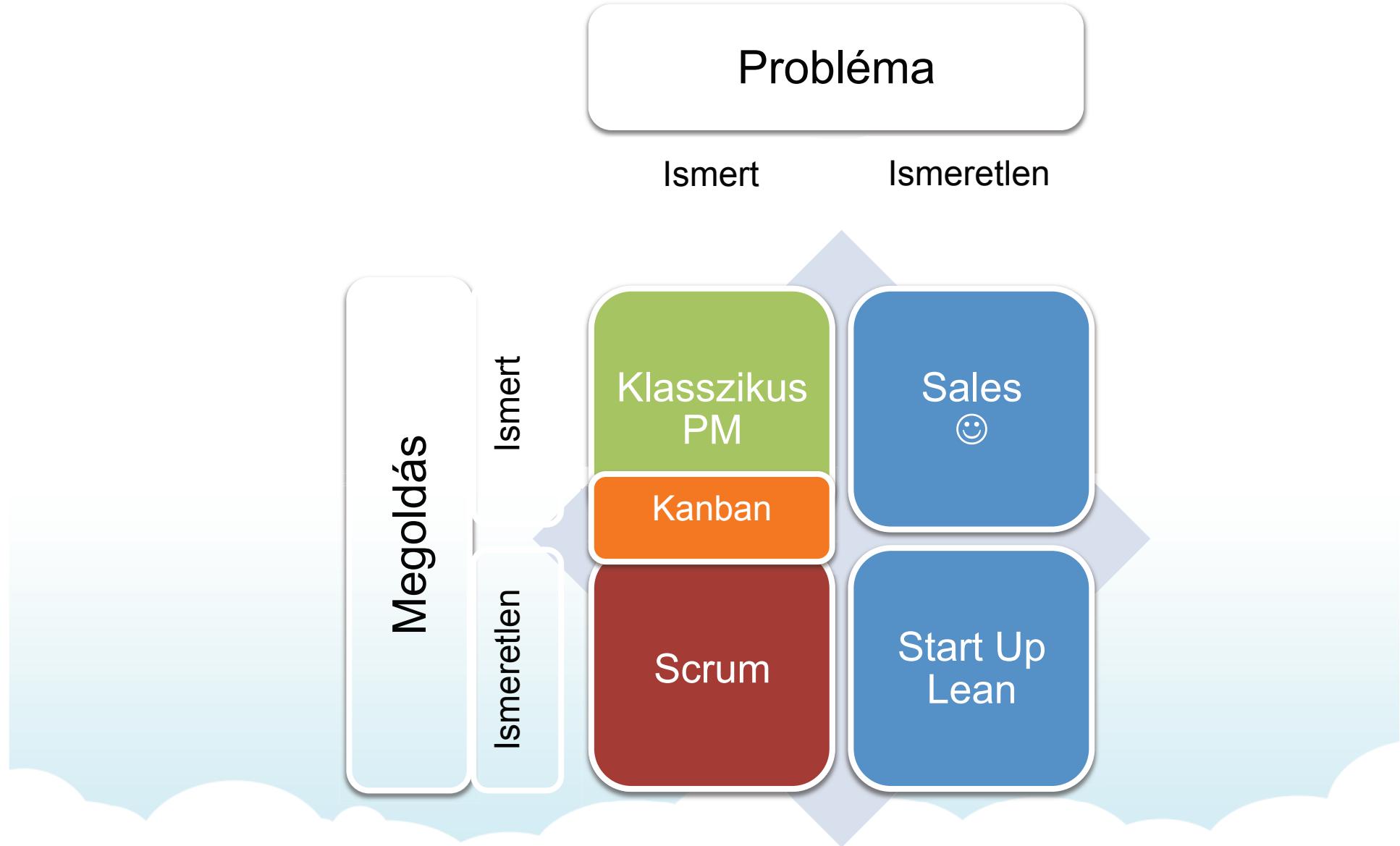


Megoldás

Komoly „ostrom” után mertek
csak előjönni a „fedezékből”



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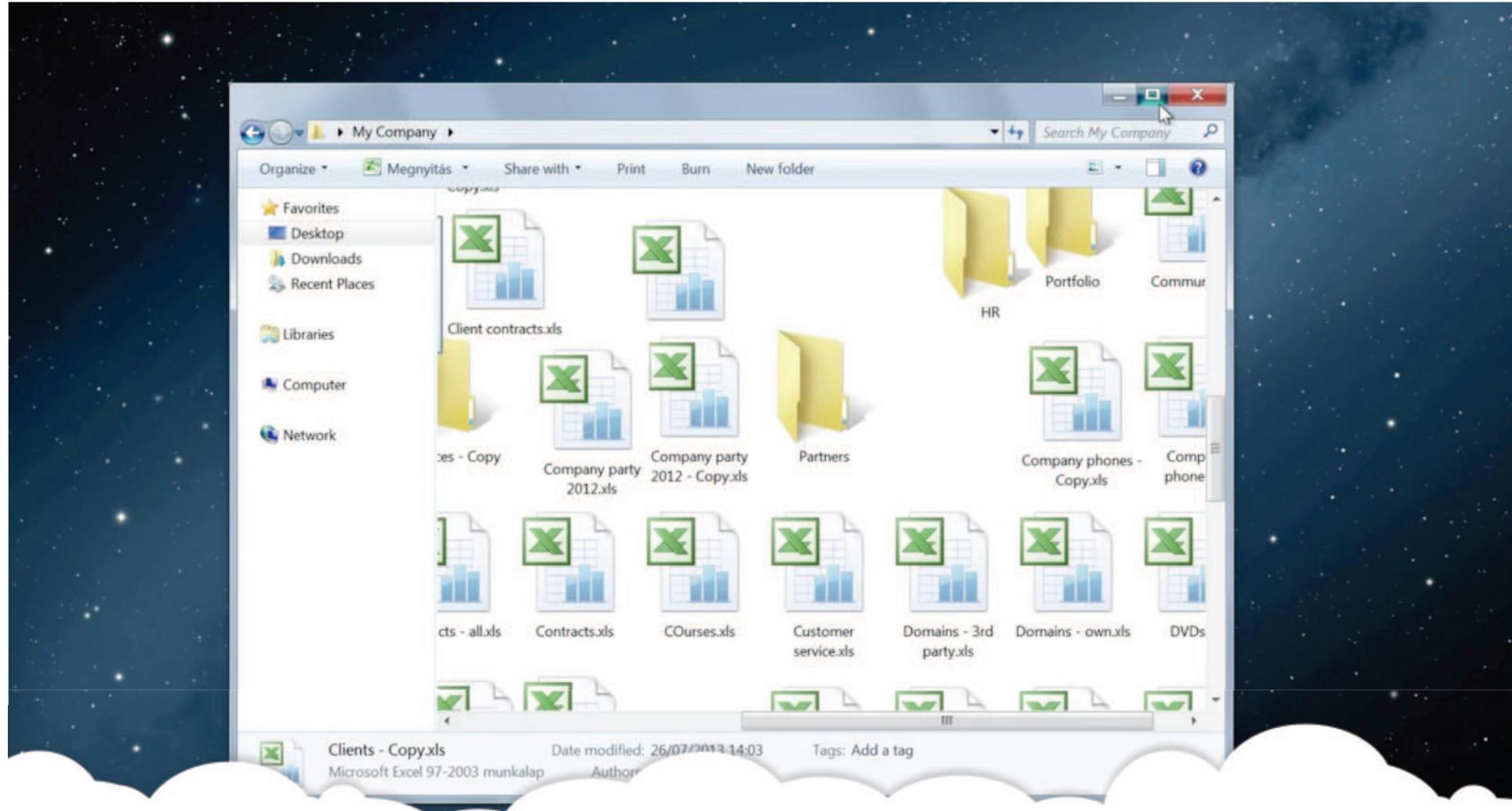


Tudatos küzdelem a rutin ellen





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spreadsheets are **everywhere**

A screenshot of Microsoft Excel showing a table of company staff members. The table has three columns: Name, Position, and Picture. The 'Name' column contains 14 entries, including Andrew "Drew" Houston, Ben Horowitz, Ben Silbermann, Brian Chesky, Elon Musk, Eric Schmidt, Eugene Kaspersky, Guy Kawasaki, Jeff Bezos, Jeff Weiner, John Donahoe, Kevin Systrom, and Larry Ellison. The 'Position' column lists their roles such as Box Manager, Money Supplier, Print Marketing Manager, Accommodation Organizer, Company Fleet Supplier, PPC Admin, Virus Destroyer, Startupper, eBook Manager, Linked Professional, Procurement Manager, InstaSquare Photo Manager, and St. The 'Picture' column shows the path to their profile pictures, such as Staff/1/Picture, Staff/2/Picture, etc.

	Name	Position	Picture
1	Andrew "Drew" Houston	Box Manager	Staff/1/Picture
2	Ben Horowitz	Money Supplier	Staff/2/Picture
3	Ben Silbermann	Print Marketing Manager	Staff/3/Picture
4	Brian Chesky	Accommodation Organizer	Staff/4/Picture
5	Elon Musk	Company Fleet Supplier	Staff/5/Picture
6	Eric Schmidt	PPC Admin	Staff/6/Picture
7	Eugene Kaspersky	Virus Destroyer	Staff/7/Picture
8	Guy Kawasaki	Startupper	Staff/8/Picture
9	Jeff Bezos	eBook Manager	Staff/9/Picture
10	Jeff Weiner	Linked Professional	Staff/10/Picture
11	John Donahoe	Procurement Manager	Staff/11/Picture
12	Kevin Systrom	InstaSquare Photo Manager	Staff/12/Picture
13	Larry Ellison		St

at Karma Platform we turn **spreadsheets**

My Company

karma

Staff

Supply Device Furniture Customers Staff

Add Edit Delete Clone Export

My Company.xls [Compatibility Mode] - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View

C24

	Name	Position	Picture
1	Andrew "Drew" Houston	Box Manager	Staff/1/Picture
2	Ben Horowitz	Money Supplier	Staff/2/Picture
3	Ben Silbermann	Pint Marketing Manager	Staff/3/Picture
4	Brian Chesky	Accommodation Organizer	Staff/4/Picture
5	Elon Musk	Company Fleet Supplier	Staff/5/Picture
6	Eric Schmidt	PPC Admin	Staff/6/Picture
7	Eugene Kaspersky	Virus Destroyer	Staff/7/Picture
8	Guy Kawaeaki	Startupper	Staff/8/Picture
9	Jeff Bezos	eBook Manager	Staff/9/Picture
10	Jeff Weiner	Linked Professional	Staff/10/Picture
11	John Donahoe	Procurement Manager	Staff/11/Picture
12	Kevin Systrom	InstaSquare Photo Manager	Staff/12/Picture
13	Larry Ellison	Chief Database Architect	Staff/13/Picture

ben-horowitz.jpg Ben Horowitz Zoltán Szilágyi

ben-silbermann.jpg Ben Silbermann Zoltán Szilágyi

elon-musk.jpg Elon Musk Zoltán Szilágyi

eric-schmidt.jpg Eric Schmidt Zoltán Szilágyi

Task Messages Chat Help

into business apps

The image displays three overlapping windows illustrating the integration of various business applications:

- Spreadsheet Application (Left):** Shows a list of names from 1 to 14, including Andrew "Drew" Houston, Ben Horowitz, Ben Silbermann, Brian Chesky, Elon Musk, Eric Schmidt, Eugene Kaspersky, Guy Kawasaki, Jeff Bezos, Jeff Weiner, John Donahoe, Kevin Systrom, and Larry Ell. The row for Andrew "Drew" Houston is selected.
- Photo Manager (Top Center):** A grid of four photos: Andrew Houston, Ben Horowitz, Ben Silbermann, and Brian Chesky. Below each photo is its name and a small preview.
- Business Management System (Right):** A Karma application interface for managing staff. It shows a list of staff members (Supply, Device, Furniture, Customers, Staff) and a detailed view for Andrew "Drew" Houston. The detailed view includes:
 - Additional Information:** Name: Andrew "Drew" Houston; Birth Date: 1991.07.05.; E-mail: andrew.houston@karmaplatform.co; Position: Box Manager; Tel: 759-857-5363; Employed Since: 2013.06.24.
 - Device:** A table listing devices used by Andrew "Drew" Houston, including an iMac and an iPad Retina.

into business apps

Applications Users & Rights Customization domain User

karma Content Groups

Home Search Refresh Favorites Settings

Drag your spreadsheet here

or Upload your Excel sheet Browse

Get from Google Spreadsheet Import

or copy Google Spreadsheet URL here

EDUCATION COLLECTIONS

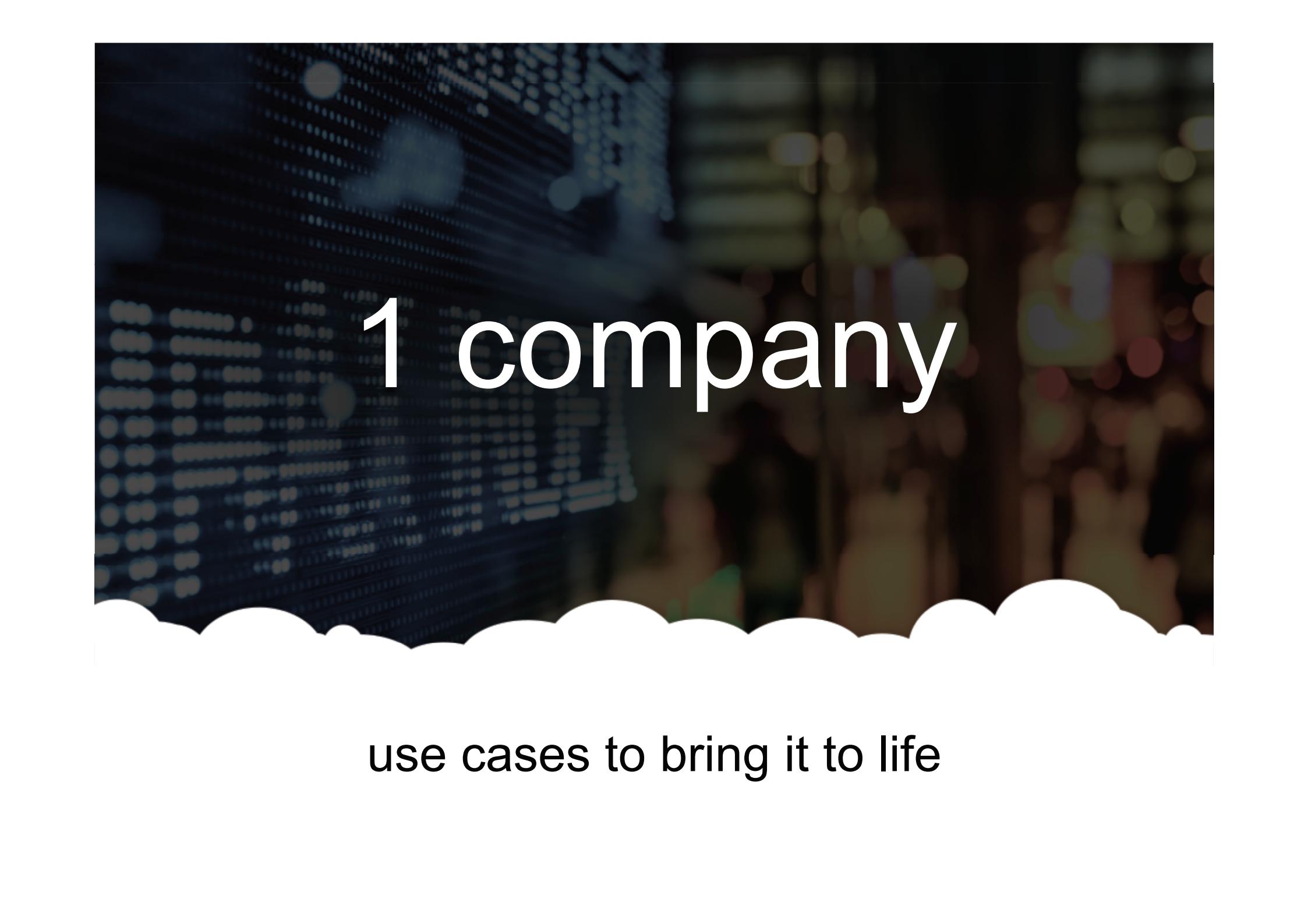
MONITORING

The screenshot shows the Karma application interface. At the top, there's a red header bar with links for Applications, Users & Rights, Customization, domain, User, and settings. Below the header, the word "karma" is displayed next to a logo, and "Content Groups" is shown with a lock icon. A toolbar below includes icons for Home, Search, Refresh, Favorites, and Settings. The main area features a large green dashed box with the text "Drag your spreadsheet here". Below this box is a small icon of a spreadsheet labeled "MyCompany". To the right of the main area are two boxes: one for importing Excel sheets (with a "Browse" button) and another for getting data from Google Spreadsheets (with an "Import" button). At the bottom right, there are links for "EDUCATION COLLECTIONS" and "MONITORING". The background has a wavy pattern.

rinse and repeat



use cases to bring it to life



1 company

use cases to bring it to life



160 Excel sheets

use cases to bring it to life



constantly changing
business model

use cases to bring it to life



1 application

use cases to bring it to life

Deals Back Office Standard Parameters Position Market Data Cash Flow Energy Trade International A.G. Administrator 

 Standard Physical Deal

Save Cancel Trade Recap Internal Confirmation External Confirmation Warning

Standard Physical Dealing Standard FX Dealing Standard Commodity Swap Dealing Capacity

Identifier | Deal | Date | Volume / Price | Additional Information | VAT | Exercise | Remark | Cash Flow Recalculation | Cash Flow | System Information | Activity | Attachments

Identifier

Num:	1194	Book:	Meti all
Entity Ticket:	SGD-001194	Counterparty Ticket:	Click here and type text
Deal Date:	2012.04.30. 20 10:00 	Confirmation Status:	signed and sent back

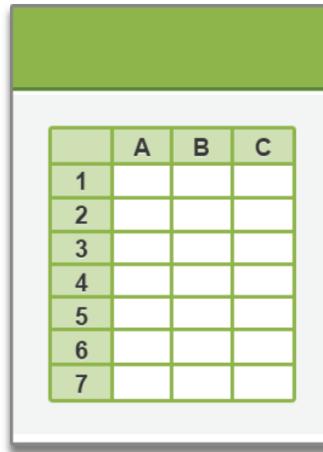
Deal

Entity:	Counterparty:		
Entity Dealer:	Szabó Gergely	Counterparty Dealer:	ENOI S.p.A. Dealer 1
Deal Type:	LF	Broker:	no broker selected
Delivery Point:	VTP Austria	Commodity Product:	Natural Gas

Date

Start Date:	2012.04.30. 20 06:00 	End Date:	2012.05.01. 21.00 
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use cases to bring it to life



160 Excel sheets

remember?



1 yr



vs



0.2 yr

how long did it take?



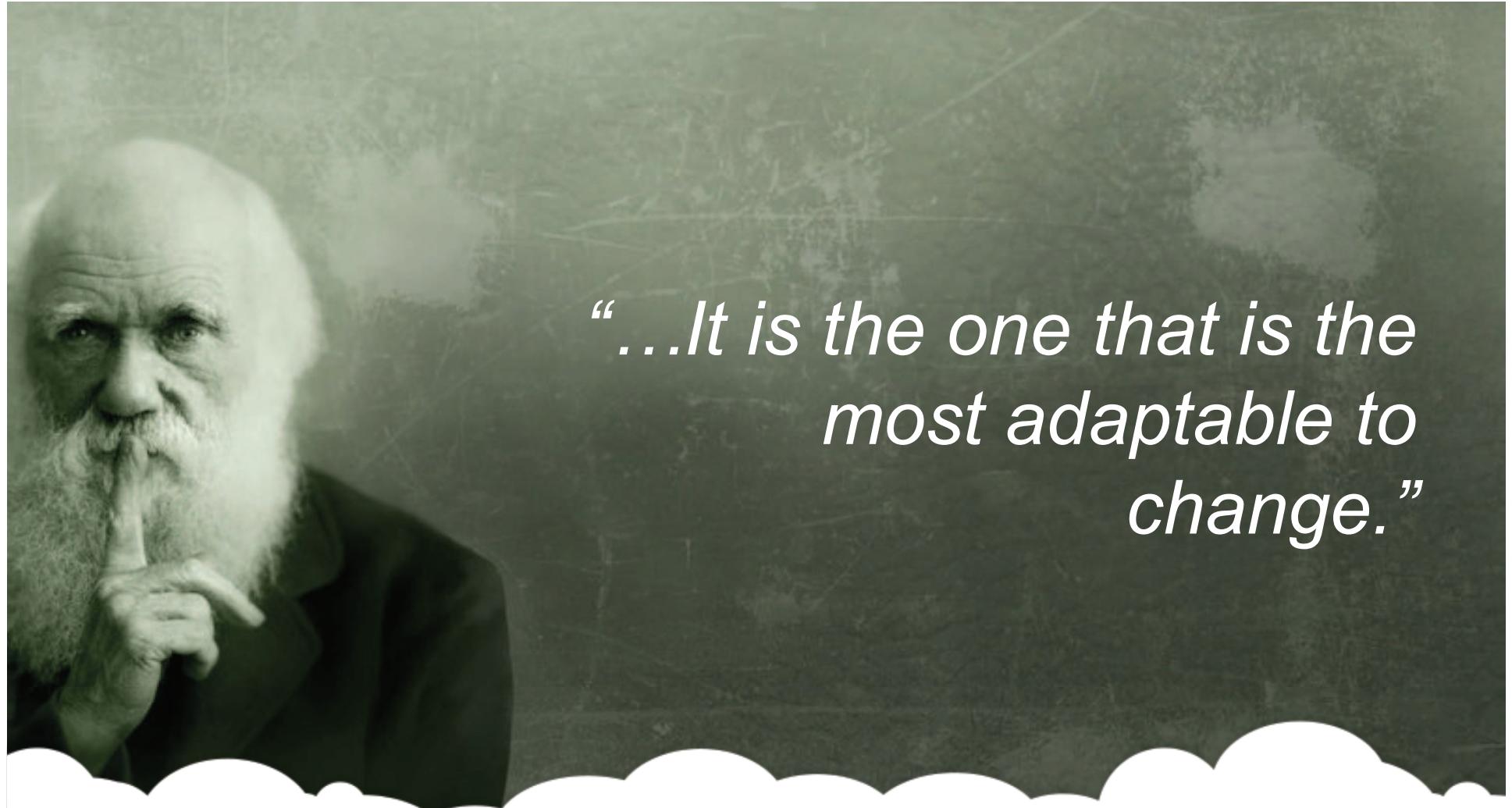
\$1M



\$300k

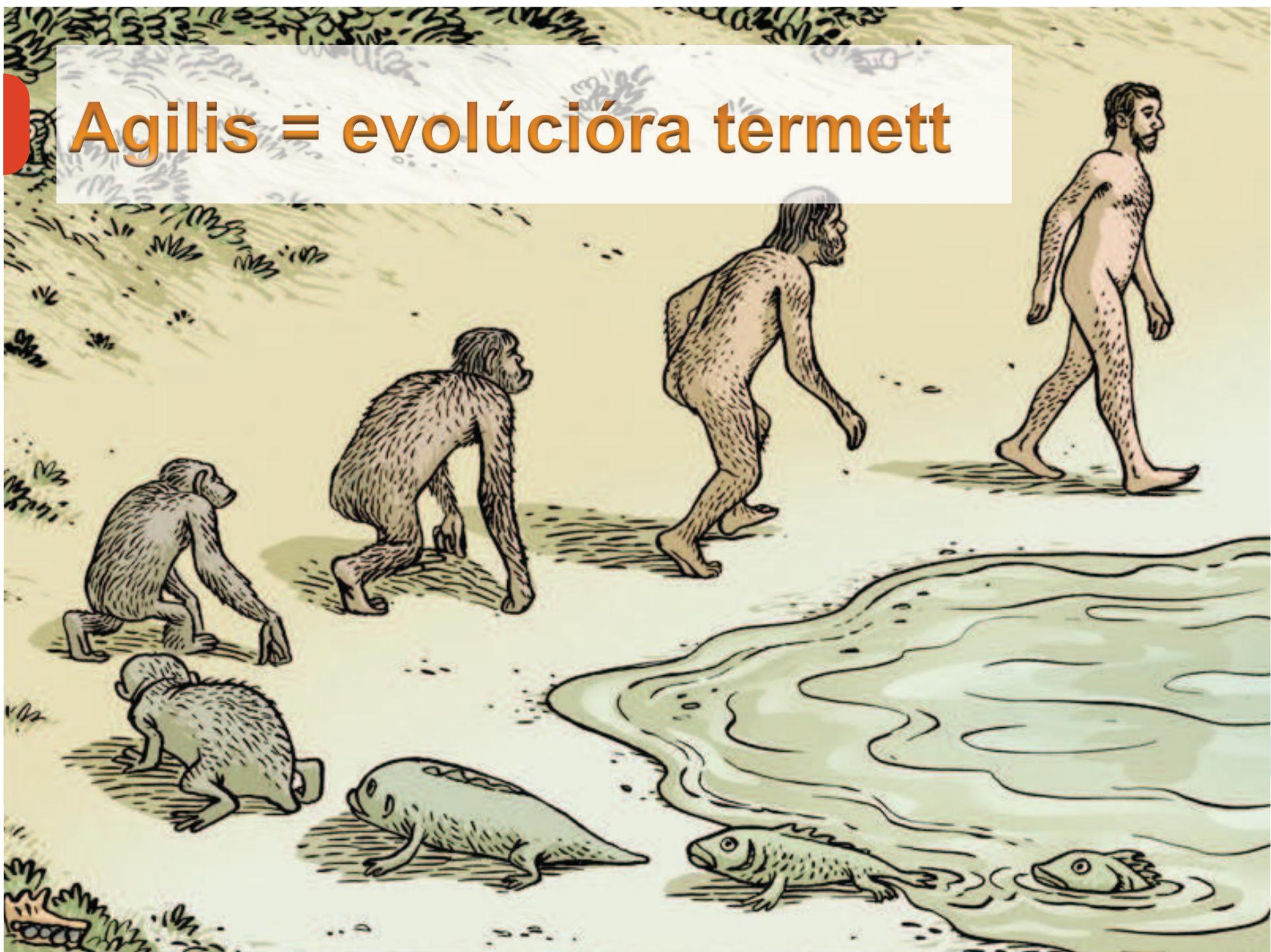
vs

how much did it **cost?**

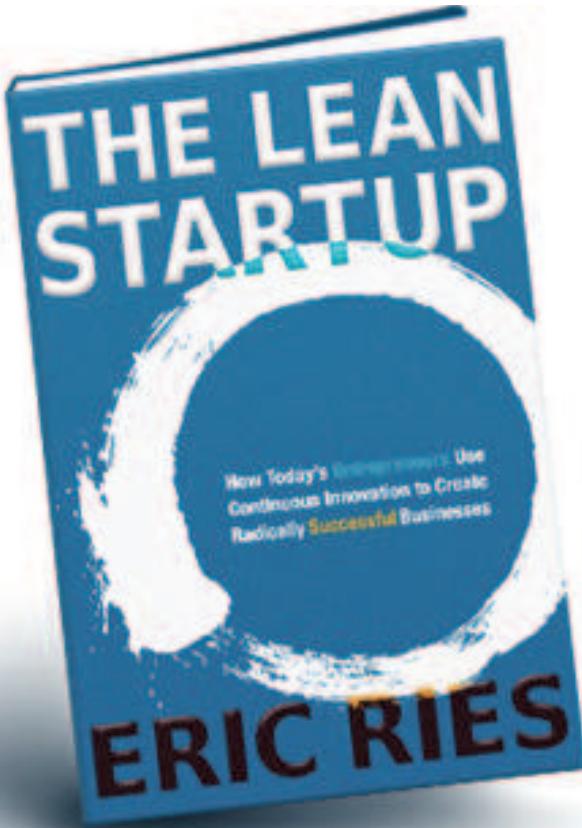


*“...It is the one that is the
most adaptable to
change.”*

ever-changing business model



D Agilis = evolúcióra termett



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Honnan?

Hová?



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1993...



Egyetlen Anglián kívüli vállalkozásként meghívást kaptunk a Bloomberg GROW programba





Questions

Answers



Agilitás!

Kifizetődő!



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Köszönöm a figyelmet!



karma

anton.kovach@shiwaforce.com