

FEJLESSZ ITTHON, ÜZLETELJ ODAÁT!

Digital Factory
@ App!mobile 2013
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Szabolcs 'Sabie' Valner

- Born in Hungary, lived in 13 countries
- Economist turned serial entrepreneur
- Vatera (2000-2008)
- RTL Ventures (2008-2011)
- Digital Factory (2011- ...)
 - Global startups from Budapest
 - Financing, mentoring, market access



WHY GLOBAL STARTUPS?

Hungarian Startup Value Creation



\$ 770 M



?



\$ 500 M +



?



\$ 20 M +



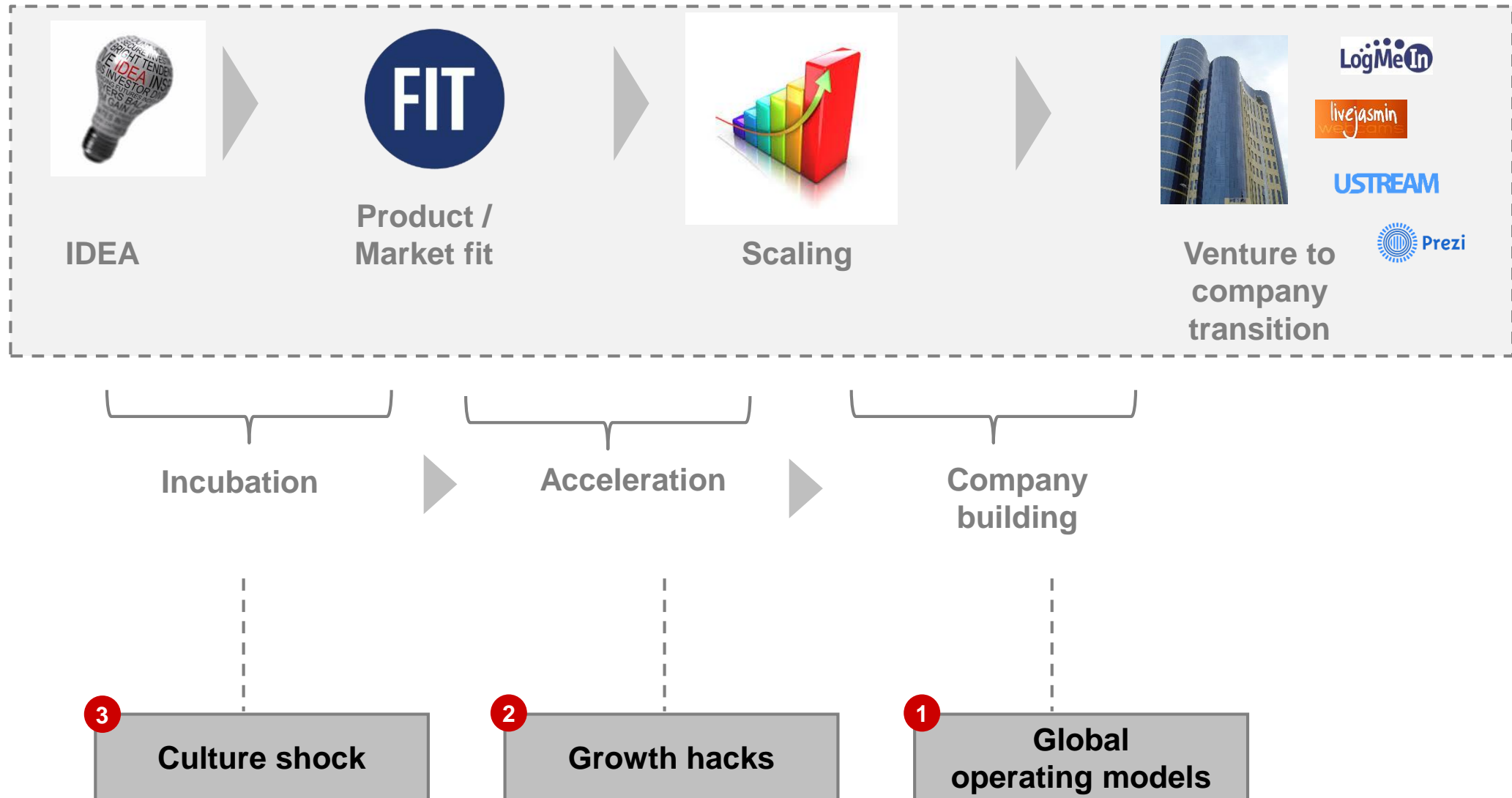
\$ 20 M +



(X)	\$ 1 billion potential
\$ 20 M + potential	(X)



CREATING (GLOBAL) STARTUPS



GLOBAL OPERATING MODELS (COMPANY BUILDING PHASE, U.S.-HUNGARIAN EXAMPLE)



- CEO / Management
- Sales and Marketing (global or US)
 - PR
- Head of product
 - UX



- CTO
- Development team
- Backend services
- (Sales and marketing, Rest of the world)



- Customer service
 - Content
 - Community



GROWTH HACKS (SCALING PHASE)



- Forget about marketing \$, focus on viral $k > 1$
- Build network effect into your product
- Focus on an (early adaptor) customer niche first, make them extremely happy. Let them guide you into new product features/markets
- Competition
 - Startups = don't worry
 - Corporation = focus on unmet demand
- ? PR, buzz ?



- Don't go to the U.S. too early
- Get a local cofounder
- Build credibility
- US: deal based culture, very quick
- Hire temp sales consultancies (\$10k+ p.m.)
- Be creative in finding partners
 - Same target group, different product
 - Your existing users
- Need aggressive sales team (\$60k – \$300k+)



CULTURE SHOCK (INCUBATION PHASE)



Shock factors

- Communication skills
- Self-promotion
- Sales is aggressive
- Extremely competitive and fast
- Must have „multinational co” work skills
- Fail fast, succeed faster



THANK YOU

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