



**Apppsilon**  
DATA SCIENCE

16-05-2019 | Uniwersytet Warszawski



## Paweł Przytuła

VP of Engineering, Co-founder

Absolwent MIMUW, kierunek Informatyka (2014)

Absolwent Akademii Leona Koźmińskiego, studia menedżerskie (2015)

Wicemistrz Świata Global Management Challenge (2013)

## CZYM SIĘ ZAJMUJEMY

Krótkie wprowadzenie czym zajmuje się Apppsilon Data Science

## HISTORIA APPSILON

Jak zbudowaliśmy zespół podczas studiów na MIMUW, z którego powstał Apppsilon, oraz o naszym podejściu do budowania firmy.

## LESSONS LEARNED

Zestaw praktycznych porad i spostrzeżeń z własnych doświadczeń. Co czeka osoby wybierające taką drogę.



CZYM SIĘ ZAJMUJEMY

## Konsulting w dziedzinie zaawansowanej analizy danych



**Data**



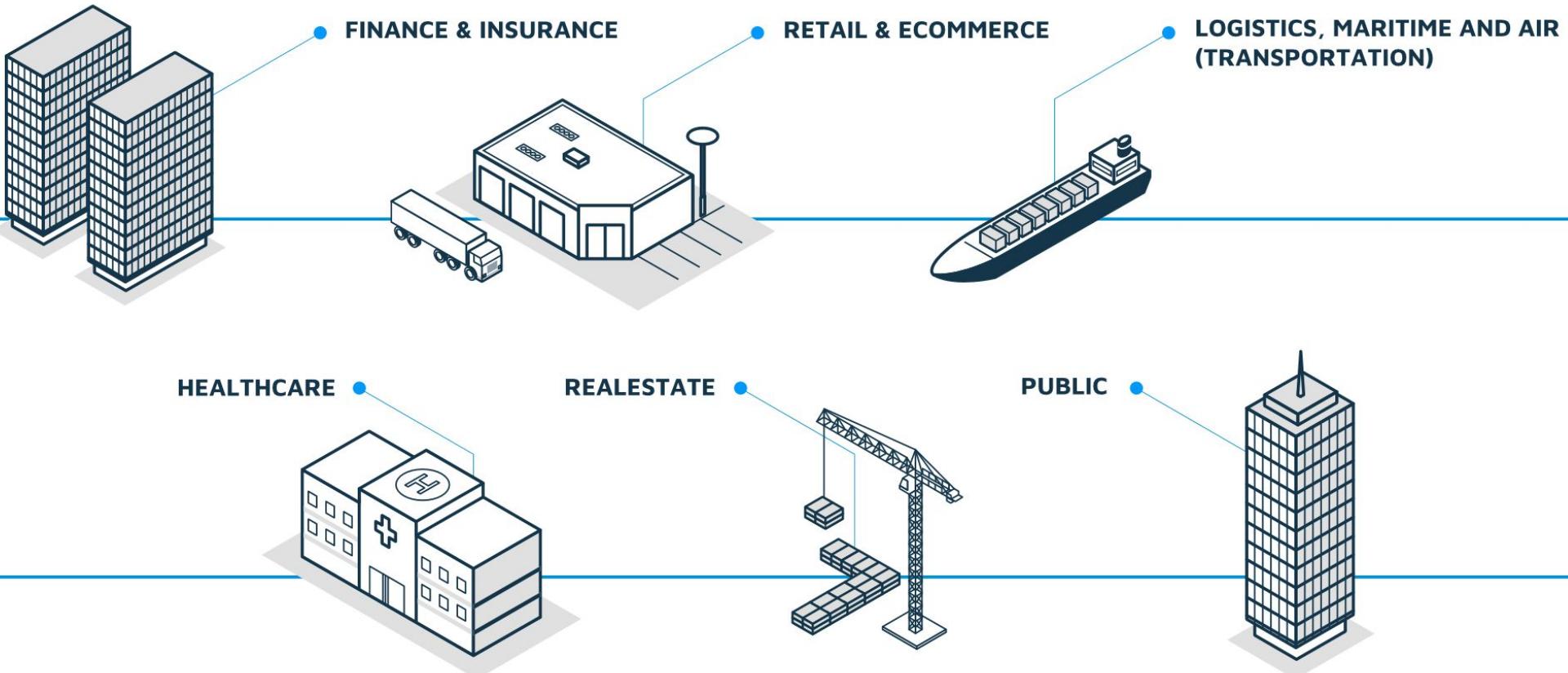
**Model**



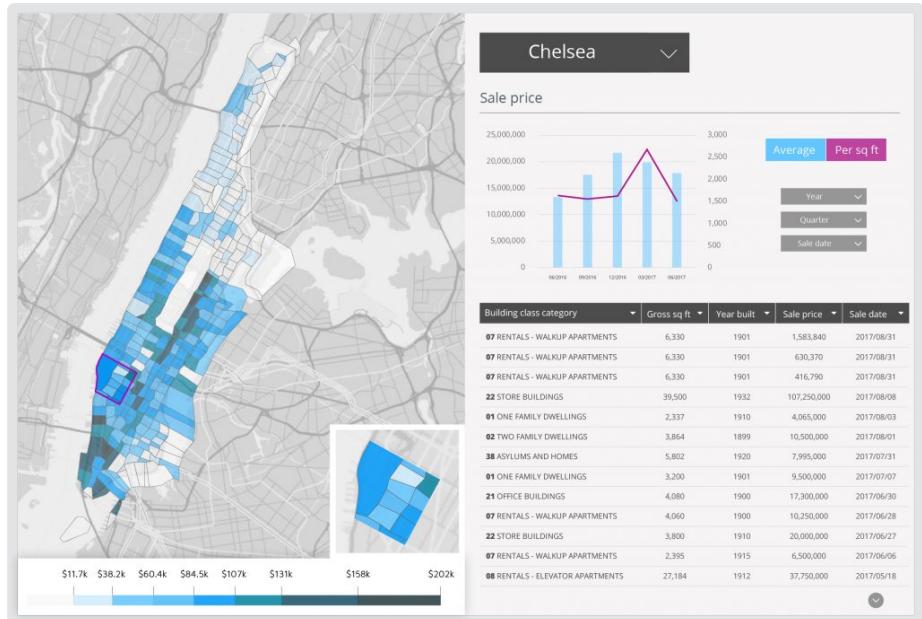
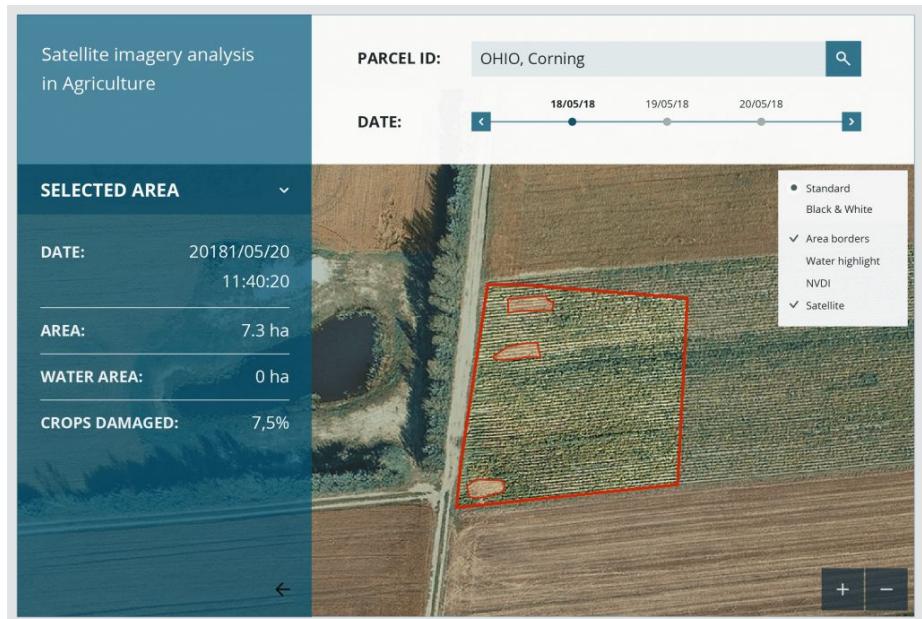
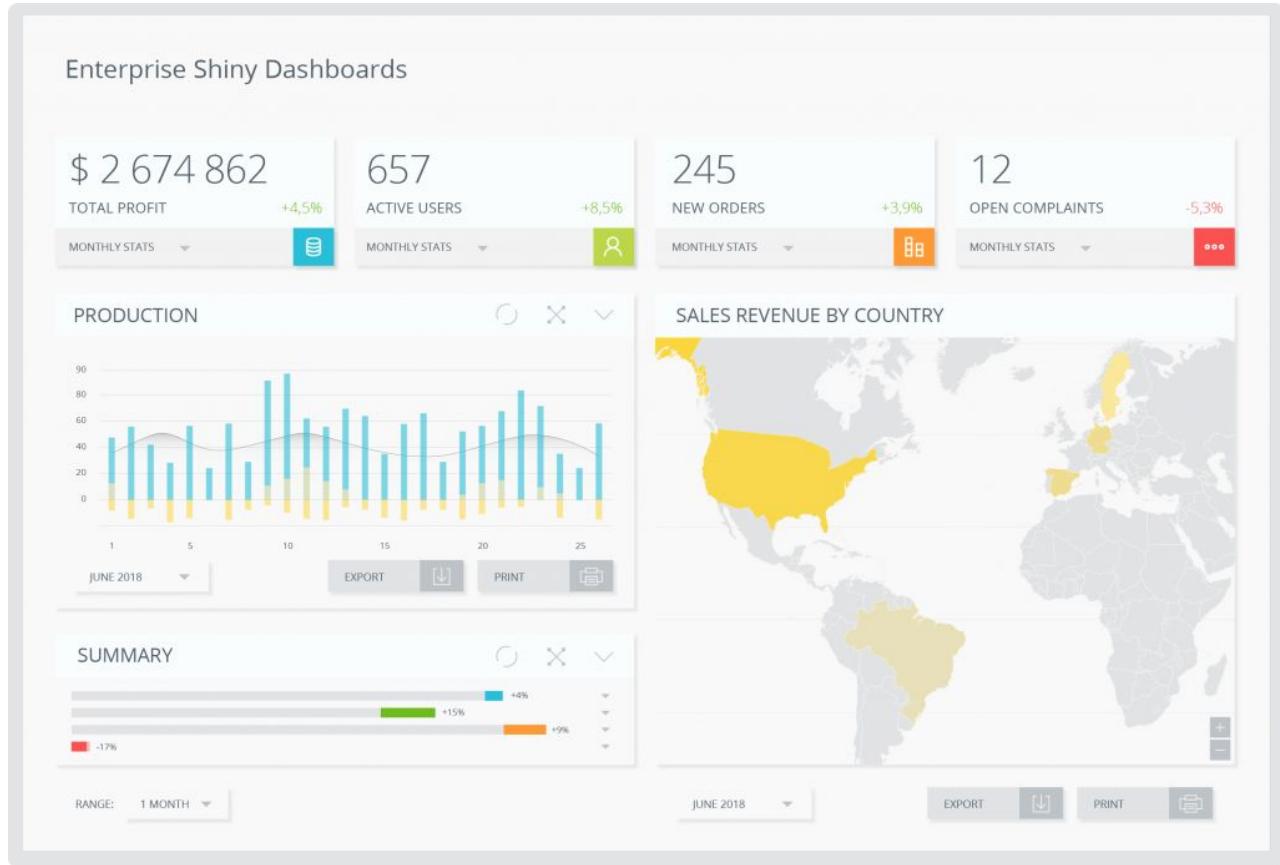
**Dashboard**



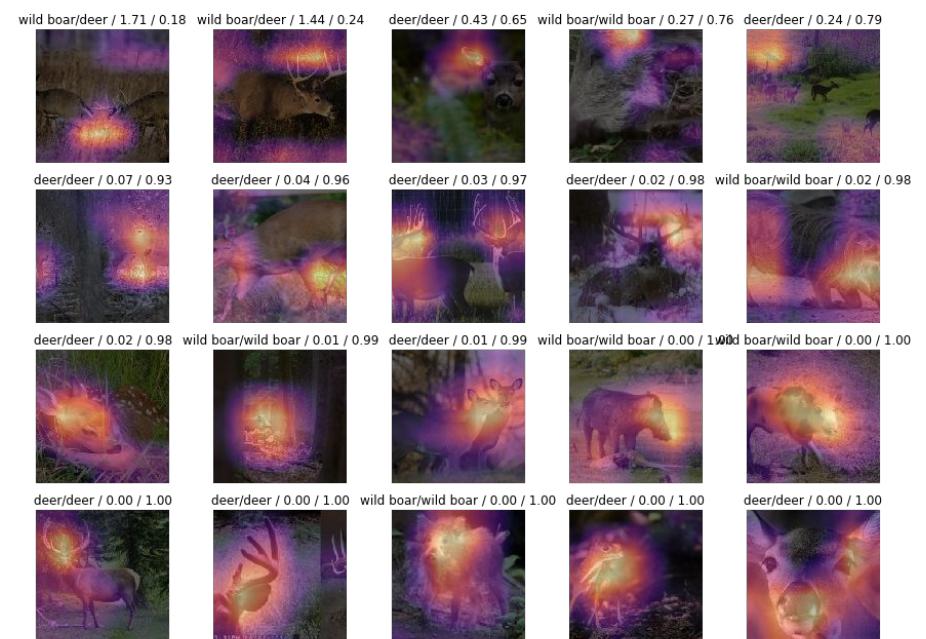
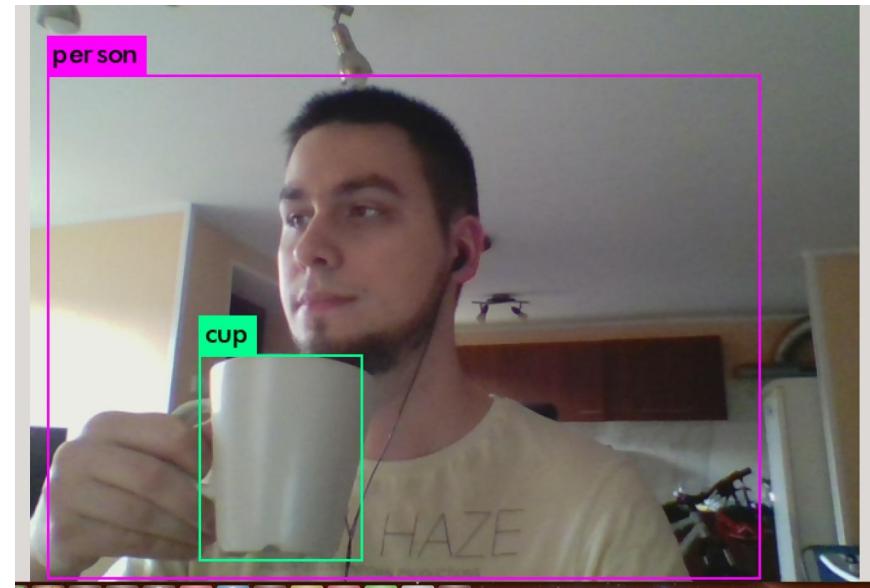
## INDUSTRIES



# Dashboards



# Machine Learning



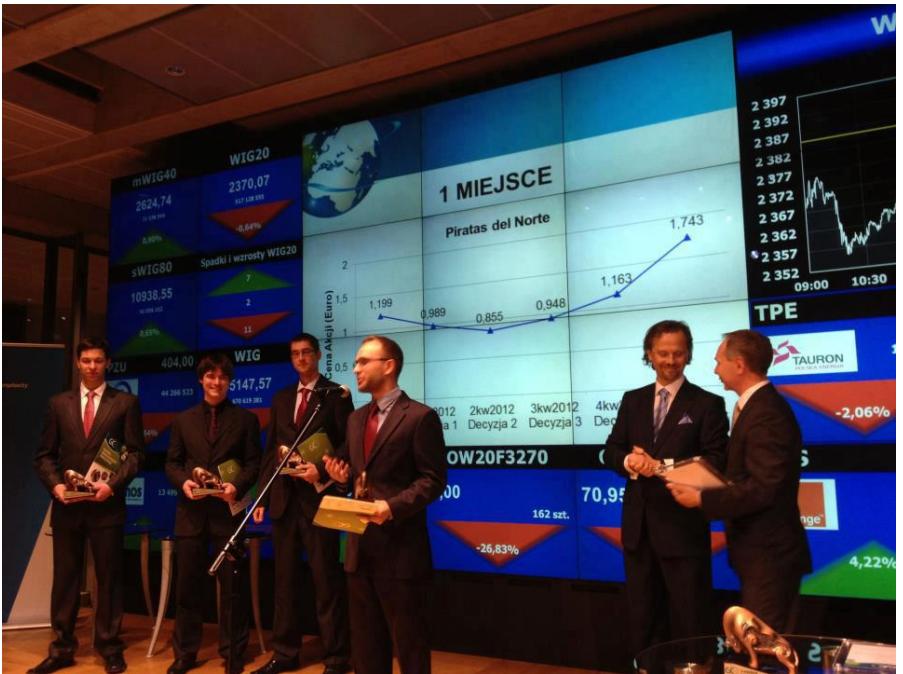
# HISTORIA APPSILON

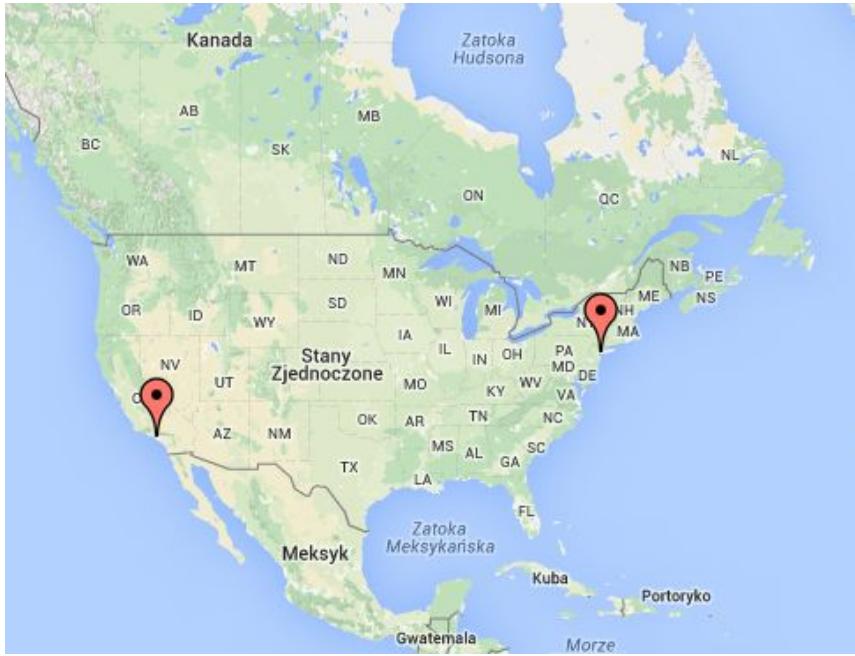




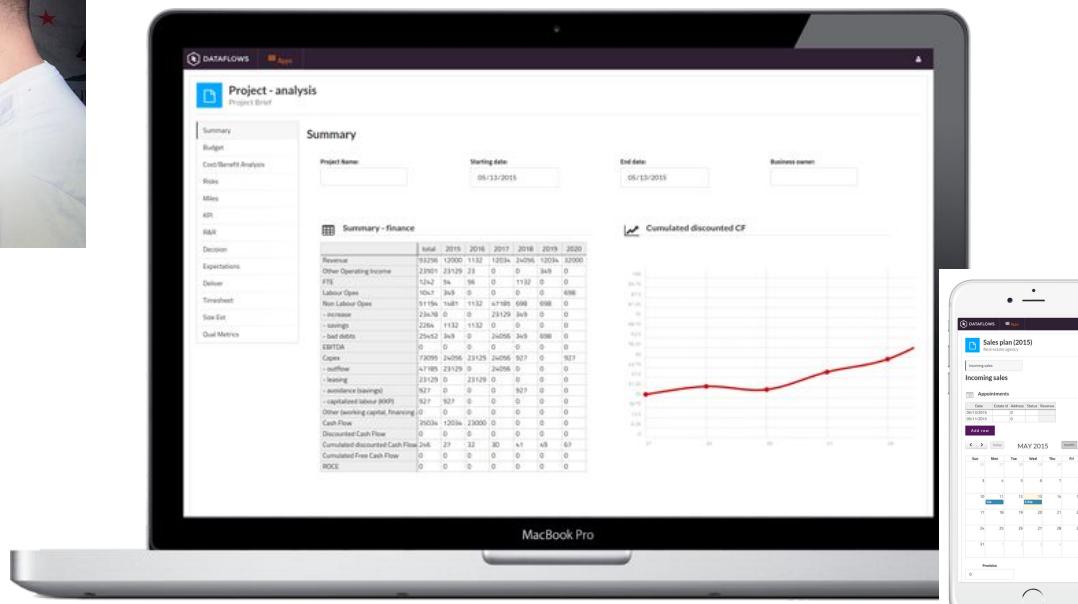
## The World's Largest Strategy and Management Competition

[www.gmcpoland.pl](http://www.gmcpoland.pl)





## 2014-2015. Dwa pierwsze lata firmy



The image displays a MacBook Pro and a smartphone side-by-side, both showing applications related to business analysis and planning.

**MacBook Pro Application:**

**Project - analysis**  
Project Brief

**Summary**

Project Name: [ ] Starting date: 05/13/2015 End date: 05/13/2015 Business name: [ ]

**Summary - finance**

|                                    | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  |
|------------------------------------|-------|-------|-------|-------|-------|-------|
| Revenue                            | 93276 | 12000 | 1132  | 12034 | 34795 | 10254 |
| Other Operating Income             | 23501 | 23129 | 21    | 0     | 1132  | 0     |
| Other Income                       | 1324  | 16    | 0     | 0     | 1132  | 0     |
| Labour Costs                       | 125   | 169   | 0     | 0     | 0     | 0     |
| Non Labour Costs                   | 51198 | 1181  | 1132  | 47189 | 698   | 698   |
| - increase                         | 23a70 | 0     | 0     | 23129 | 4a9   | 0     |
| - savings                          | 2294  | 1132  | 1132  | 0     | 0     | 0     |
| Capital Costs                      | 29424 | 4a8   | 0     | 0     | 0     | 0     |
| EBITDA                             | 0     | 0     | 0     | 0     | 0     | 0     |
| Capital                            | 7309  | 24056 | 23129 | 24256 | 327   | 0     |
| - inflow                           | 47189 | 23129 | 0     | 24256 | 0     | 0     |
| Leasing                            | 23129 | 0     | 23129 | 0     | 0     | 0     |
| Administrative Expenses            | 231   | 0     | 0     | 0     | 327   | 0     |
| - capitalized labour (2015)        | 327   | 1327  | 0     | 0     | 0     | 0     |
| Other (working) capital, financing | 0     | 0     | 0     | 0     | 0     | 0     |
| Cash Flow                          | 29034 | 12034 | 23000 | 0     | 0     | 0     |
| Discounted Cash Flow               | 29034 | 12034 | 23000 | 0     | 0     | 0     |
| Cumulated discounted Cash Flow 2y  | 27    | 32    | 30    | a1    | a9    | 63    |
| Cumulated Free Cash Flow           | 0     | 0     | 0     | 0     | 0     | 0     |
| ROCE                               | 0     | 0     | 0     | 0     | 0     | 0     |

**MacBook Pro**

**Smartphone Application:**

**Sales plan (2015)**

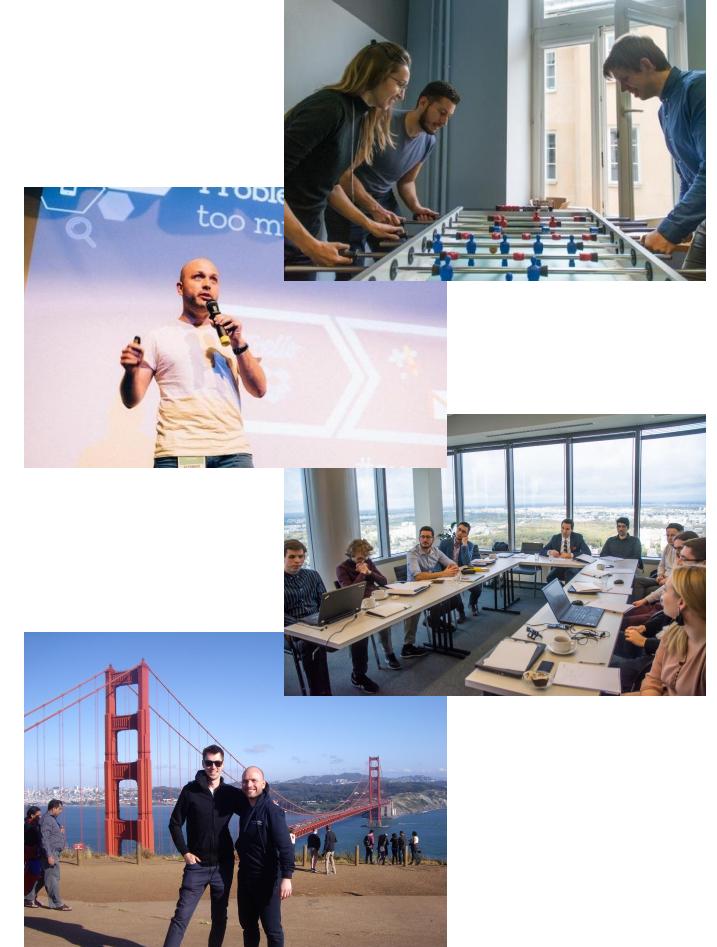
Incoming sales

Agreements

MAY 2015

A calendar view for May 2015 showing sales data.

2016 - 2019



# LESSONS LEARNED

*A **startup** is a **temporary organization** designed to search for a repeatable and scalable **business model***

Steve Blank

\*we are not a startup anymore

Kiedy jest czas na założenie własnej firmy



Wybór między trzema ścieżkami kariery:

**Founder**

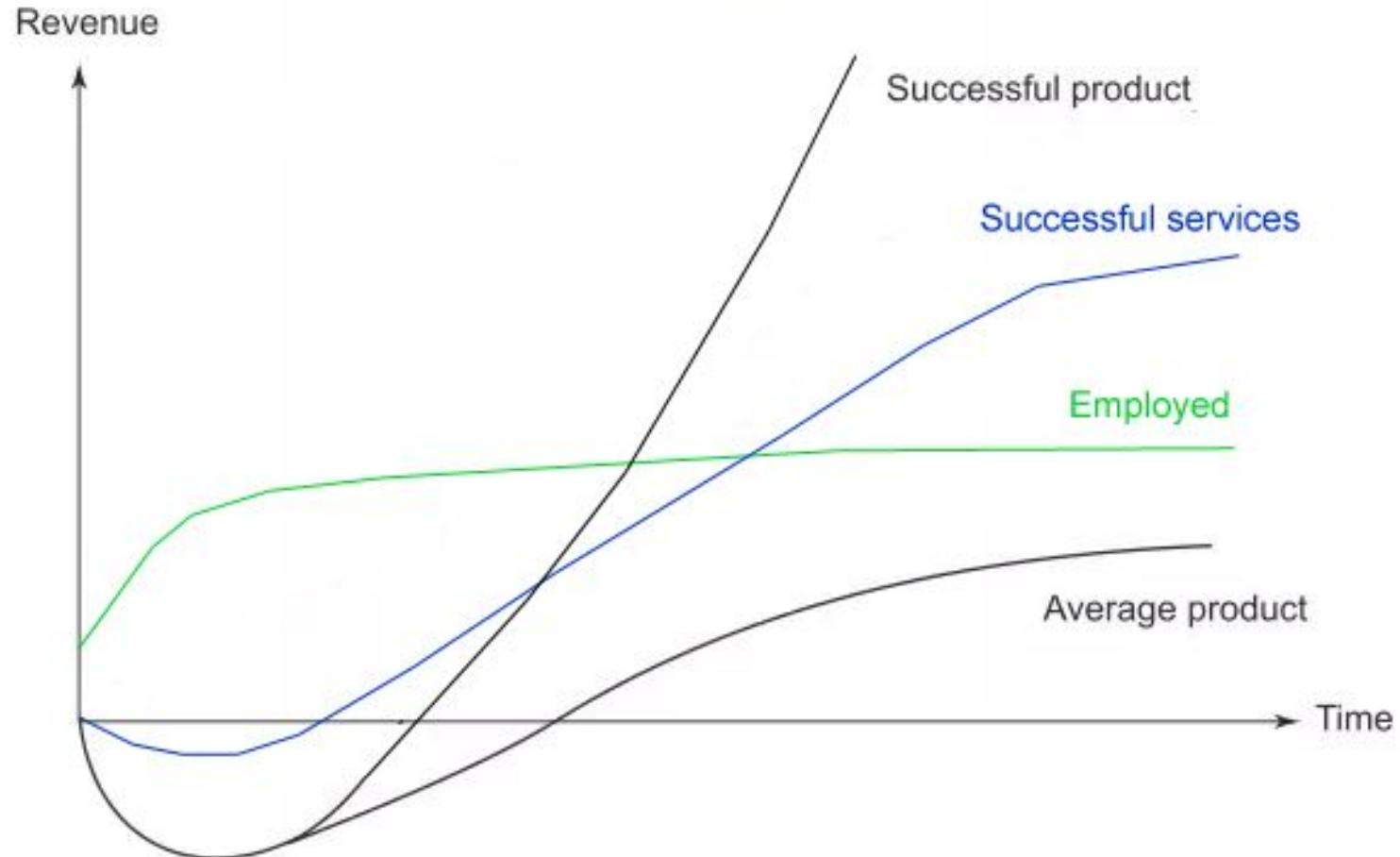
**Executive**

**Employee**

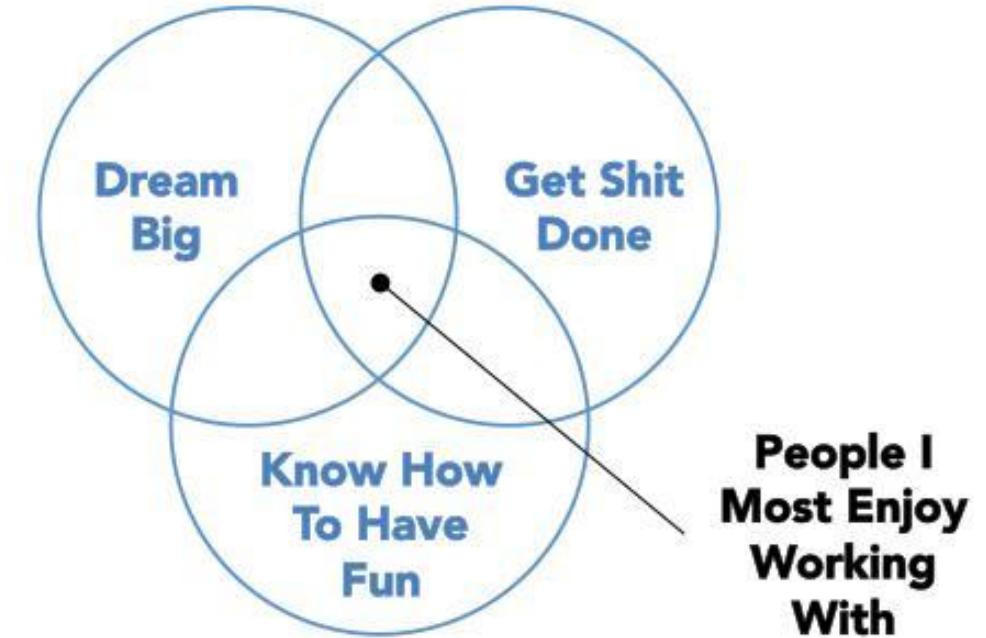
Źródło:

<https://blog.ycombinator.com/three-paths-in-the-tech-industry-founder-executive-or-employee/>

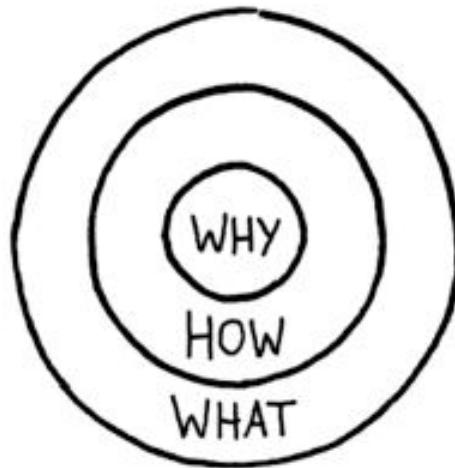
## Jaką firmę budować?



- ▶ dobrać ludzi z pasją i wizją
- ▶ poznać swoje osobowości
- ▶ sprawdzić się w trudnych chwilach
- ▶ wypracować jasne zasady współpracy
- ▶ dobrze się bawić razem!
- ▶ ustalenie wizji i strategii
  - ▷ co jest naszym celem?
  - ▷ dbać o regularną rozmowę o wizji i strategii

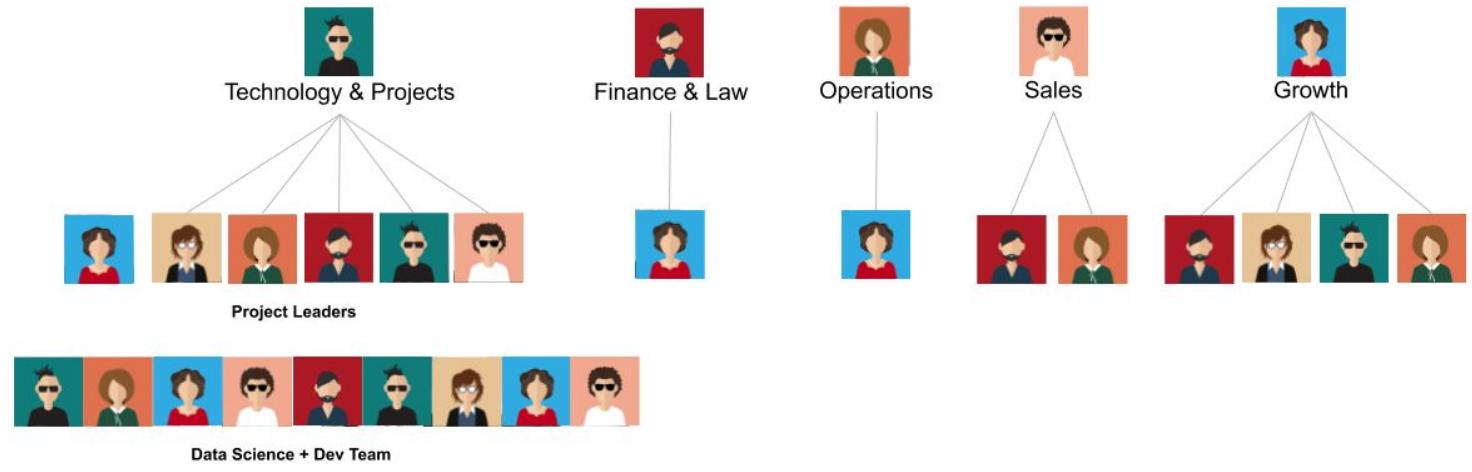


## The Golden Circle

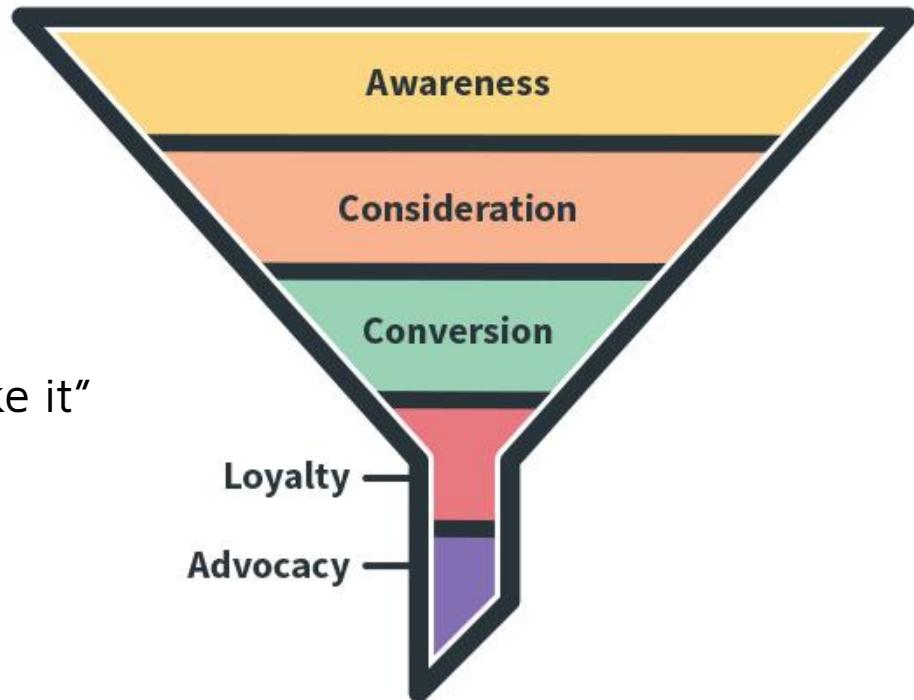


[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

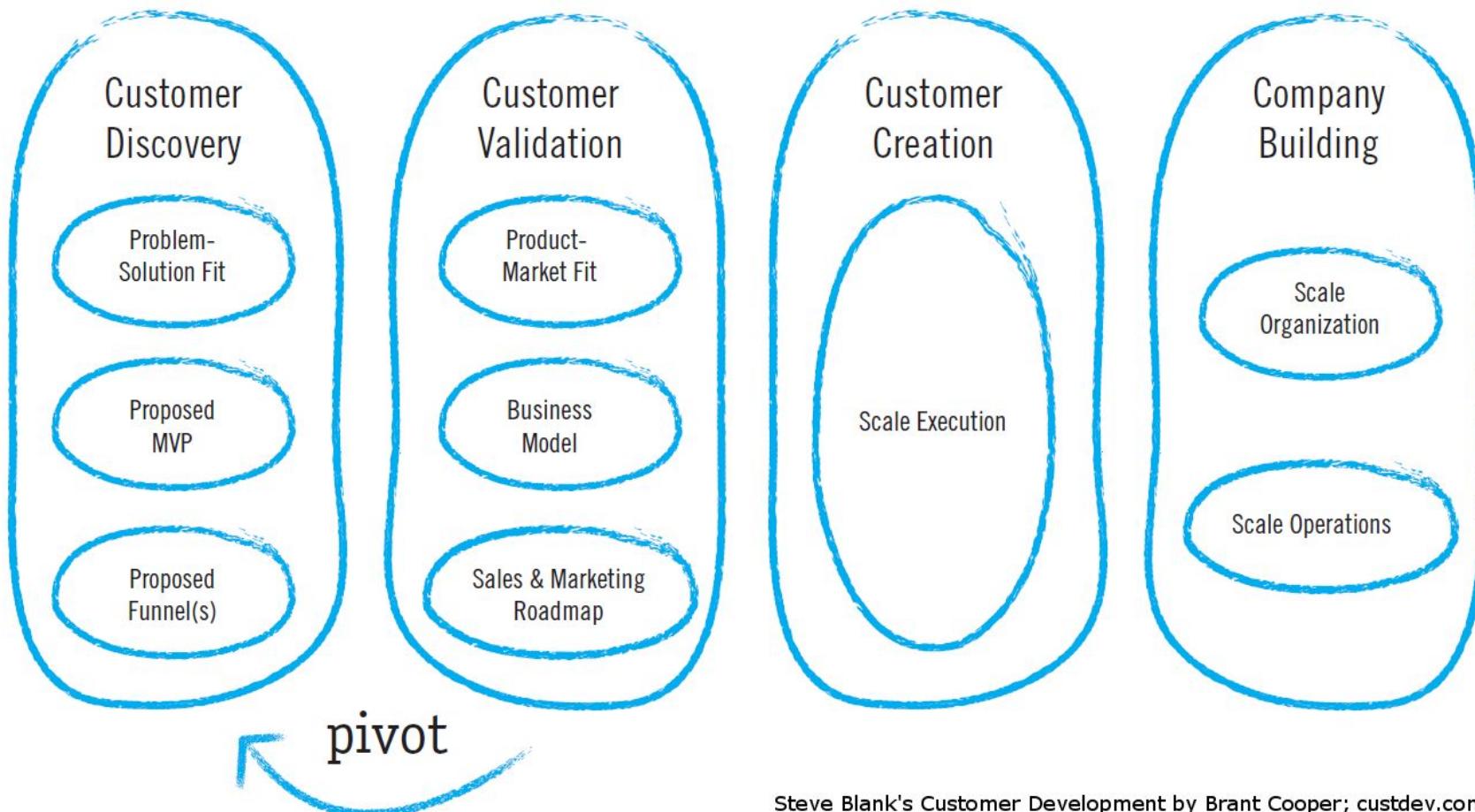
- ▶ podział ról
- ▶ procesy
- ▶ efektywność, metodyki zarządzania
- ▶ kultura organizacyjna
- ▶ dzielenie udziałów: vesting
- ▶ udziały dla pierwszych pracowników
- ▶ jasny system rozliczania się z pracy
- ▶ work-life balance
- ▶ dobre wyposażenie miejsca pracy



- ▶ sprzedaż do PL vs US/EU
- ▶ inbound marketing
- ▶ eksperymenty, testowanie hipotez
- ▶ częste, regularne iteracje
- ▶ MVP (Minimum Viable Product) vs “fake till you make it”
- ▶ “better aim and shoot, than spray and pray”
- ▶ “don’t boil the ocean”

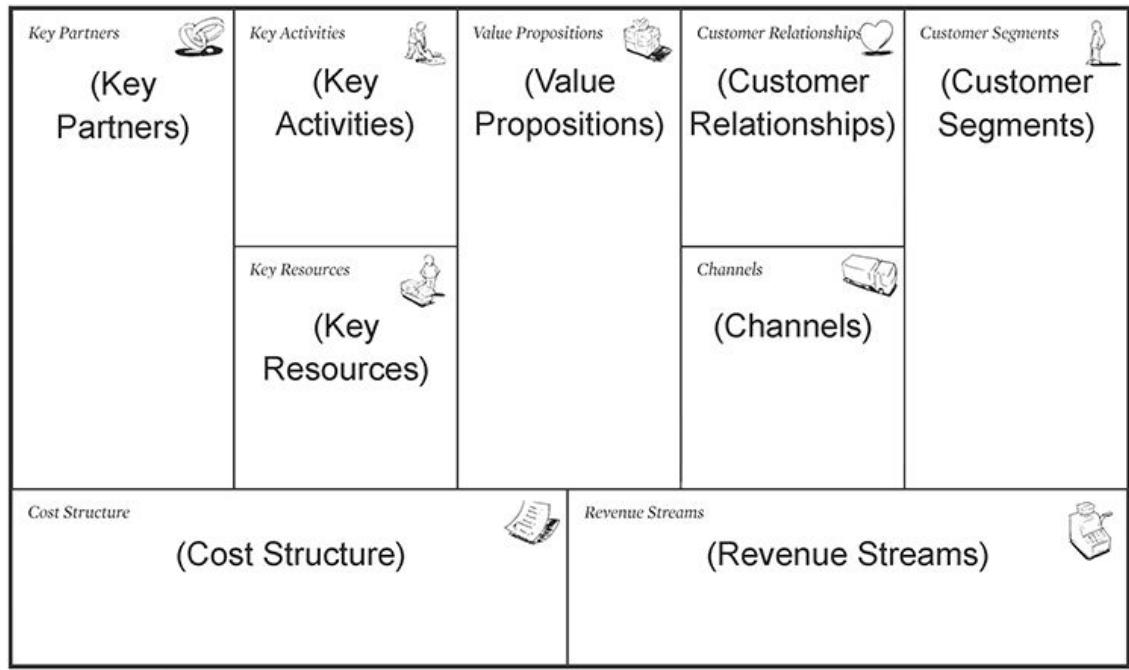


# Customer Development



Steve Blank's Customer Development by Brant Cooper; custdev.com

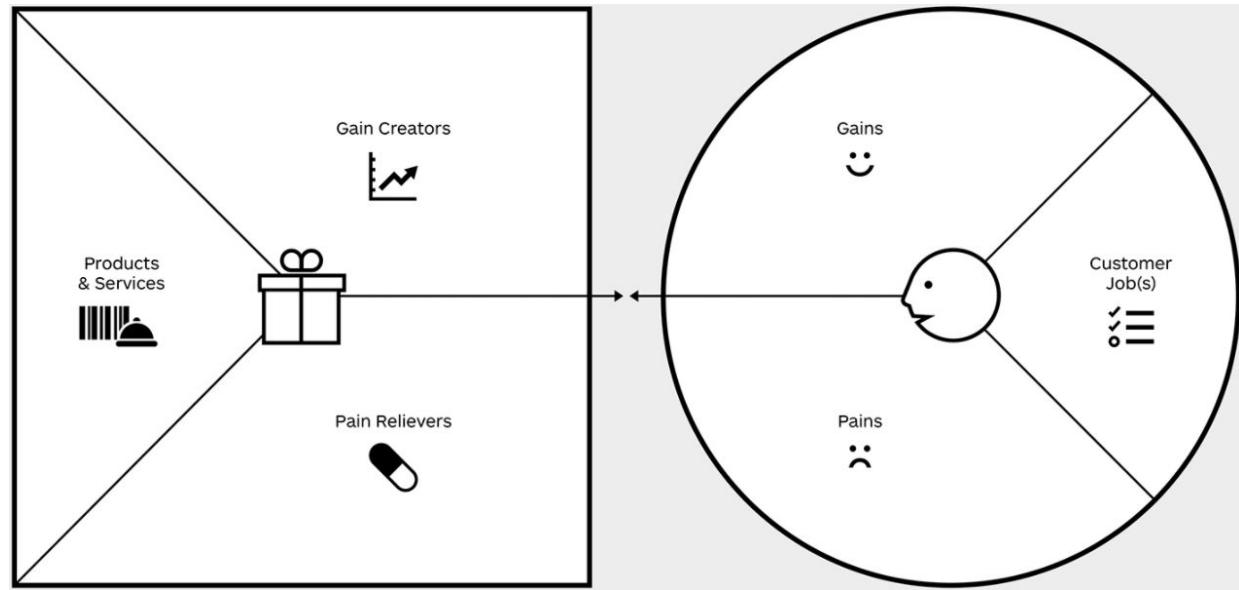
## Business Model Canvas

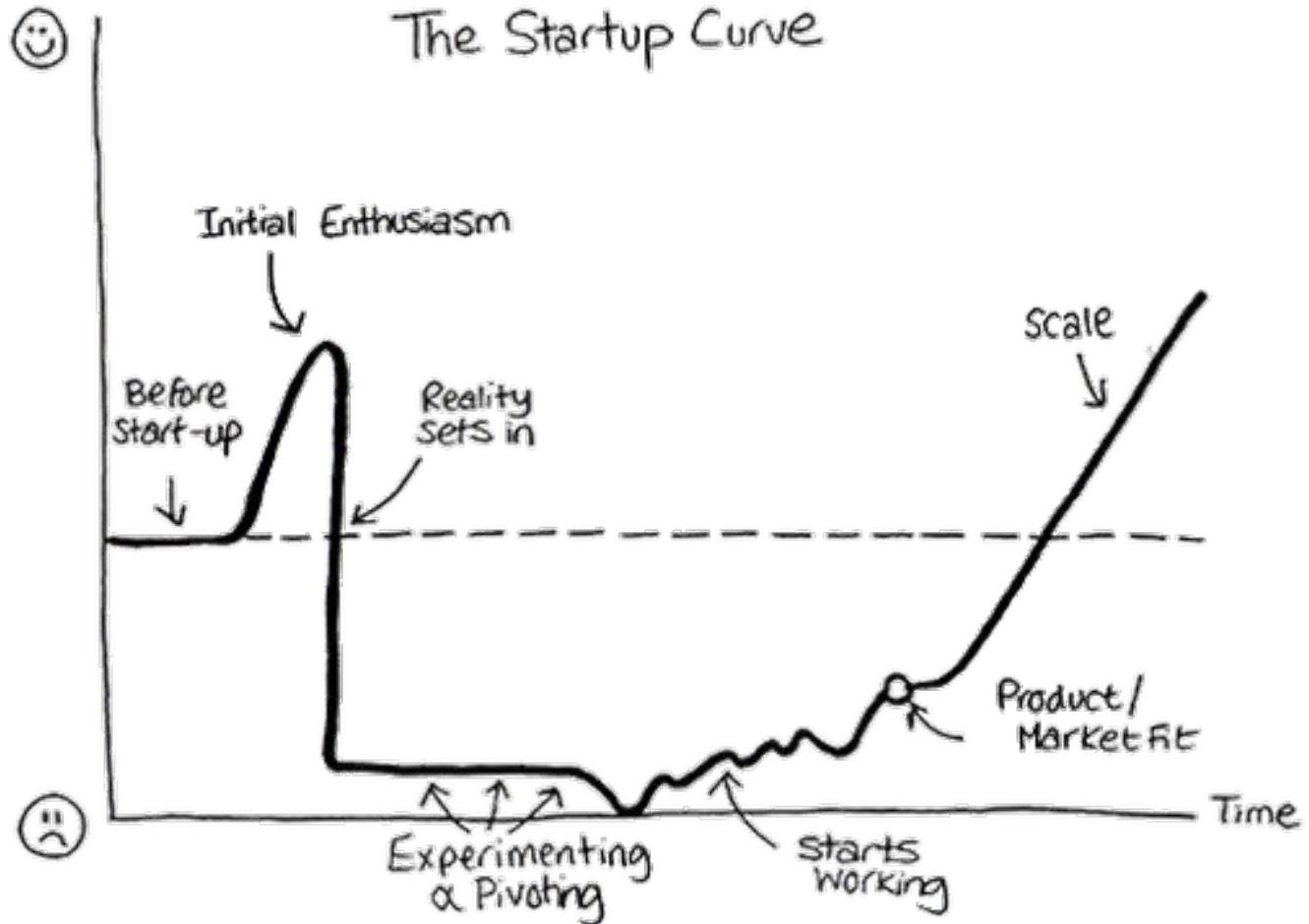


[www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)

The templates here are made available on the same CC license terms as the original canvas.

## Value Proposition Canvas





- Budowanie startupu: **[startupclass.samaltman.com](http://startupclass.samaltman.com)**
- Wystąpienia publiczne: **[toastmasters.org.pl](http://toastmasters.org.pl)**
- Sprzedaż, Marketing, Wzrost: **[blog.growthhackers.com](http://blog.growthhackers.com)**
- Networking: **[meetup.com](http://meetup.com), [aulapolska.pl](http://aulapolska.pl), [startupweekend.org](http://startupweekend.org)**

Książki:

- Steve Blank, "Customer Development"
- Eric Ries, "Lean Startup"
- Ben Horowitz, "The Hard Thing about Hard Things"

Artykuły:

- <https://blog.ycombinator.com/advice-for-first-time-founders/>
- <https://paulgraham.com>



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