

How we did it & our mistakes



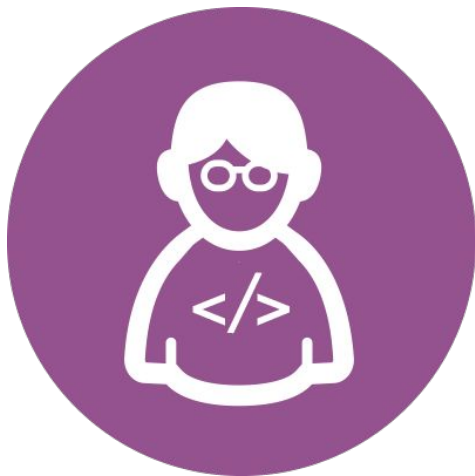
Who is Enartia



How we did it

2000

- Freelancers since 2000 while working in FORTH and Forthnet R&D



2004

- We started a company to do this professionally in an office of 9sq meters of 3 people (check your current job's employment contract)



2005

- We decided to quit our day jobs and focus on making great websites for our customers
- We moved to 150 sq meters offices and spun off Top.Host



2009

- It's time to change our strategy and focus. We stopped creating websites and started focusing on domains and hosting



2010

- We make our first acquisition of a small hosting company



2011

- We are now No1 in Greece
- We start having some customers abroad so we founded Papaki Ltd in UK to better serve these customers (managed to get HSBC bank accounts)
- 2nd acquisition of another small hosting company



2013

- 3rd acquisition of another small hosting company



2014

- We became 10 years old and decided to get ICANN accredited
- We move to 1200 sq meter offices





2015

- We made it to Inc 5000 list
- We got the National Customer Service Award



2016 (now)

- We are a healthy company



Our mistakes

Slow Hiring

- We did not hire as quickly as we wanted to (developer is a rare species)
- Maybe we were a little scared of our growth (we were just developers not business people)



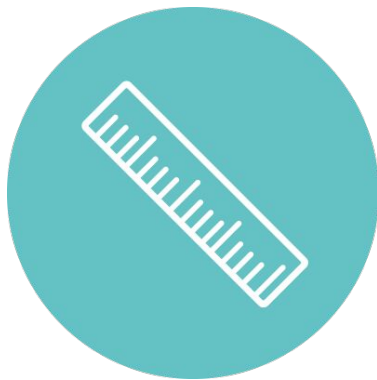
Not enough 'NO'

- We were getting over and over overwhelmed by a lot of great ideas but this was getting us out of our main strategy and goals
- It's good to have great ideas and offers but you have to stay focused



Did not learn from our data

- We did not measured everything from day 1
- Did not learned from our data from the beginning (now we measure almost everything - still have a lot of work)
- You can't manage what you can't measure



Lack of Localisation - Globalization

- We were too late on localization and extroversion
- Globalization does not mean a different business in each country (copying Papaki.gr to Papaki.com was a mistake)



Advices are not easy but
my experience shows that

Find the right partners (dev or business)

David Horsager, The Trust Edge


trust

\$ NOT MONEY \$

is the currency of
business and life.


Set goals, have a mission and values

~ LEWIS CARROLL FROM "ALICE IN WONDERLAND" ~

IF YOU DON'T KNOW
WHERE YOU ARE GOING,
ANY  **ROAD**
WILL GET YOU THERE



Chase your goals and dreams



“The competitor to be feared is one who
NEVER BOTHERS
ABOUT YOU at all, but goes
on making his **OWN** business
BETTER ALL THE TIME.”

Henry Ford
Founder of Ford Motor Company

Take the risk and just try it

**Don't worry about failure;
you only have
to be right once.**

Drew Houston



Co-founder of Dropbox

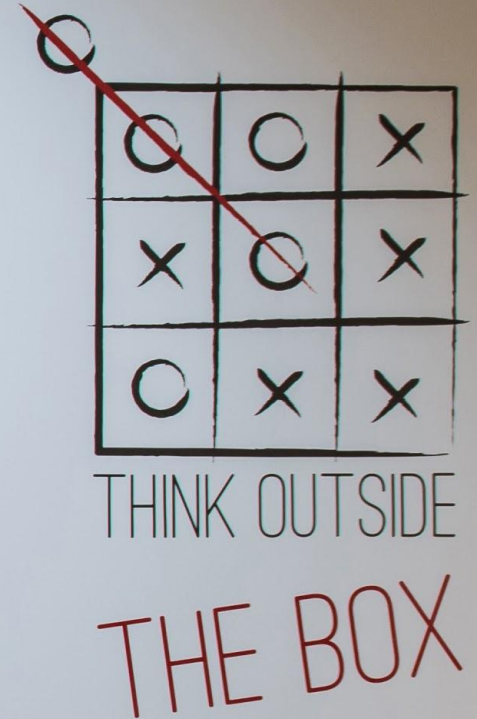
Don't focus on the money. Focus on the customers and the money will come



Courteous treatment
will make a customer a
walking advertisement

James Cash Penney, Founder of the J. C. Penney stores

Invest on marketing - work on your brand



You can't do everything. Hire smarter people than you & share your tasks.



Keep your team happy so they can keep
your customers happy.



One last thing: Now is the time

- The barrier entry to start something is the lowest it's ever been. Now is the time to try it.
- Take your idea and see if you can convince the people around you that is exciting and go for it.
- If you don't have an idea, look around to find smart people and work with them, because they need some help for their idea.

Thanks