

IT ENTREPRENEURSHIP

Start-up stories

Success Story

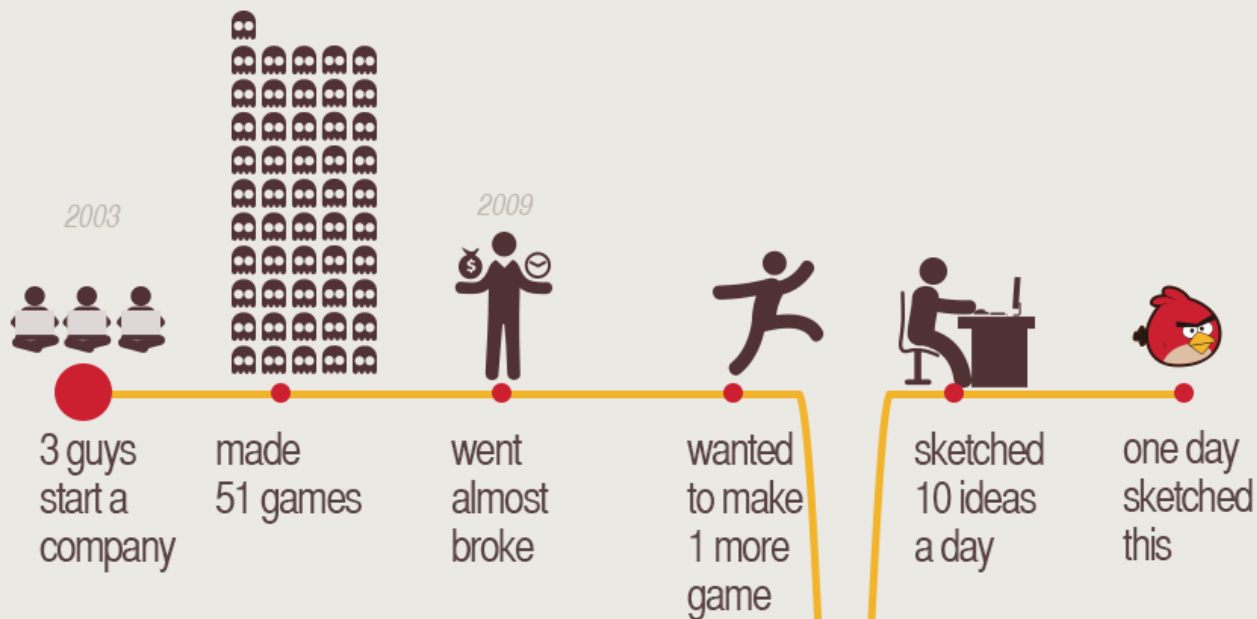
ANGRY BIRDS

How it all started

HOW ANGRY BIRDS STARTED

by Anna Vital

or How Many Tries Are Behind the 2-Billion Download Game



THERE IS NO FAILURE EXCEPT IN NO LONGER TRYING.

Elbert Hubbard

Angry Birds

- Finnish video games designer called Jaakko Iisalo found himself home alone with time on his hands.
- The 30 year-old settled down in front of his games console. Iisalo, a self-confessed “games geek”
- While he messed around, his brain chewed over a project he’d been set at work.

Angry Birds

- Rovio, was short of funds and had recently drawn up a make-or-break business plan
- Iisalo and the company's other developers had already put forward a number of ideas, all of which had been rejected by Rovio's directors for being either too complicated, too simplistic or too boring.

Angry Birds

- Lisalo started sketching a flock of fat, round birds with big yellow beaks, thick eyebrows and intense, slightly crazed expressions on their faces.
- “I didn’t think it was that special at the time,” lisalo says now. “I didn’t even mention it to my wife when she came home.”

Angry Birds

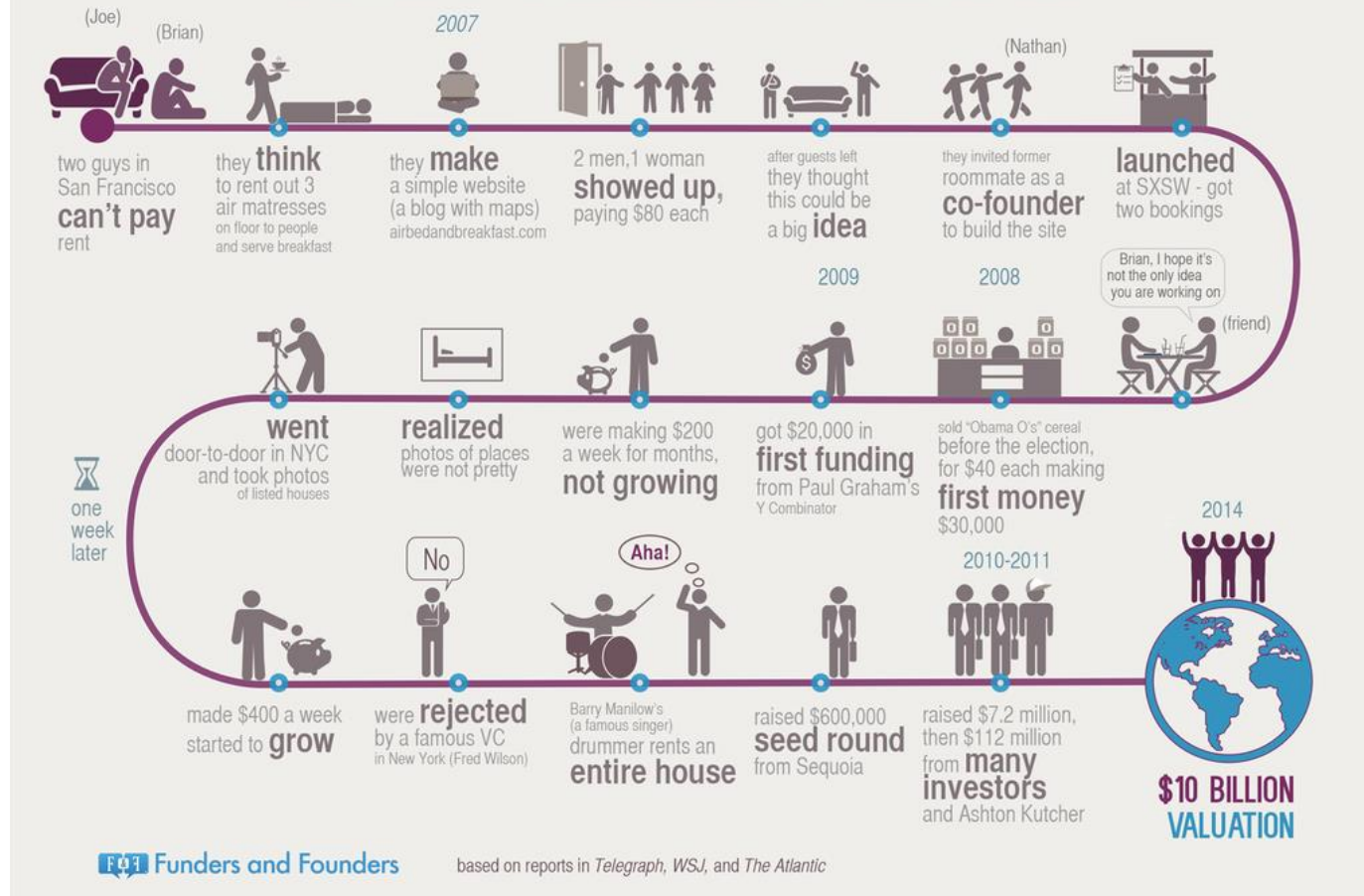
- In total, the game notches up 200 million minutes of play time every day
- Rovio's revenue 142 million EUR (2015)

Success Story

AIRBNB

HOW AIRBNB STARTED

Or How 3 Guys Went From Renting Air Mattresses To A 10 Billion Dollar Company



Airbnb

- Joe Gebbia and Brian Chesky, were struggling to pay their rent
- There was a design conference coming to San Francisco and the city's hotels were fully booked
- They came up with the idea of renting out three airbeds on their living-room floor and cooking their guests breakfast.

Airbnb

- They created a website
- airbedandbreakfast.com
- Six days later they had a 30-year-old Indian man, a 35-year-old woman from Boston and a 45-year-old father of four from Utah sleeping on their floor.
- They charged \$80 each a night.

Airbnb

- Both wanted to be entrepreneurs, but neither wanted to 'create more stuff that ends up in landfill'.
- The idea of creating a website based on renting something that was already in existence was perfect.
- They decided to target conferences and festivals across America, getting local people to list their rooms and travellers to book them

Airbnb

- They partnered with a former flat-mate to develop the website.
- In summer 2008, Barack Obama was due to speak in Denver
- 80,000 people were expected to be there, but again, there was a shortage of hotel rooms.
- Within a week, they had 800 listings

Airbnb

- In early 2009 they received \$20,000 of seed funding from Paul Graham
- Which led to \$600,000 from VCs

Airbnb

- They now employ about 500 worldwide
- Is valued at \$1.3 billion
- It is now so popular that every two seconds someone books an Airbnb room

References

- [AngryBirds](#)
- [AirBnB](#)