

Build Your Own Tech Startup

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Tentang Bizzy Partner Bizzy Cara Berbelanja

Masuk

Daftar Sebagai Pelanggan

Berjualan di Bizzy

Kelola Semua Aktivitas Pengadaan Perusahaan Anda dalam Satu Platform

Marketplace dengan eProcurement yang transparan,
efisien, dan terpercaya



1. Registrasi Perusahaan

Bergabung di ekosistem
B2B terbesar di Indonesia



2. Verifikasi Dokumen

Kredibilitas perusahaan
lebih tinggi untuk TOP
fleksibel



3. Mulai Berbelanja

Solusi pengadaan & akses
ke jaringan vendor
terpercaya

Daftar
Sebagai
Pelanggan

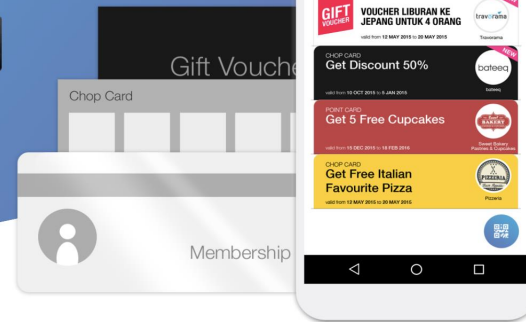
Daftar Sekarang →

Dirancang Khusus Untuk



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What's going on?

Every company is Software/Technology Company

NETFLIX



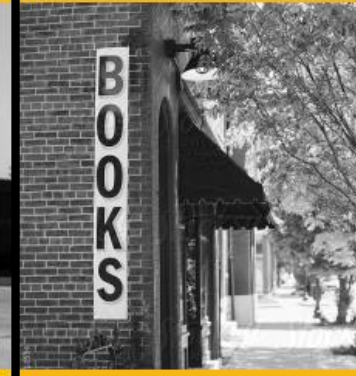
U B E R



skype



amazon.com



Digital Disruption Has Already Happened



Largest taxi company has no taxis



Largest accommodation provider has no real estates



Largest telco company has no telco infra



Most valuable retailer has no inventory



Most popular media owner creates no contents



Largest movie house has no cinemas



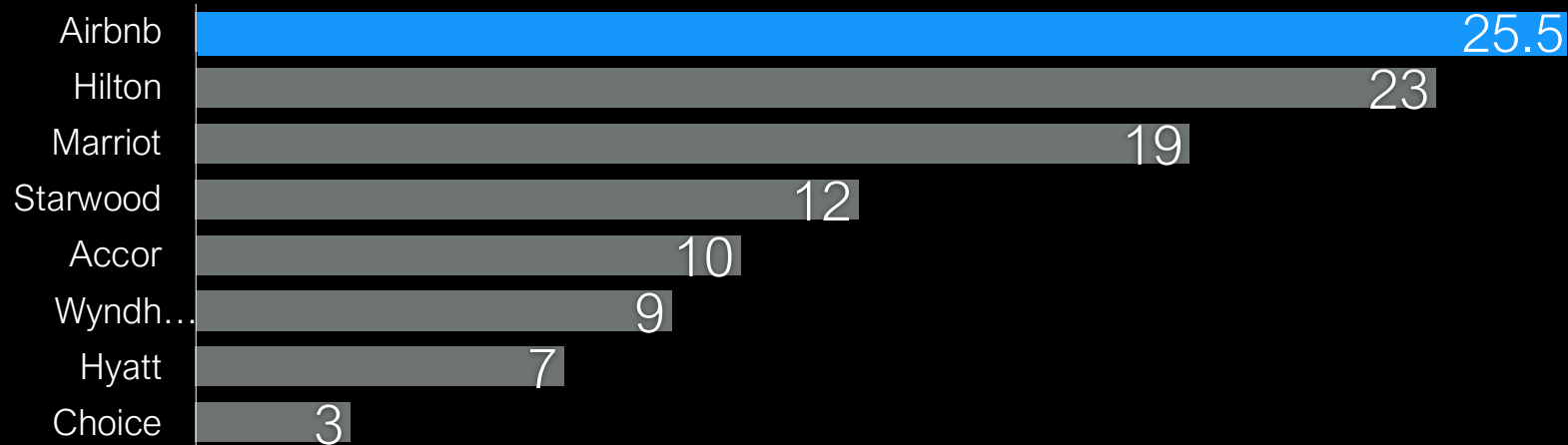
Largest software vendors do not write most of the apps



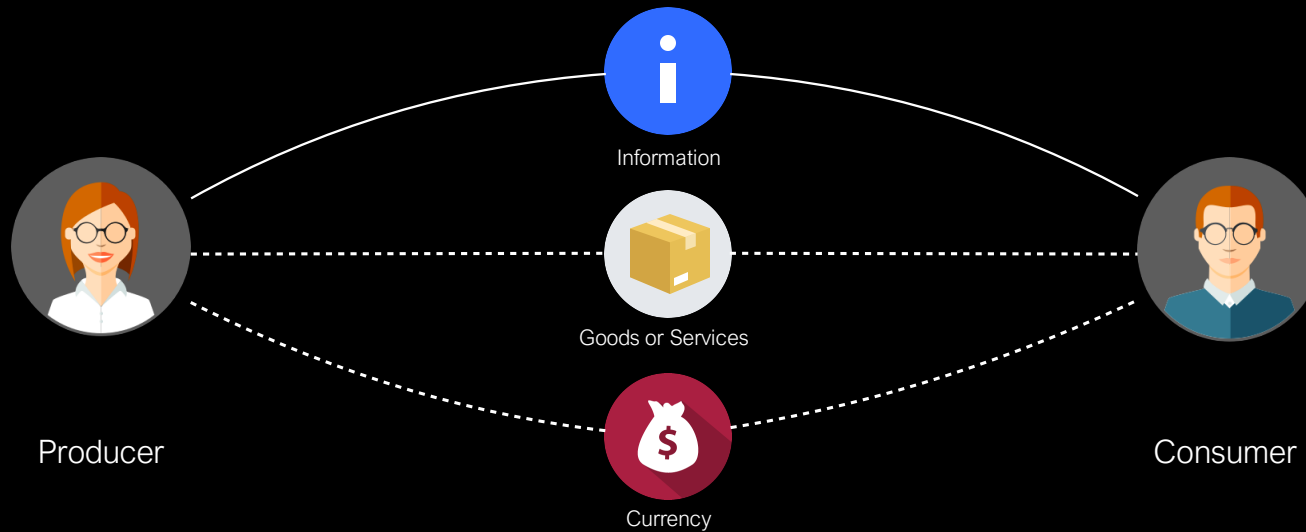
Indonesia's largest "transportation" company has no fleet

What does it mean? “Largest”?

Airbnb valuation compared to major hotel chains



Platform Business Model



Platform

Technology Infrastructure

Data

Characteristics of Durable Companies in Digital Era

- Has Proprietary Technology (something new, or 10x better than substitute)
- Has Network Effects (become more valuable as more participants are using it)
- Economies of Scale (gets bigger with fixed cost)
- Branding (The three above are substances for branding)

Tencent

Indonesia

go-jek

Asia

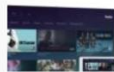
Popular Posts



Last chance to sign up for 2-for-1 tickets to Disrupt SF 2 days ago



Verizon sells its private cloud and managed hosting businesses to IBM 2 days ago



Hands on with Hulu's new Live TV service 2 days ago



Coinbase adds support for Litecoin 2 days ago



Jidenna and The Local Natives to put on a show at Disrupt NY Closing Concert 3 days ago



Facebook replaces Oculus

Indonesia's Uber rival Go-Jek raises \$1.2 billion led by Tencent at a \$3 billion valuation

Posted yesterday by Jon Russell (@jonrussell)



Next Story



Go-Jek, the motorbike on-demand startup that is battling Uber and Grab in Indonesia, has closed a new round of \$1.2 billion led by Chinese internet giant Tencent, two sources close the company told TechCrunch. The deal, which we understand was signed last week, values the company at \$3 billion post money. It is expected to be officially announced "soon."

Go-Jek declined to comment. Tencent did not respond to requests for comment.

Go-Jek raised \$550 million as recently as August 2016, when it commanded a valuation of \$1.2 billion, according to sources. It is expected to be officially announced "soon."

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AdChoices

Crunchbase

Go-Jek

FOUNDED 2010

OVERVIEW

GO-JEK is a social enterprise that partners with a group of experienced and trustworthy ojek drivers to deliver a one-stop-shop convenience service for Indonesians. Service is now available in Jakarta, Bali and Bandung and our services include Transport, Courier, GO-FOOD and Shopping. The mobile app for iOS and Android is available to download www.go-jek.com/app/. You can process your orders faster, ...

LOCATION

Jakarta, 04

Regulating the internet giants

The world's most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules



David Parkins

Print edition | Leaders >

May 6th 2017



A NEW commodity spawns a lucrative, fast-growing industry, prompting antitrust regulators to step in to restrain those who control its flow. A century ago, the resource in question was oil. Now similar

Advertisement



Fit for Growth cost transformations do more than save organizations money



If led well, they help to drive growth at the same time

[read more](#)

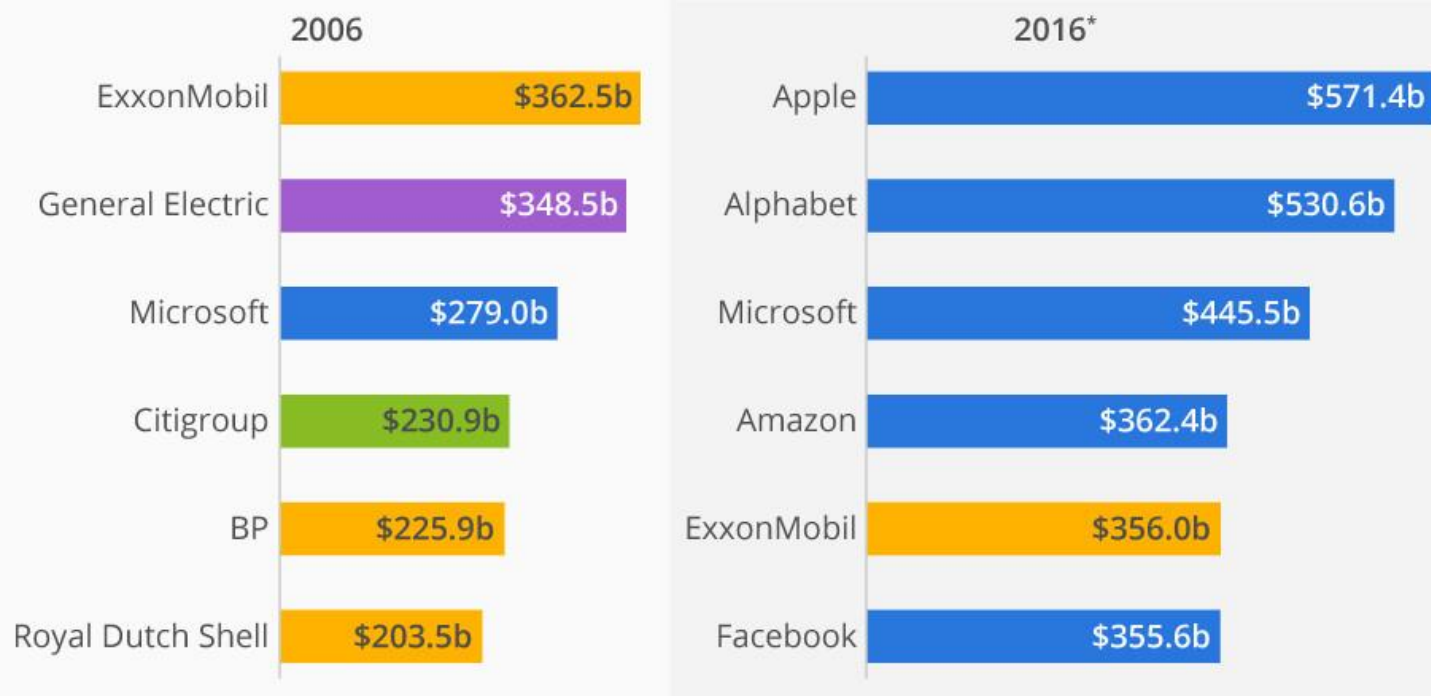
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The Age of Tech

Market capitalization of the world's most valuable public companies

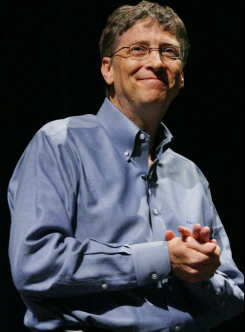
Tech Oil/Energy Financial Services Conglomerate



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@StatistaCharts

* as of August 1, 2016
Sources: Yahoo! Finance, Forbes

statista

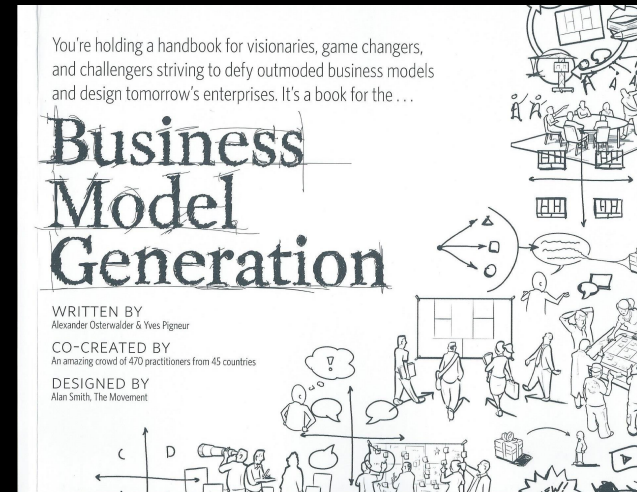
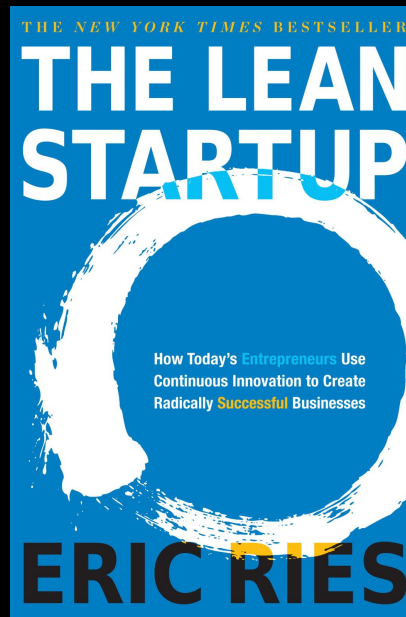
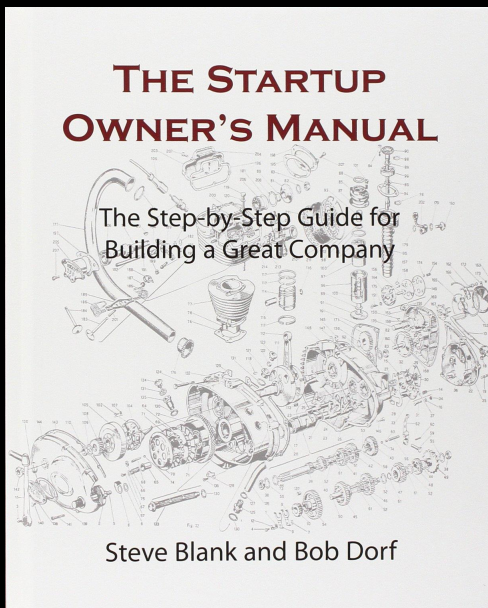


You can build yours

1. Build The Right Thing,
 2. Build The Thing Right,
- Everything else is noise.

1. Build The Right Thing

Good References

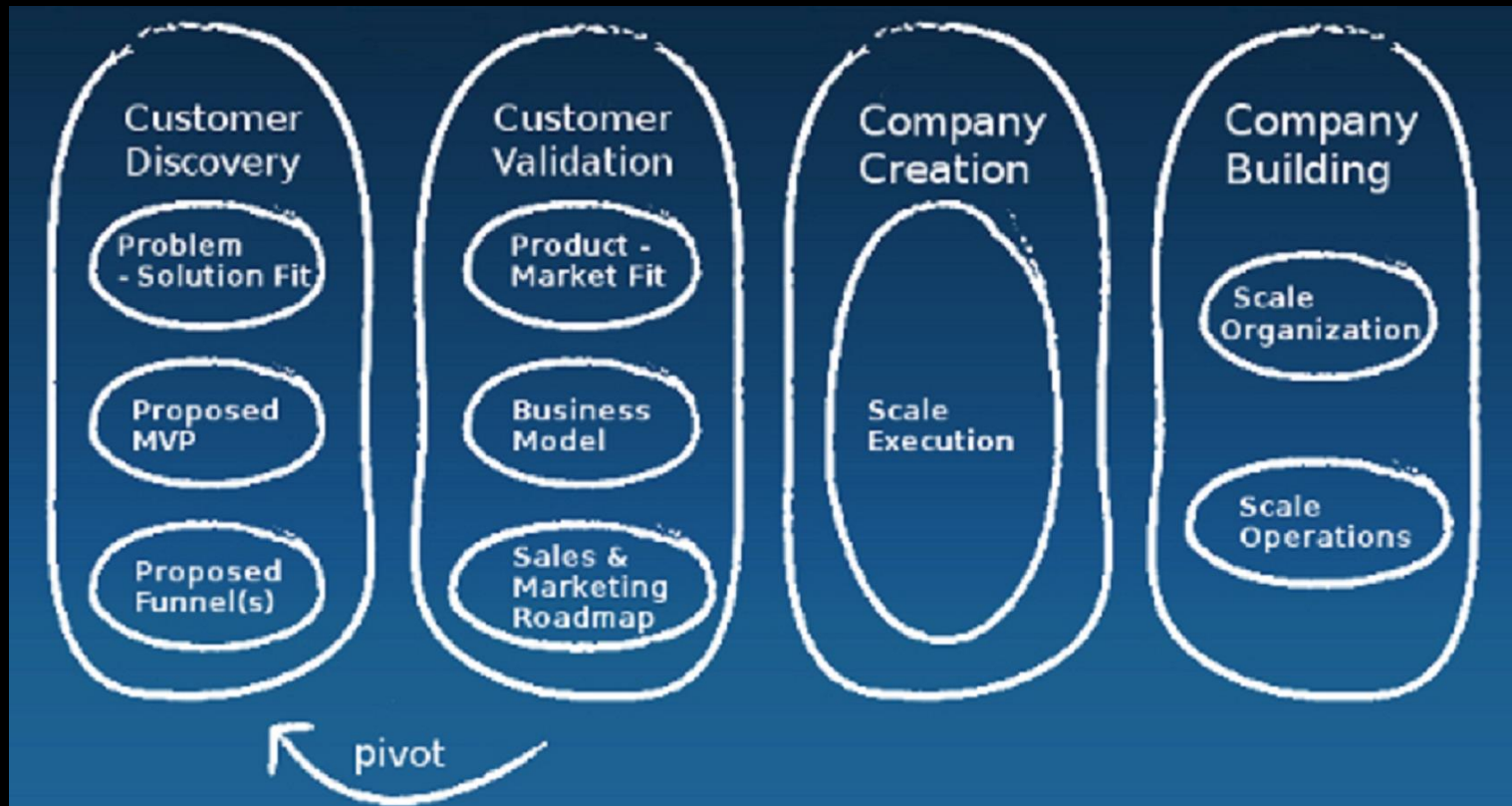


Startup is NOT a small version of big company

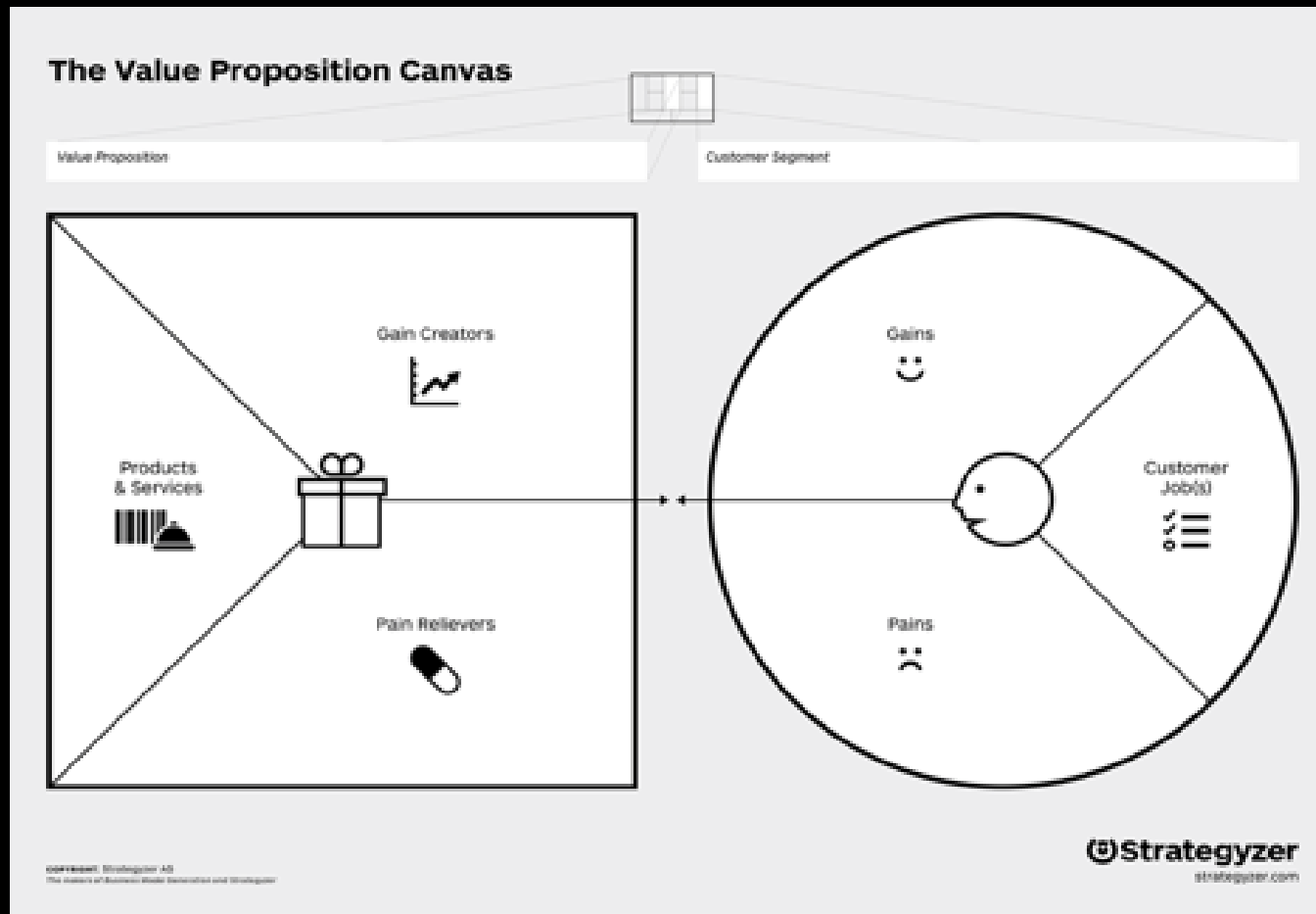
“A startup is a **temporary** organization **in search** of a scalable, repeatable, profitable **business model**”

- *Steve Blank*

Customer Development












Value Proposition Canvas



Business Model Canvas

The Business Model Canvas

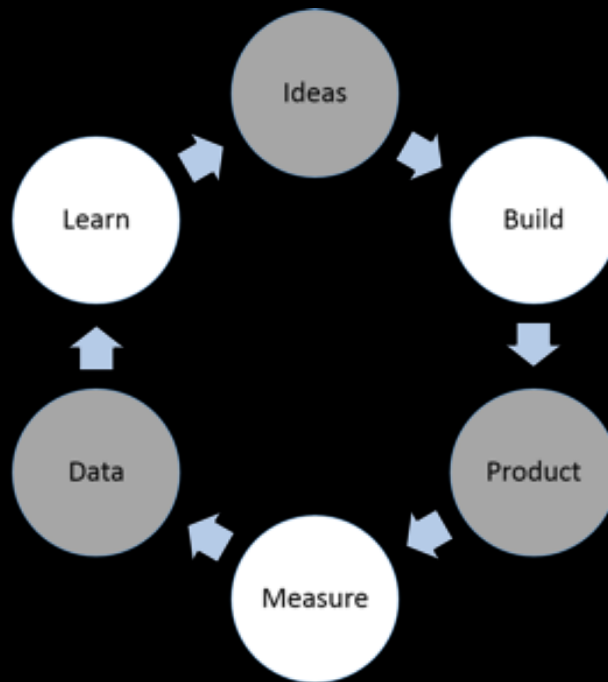
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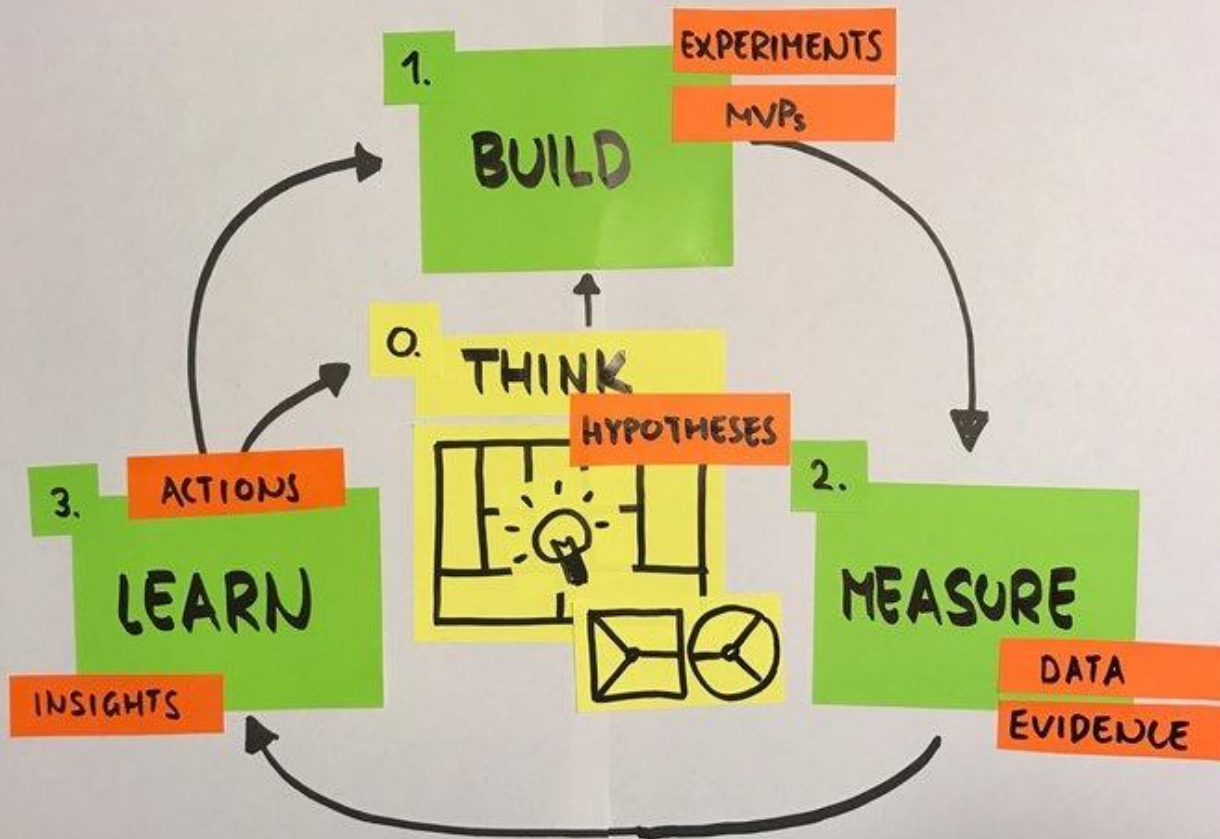
Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		

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Lean Startup





2. Build The Thing Right

People

Can you?

- Make decisions on platform, language, tools to be used
- Define what skill set is required for your dev to build the product
- Assess dev tech skills level
- Evaluate developers work quality (good code, bad code)
- Define and establish development process
- Define tech capabilities and limitations to be added or become constraints in your product development

If you can't,
get a Technical Co-founder or CTO/Tech Lead or Tech Advisor

Tech-Team Evolves

- Phase 1 – Small team of “people who can do anything and everything”, almost no structure - ex: CTO/Dev Lead with 2 Devs
- Phase 2 – Some additional specialization and adult supervision, a bit more structure - ex: CTO/Dev Lead, 2 Senior Devs, 4 Devs, 1 QA, 1 DevOps/Infra focus
- Phase 3 – Highly specialized roles and formalized structure - ex: CTO/Tech Lead, VP Eng, Multiple Specialized Teams, Subject Matter Expert, QA Team, Infra/DevOps Team

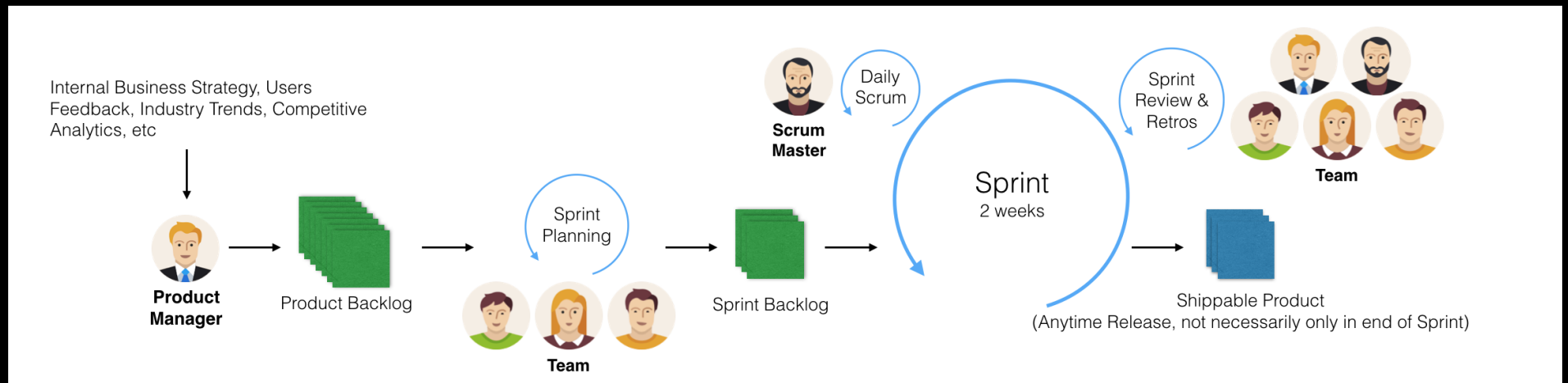
CTO Evolves Too

- Earlier Stages - Dev Lead/Alpha Geek, most of the time coding, decisions around platform, language & tools
- Later Stages - Strategic position, making critical product decisions, looking ahead 1+ year on company and business direction, less or maybe even no coding

If the CTO does not evolve,
he/she is actually just a “Glorified Dev Lead”

Process

Agile Execution, e.g. SCRUM



Technology

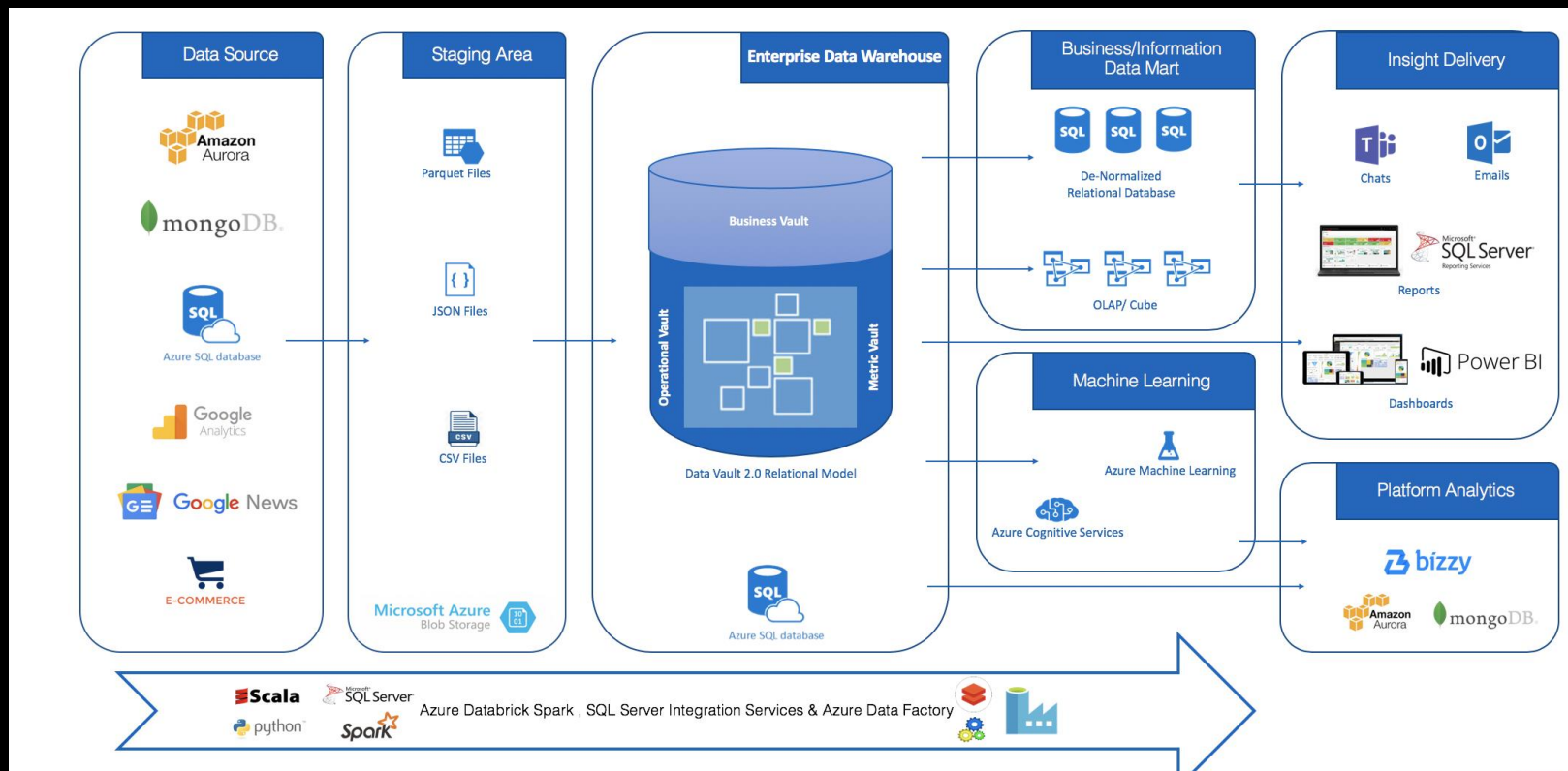
Some Tips

- Server side: Go to the cloud (AWS, Azure, etc) for Speed, Economics and Scale
- Client side: Web (responsive or adaptive), Mobile (Android & iOS), other Form Factor or Devices, IoT
- Build API. Build API. Build API.
- Consider Serverless & Microservices
- Conform to Open Standards
- Consider Open Source solutions
- Strive for Security, Reliability, Availability, Performance, Scalability, Manageability, Maintainability - make the right trade offs

Some More Tips

- Source Control Management
- Backlog & Sprintlog Tracking
- QA & Automation
- Bug Tracking
- DevOps - CI&CD

Without Data, you are flying blind



Some steps

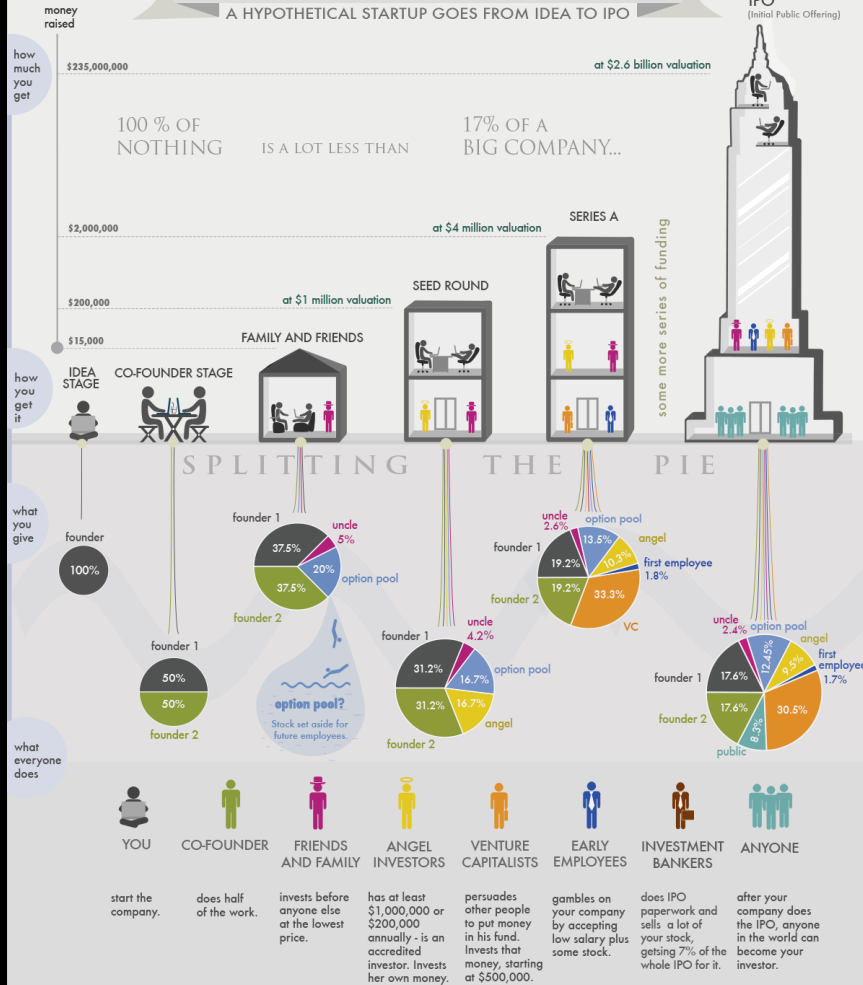
1. Got Idea?
2. Draft Business Model Hypothesis.
3. Can really come up with “We help X by doing Z”. Value Prop.
4. Build a low-fi MVP. Maybe not even a working app/website.
5. Get early adopters and their feedback.
6. Build a more complete solution.
7. Get more customers and their feedback.
8. Build full feature hi-fi solution.
9. Ask for money.

Funding

HOW STARTUP FUNDING WORKS

BY ANNA VITAL

A HYPOTHETICAL STARTUP GOES FROM IDEA TO IPO



VC



Seed & early stage
e27, Seekmi, Sevva



Seed, early & later stage
Jualo, Spacemob, Jaccel



Early stage
Kaskus, Blibli, Garena



Early stage
Sociolla, Kaodim, KFit



Seed & early stage
Bride Story, Talenta, Hip



Early stage
Seekmi, Konsato



Early stage
Happy Fresh, Salestock, Bizzy



Early stage
Bizzy, Agate, Jojonomic



Seed
Short



All stage
Investree, Juan



Seed, early & later stage
acommerce, emetic



Seed
Dailysocial, Kincir, Infokost

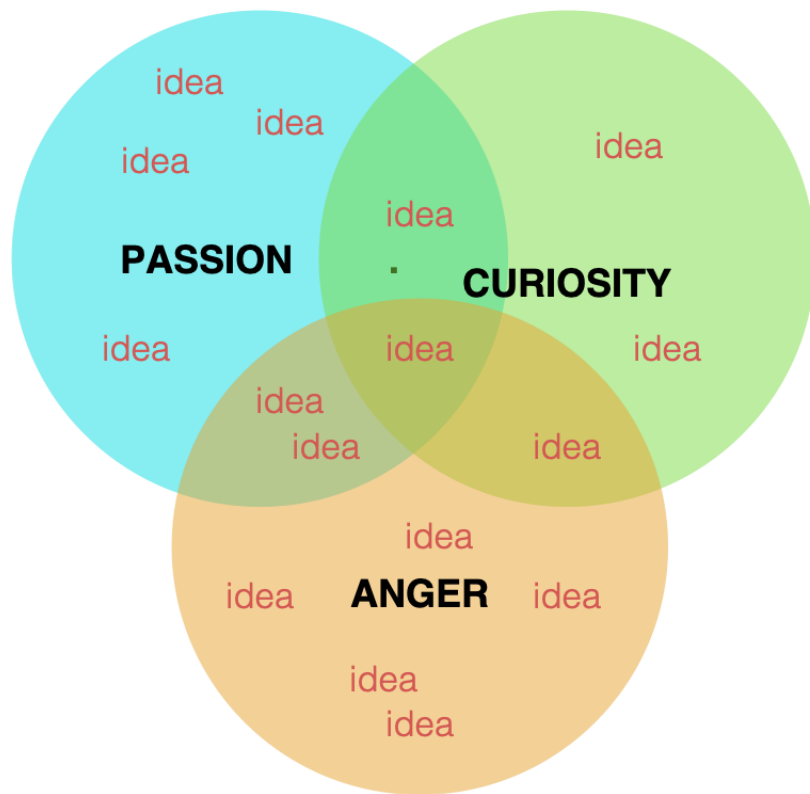
Incubators: Fund, Curriculum, Mentoring, Co-working space, etc



Ideation

Brainstorm
Evaluate
Research
Discuss
Kill

Step 1 : BRAINSTORM



More ideas are better
Nothing is taboo
Don't say "NO" right away.
Keep everything.

Your target is +25 ideas.

Step 2 : EVALUATE

You will obsess over
your idea for
years to come



Never pursue
an idea that
you don't love

PERSONALITY FIT

Do you want to pursue this for the next 20 years?

Step 3 : RESEARCH

ASK THE BIG QUESTIONS

Who has failed?

Who has succeeded?

Is it really needed?

Step 4 : DISCUSS

B2C

Survey 500+ target consumers

Talk/interview 25 target consumers

B2B

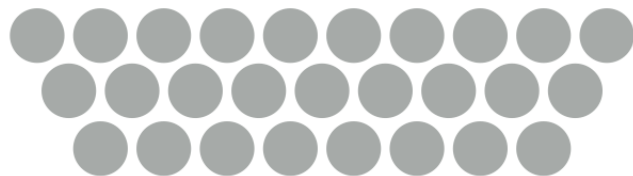
Talk to 20 domain experts

Talk to 10 potential business
clients

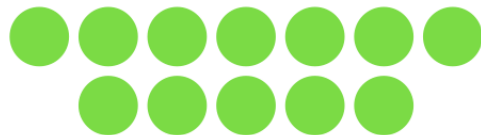
Secure 3 business interests

Speak to anyone and everyone that will listen

Step 5 : KILL



25 IDEAS



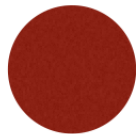
10 EVALUATE



5 RESEARCH



3 DISCUSS



1 PURSUE

Reflections

What is your idea?

How does it fit with your life narrative?

What research have you done?

How many people have you spoken to?

Have you genuinely tried to kill the idea?

Build for sustainability?

Ideas are cheap.
Execution is everything.

Creating Enduring & Meaningful Startup

- Can it run for 20 years?
- Can it create 500 jobs?
- Can it change 1 million lives?
- Do you set out to make money or to make meaning? Create impact and change lives?

1. Build The Right Thing
2. Build The Thing Right

Idea is Cheap. Execution is Everything.

Thank You

