



# Karma: Business meets startup

Úton Londonig



**karma**

# Egyetlen Anglián kívüli vállalkozásként meghívást kaptunk a Bloomberg GROW programba





# Honnan?

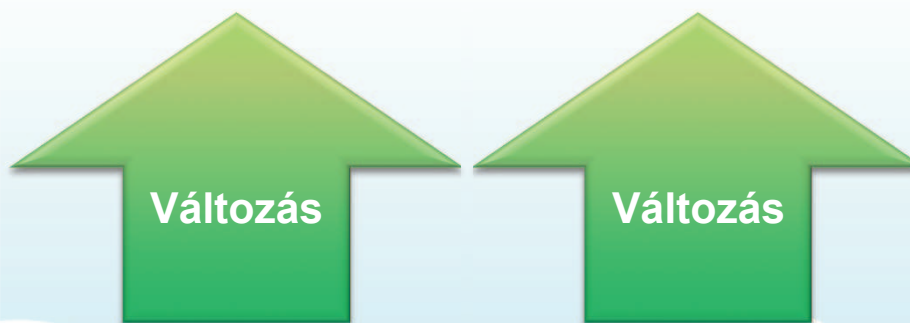
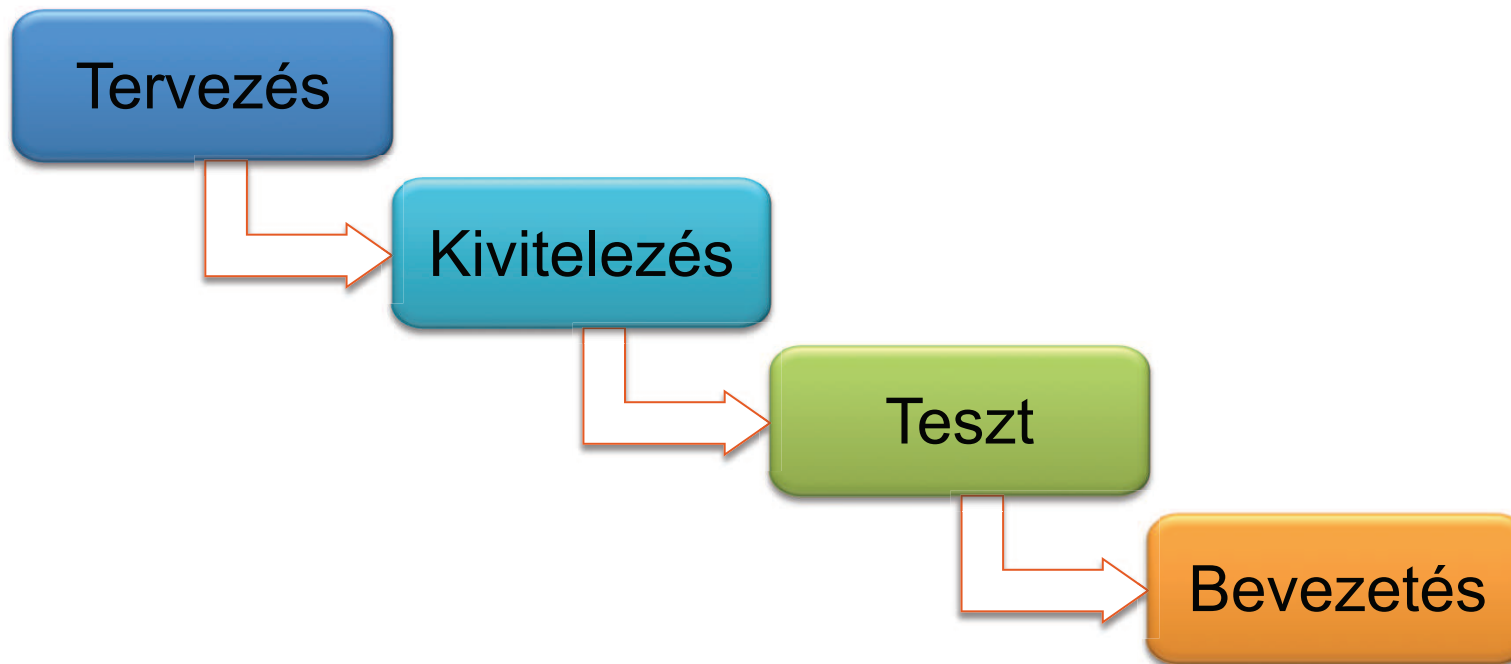
# Hová?



1993...



# változás



Tervezés



Vitalitás

Tűz

Bevezetés

Változás

Változás

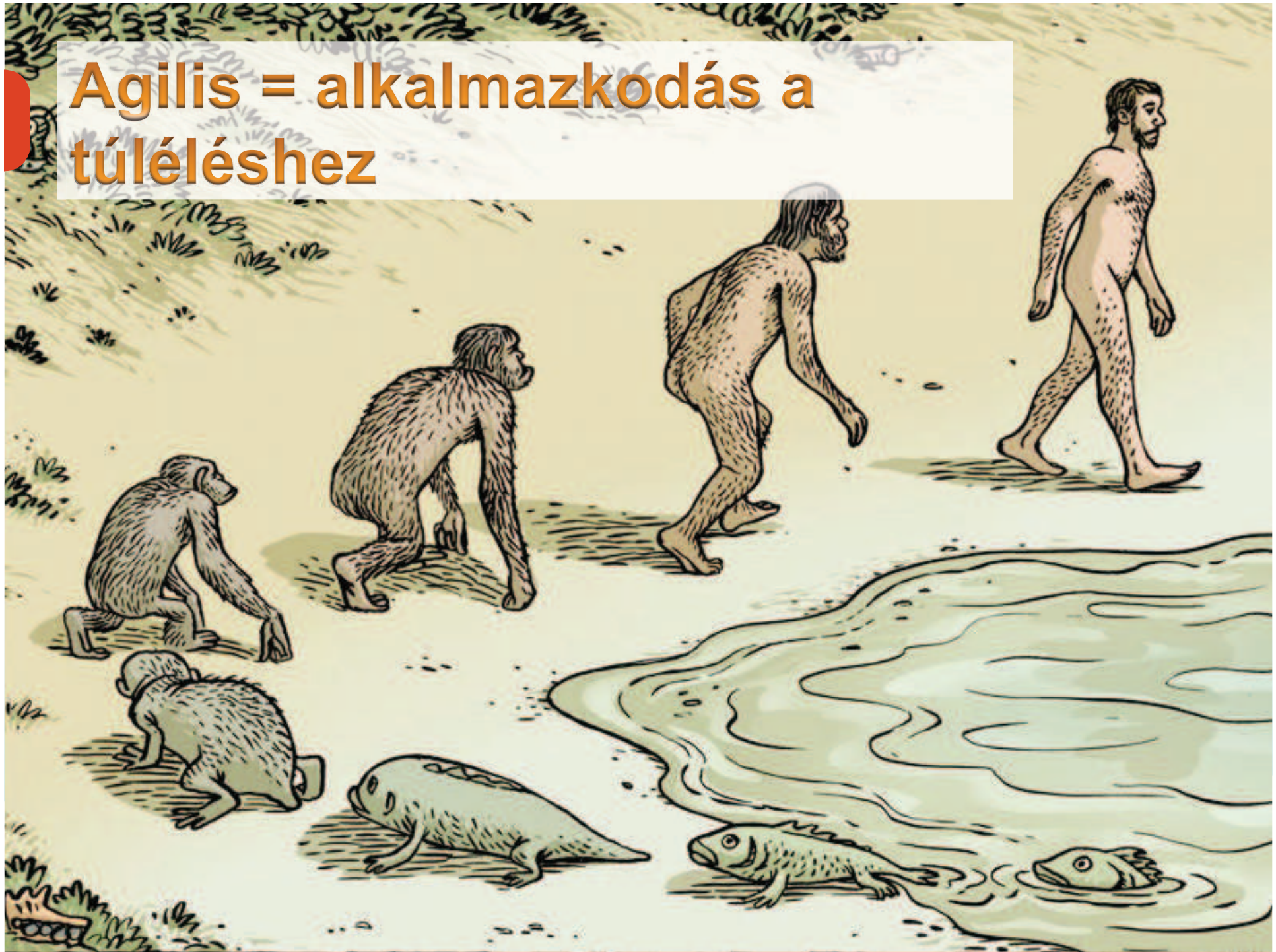
Változás



# folyamatos változás



**Agilis = alkalmazkodás a  
túléléshez**





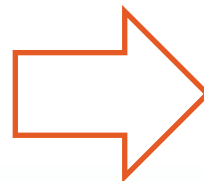
*Questions*

*Answers*

# Agilitás a marketingben



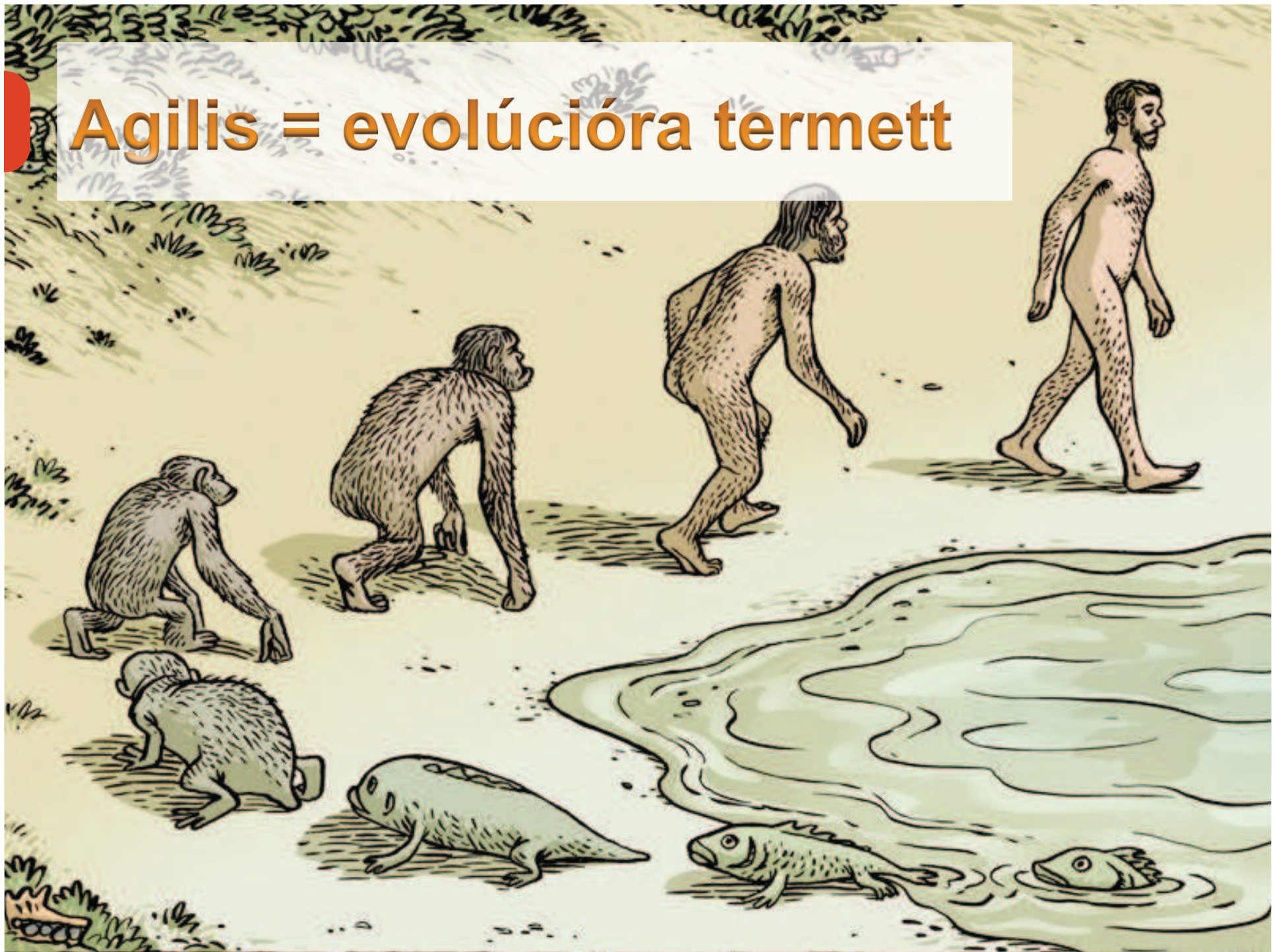
# Agilitás a PR-ban







**Agilis = evolúcióra termett**





**SIWWWA**  
DEUS EX MACHINA



# Hosszú távon lojális ügyfelek





# Deloitte.

Technology Fast50  
CE 2010, 2011 Winner

# Cég

## ShiwaForce.com

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



ShiwaForce.com

# Hőskorszak kezelése: „én jobban tudom”

## Probléma

A kollégák nem egyeztettek a megrendelővel az elképzelésekről, prioritásokról



## Megoldás

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



# 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”



# Probléma

Ismert

Ismeretlen

Megoldás

Ismert

Ismeretlen

Klasszikus PM

Kanban

Scrum

Sales  
😊

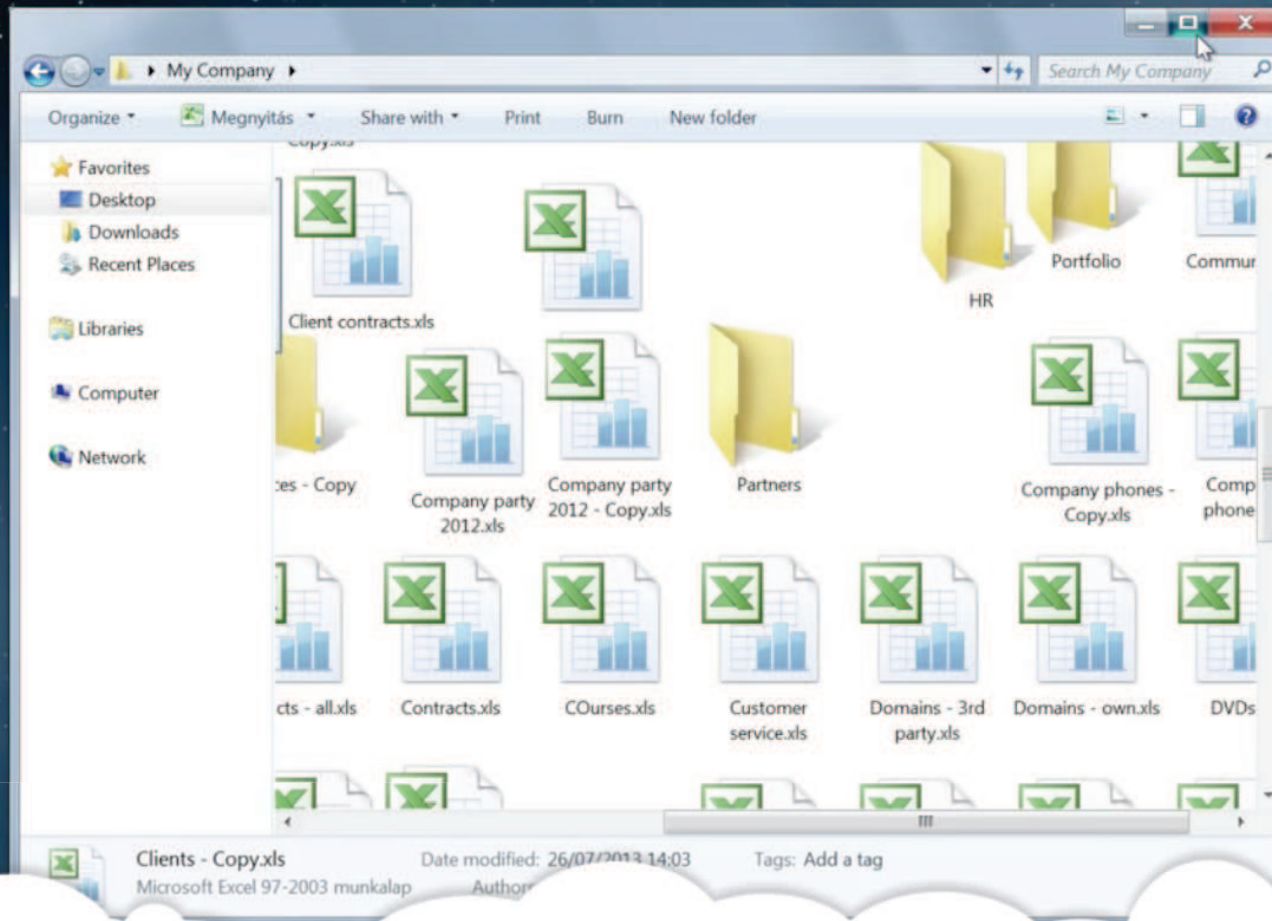
Start Up  
Lean

Tudatos  
küzdelem a  
rutin ellen









spreadsheets are **everywhere**

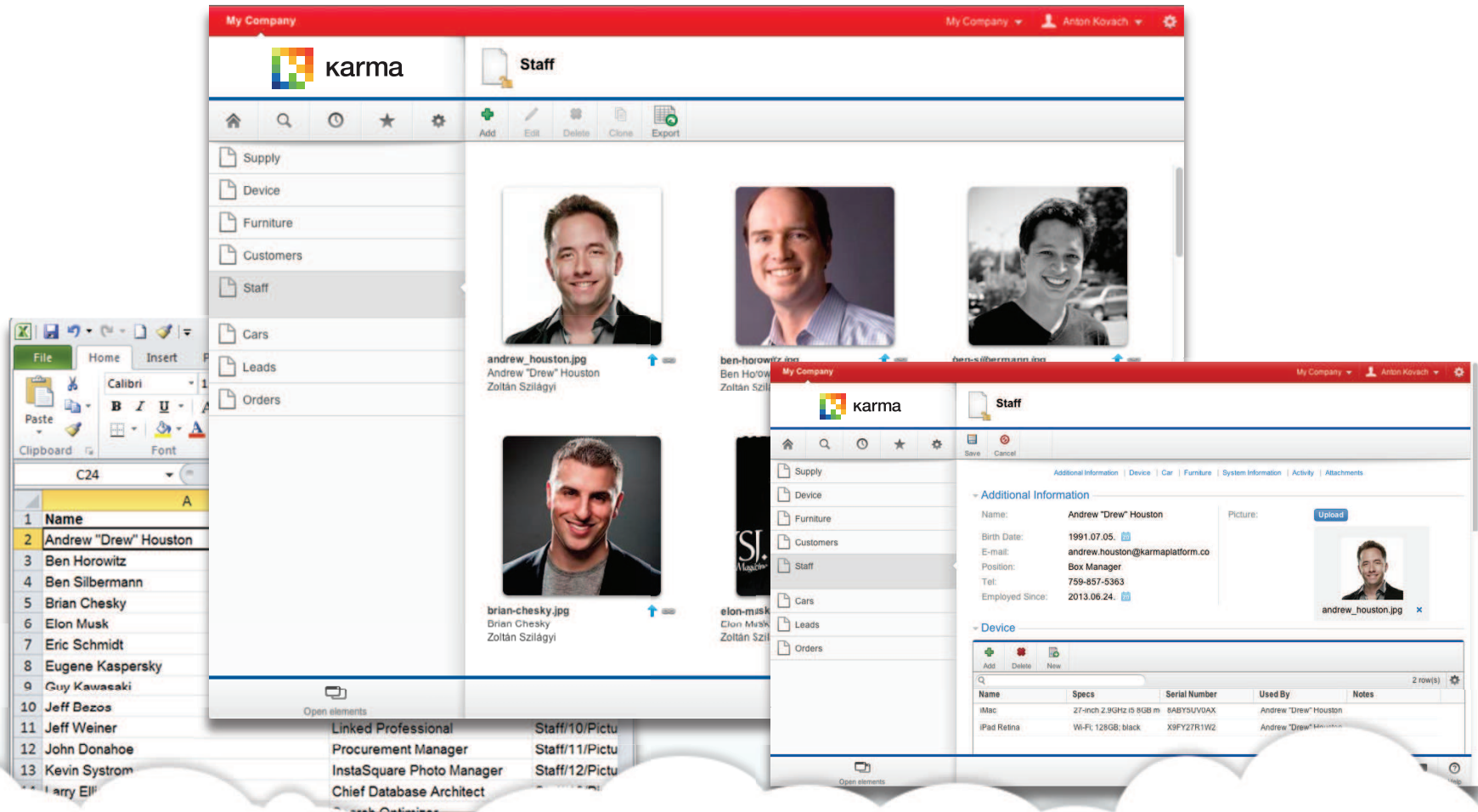
	A	B	
1	Name	Position	Picture
2	Andrew "Drew" Houston	Box Manager	Staff/1/Picture
3	Ben Horowitz	Money Supplier	Staff/2/Picture
4	Ben Silbermann	Pint Marketing Manager	Staff/3/Picture
5	Brian Chesky	Accommodation Organizer	Staff/4/Picture
6	Elon Musk	Company Fleet Supplier	Staff/5/Picture
7	Eric Schmidt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

at Karma Platform we turn **spreadsheets**

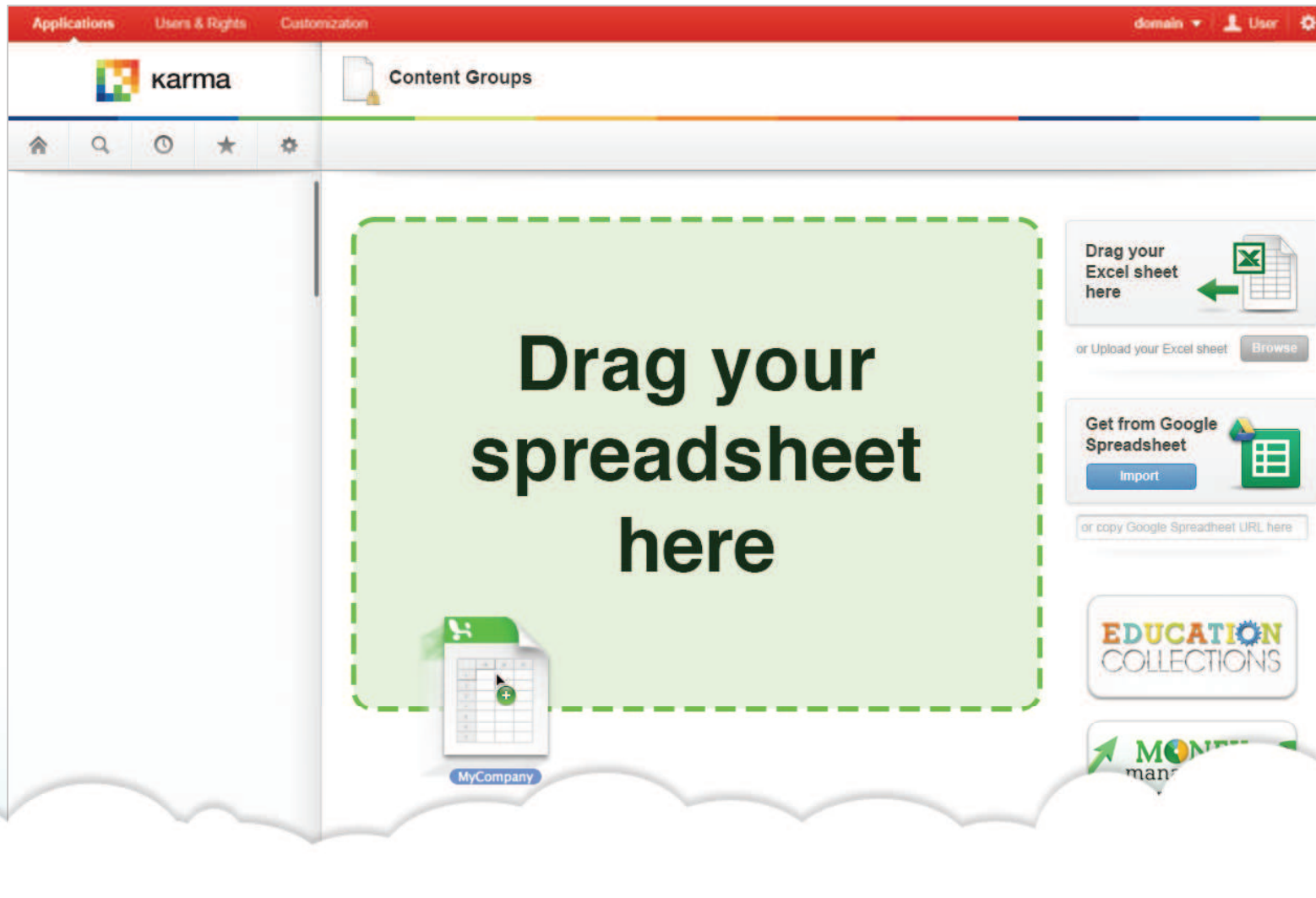
The image shows a web application interface for 'My Company' with a red header bar. The main content area displays a staff directory with five profile cards, each featuring a photo and a caption with a filename and names. An Excel spreadsheet window is overlaid on the left, showing a table with columns for Name, Position, and Picture.

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

into **business apps**



into **business apps**



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

**MET**  
MOL Energy Trade International AG

### 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. 10:00	Confirmation Status:	signed and sent back

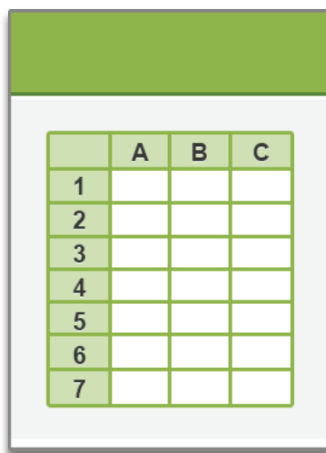
**Deal**

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:	06:00	End Date:	
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use cases to bring it to life

An icon of an Excel spreadsheet with a green header bar and a grid of cells. The grid has 7 rows and 3 columns labeled A, B, and C. The rows are numbered 1 through 7.

	A	B	C
1			
2			
3			
4			
5			
6			
7			

# 160 Excel sheets

remember?



1 yr



vs

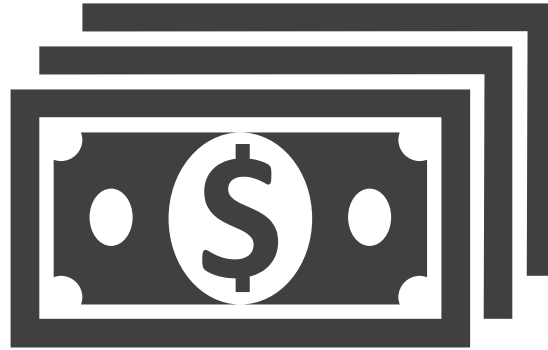


0.2 yr

how long did it take?



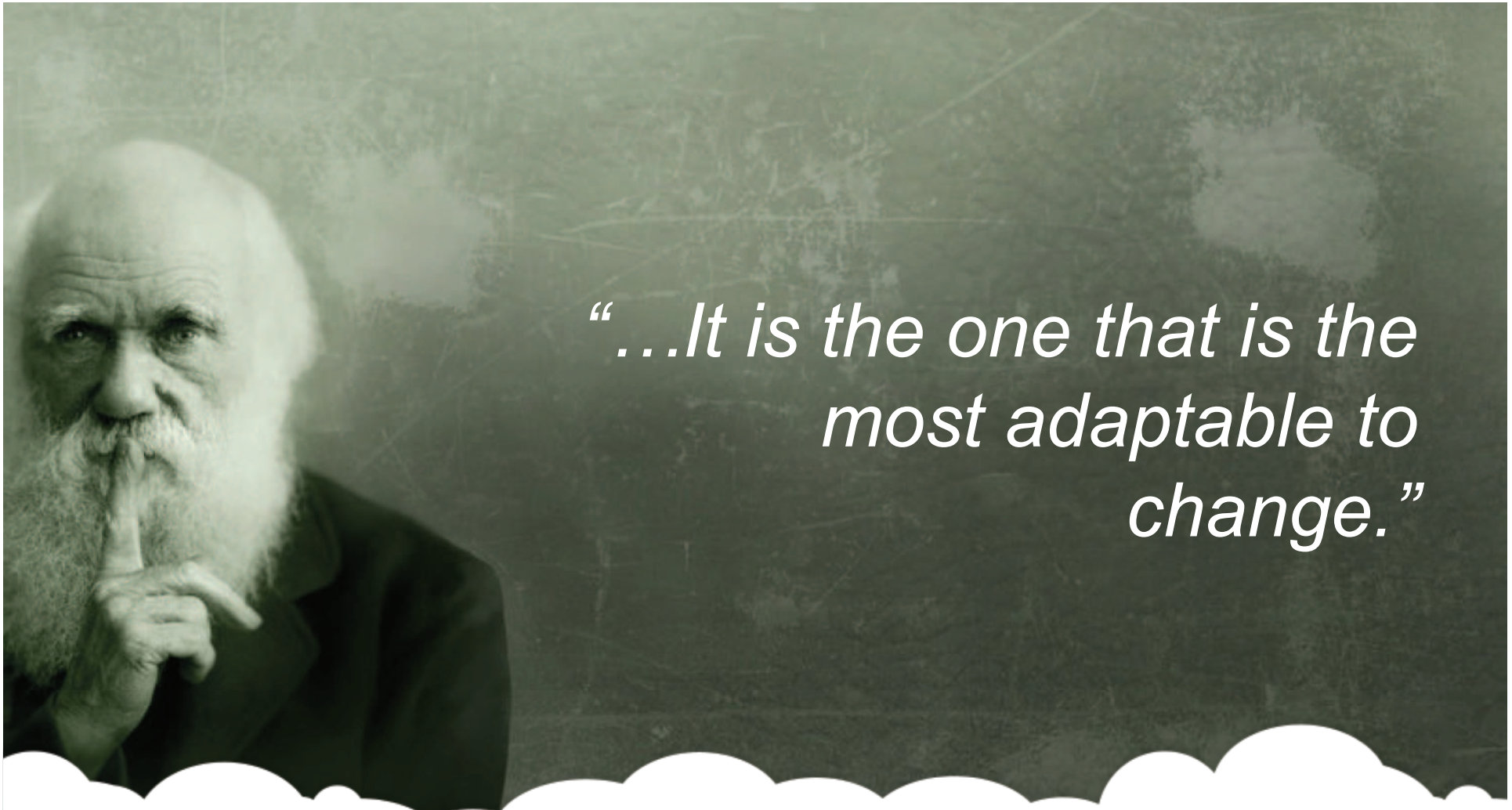
\$1M



\$300k

vs

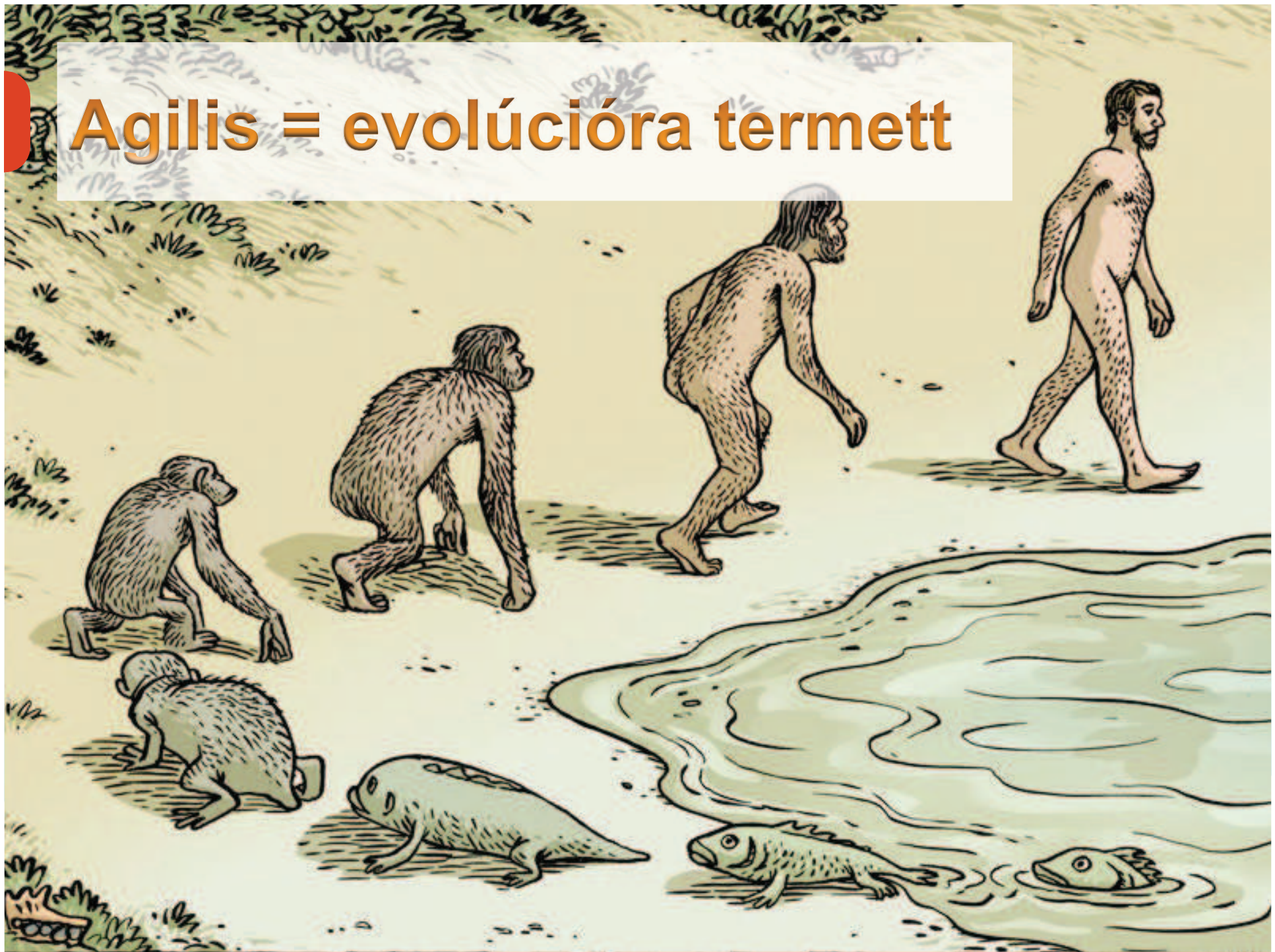
how much did it **cost**?



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

**ever-changing** business model

**Agilis = evolúcióra termett**









# Honnan?

# Hová?

1993...



# Egyetlen Anglián kívüli vállalkozásként meghívást kaptunk a Bloomberg GROW programba







# Agilitás!

# Kifizetődő!

**MOVEMBER**



Köszönöm a figyelmet!



**karma**

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