
Mind The Guide

Sprint Retrospective #5

8/10/2015

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We aim to provide unforgettable
guided tours

RETROSPECTIVE ROADMAP

- Sprint Backlog Review
- Startup Value
- Luiss EnLabs Acceleration Program

SPRINT GOAL #5

Interview at least 6 candidates for the Digital Marketing position



SPRINT BACKLOG

Business Development [6.5MD]

- Testing Guide Panel with 4 Guides [1MD]
- Organize and Execute 14 tours [4.5MD]
- Prepare Sprint Plan [0.5MD]
- Prepare Retrospective Presentation [0.5MD]

Development [1MD]

- Release Guide and Admin Panel [1MD]

Team Management [8MD]

- Interview at least 6 Candidates for Digital Marketing position [4.0 MD]
- Interview at least 3 Candidates for Customer Service position [2.0 MD]
- Interview at least 6 Candidates for Ground Operator position [2.0 MD]

BUSINESS DEVELOPMENT

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- Testing Guide Panel with 4 Guides [1MD]



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- Organize and Execute 14 tours [4.5MD]



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- Prepare Sprint Plan [0.5MD]



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- Prepare Retrospective Presentation [0.5MD]



MD: 6.5
Status: Achieved

DEVELOPMENT

DEVELOPMENT

- Release Guide and Admin Panel [1MD]



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- mindtheguide.com/admin
 - mindtheguide.com/guidepanel

MD: 1.0
Status: Achieved

TEAM MANAGEMENT

BUSINESS DEVELOPMENT

- Interview at least 6 Candidates for Digital Marketing position [4.0 MD]



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- Interview at least 3 Candidates for Customer Service position [2.0 MD]



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- Interview at least 6 Candidates for Ground Operator position [2.0 MD]



MD: 8.0
Status: Achieved

STARTUP VALUE

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*TripAdvisor***Mind the Guide**

●●●●● 200 recensioni | N. 44 di 635 Tour e attività a Roma



Prati

Tour della città, Tour culturali, Tour e attività, Altro

	Sprint #3 (27/08 – 09/09)	Sprint #4 (10/09 – 23/09)	Sprint #5 (28/09 – 08/10)
Position	39	39	44
Number of reviews	167	182 (+9%)	200 (+10%)
Excellent	165	180 (+9%)	197 (+9%)
Very Good	2	2	3 (+50%)

STARTUP VALUE

AdWords Campaign Report

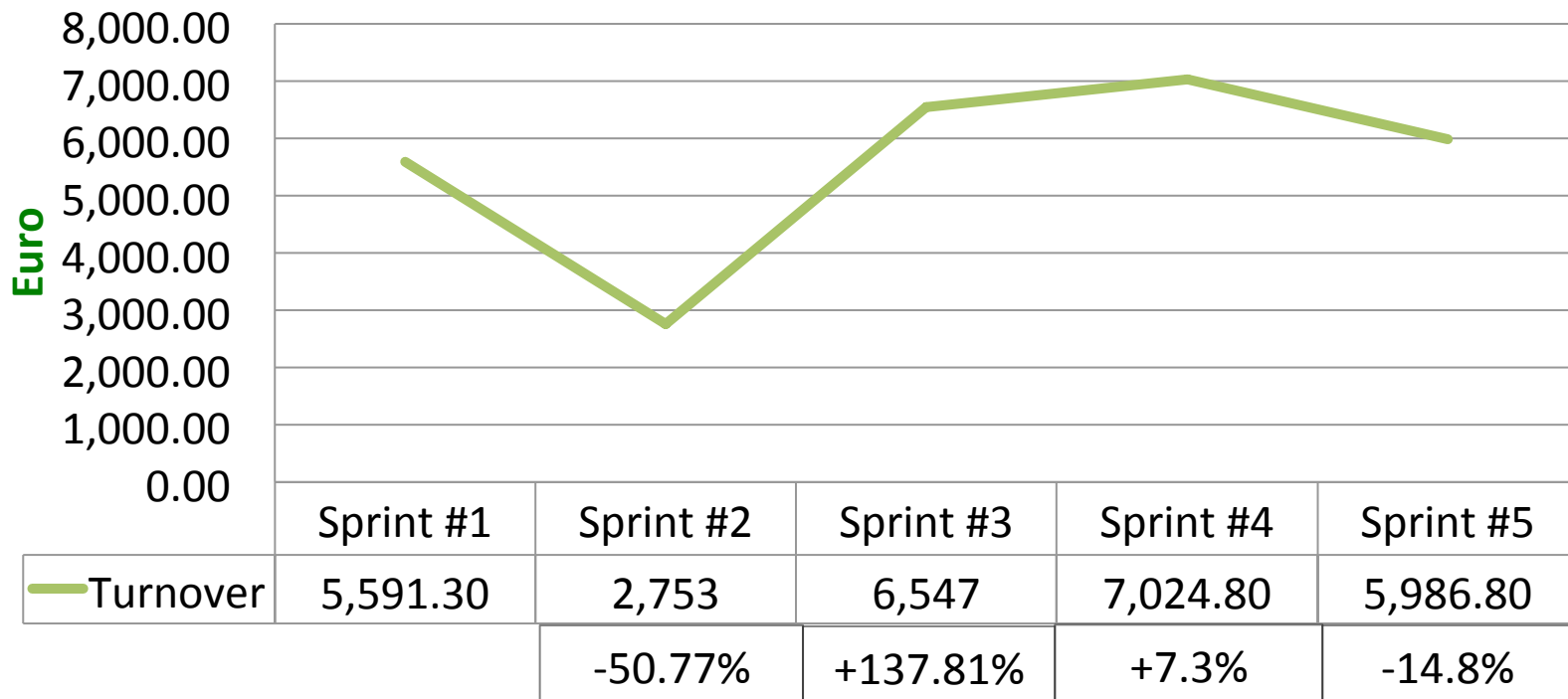
	Sprint #3 (27/08 – 09/09)	Sprint #4 (10/09 – 23/09)	Sprint #5 (28/09 – 08/10)
Campaign Costs	962 €	923.40 €	937,77 €
CPC	44 €	29.79 €	42,63 €
Conversions	22	31 (+41%)	22 (-29%)

STARTUP VALUE

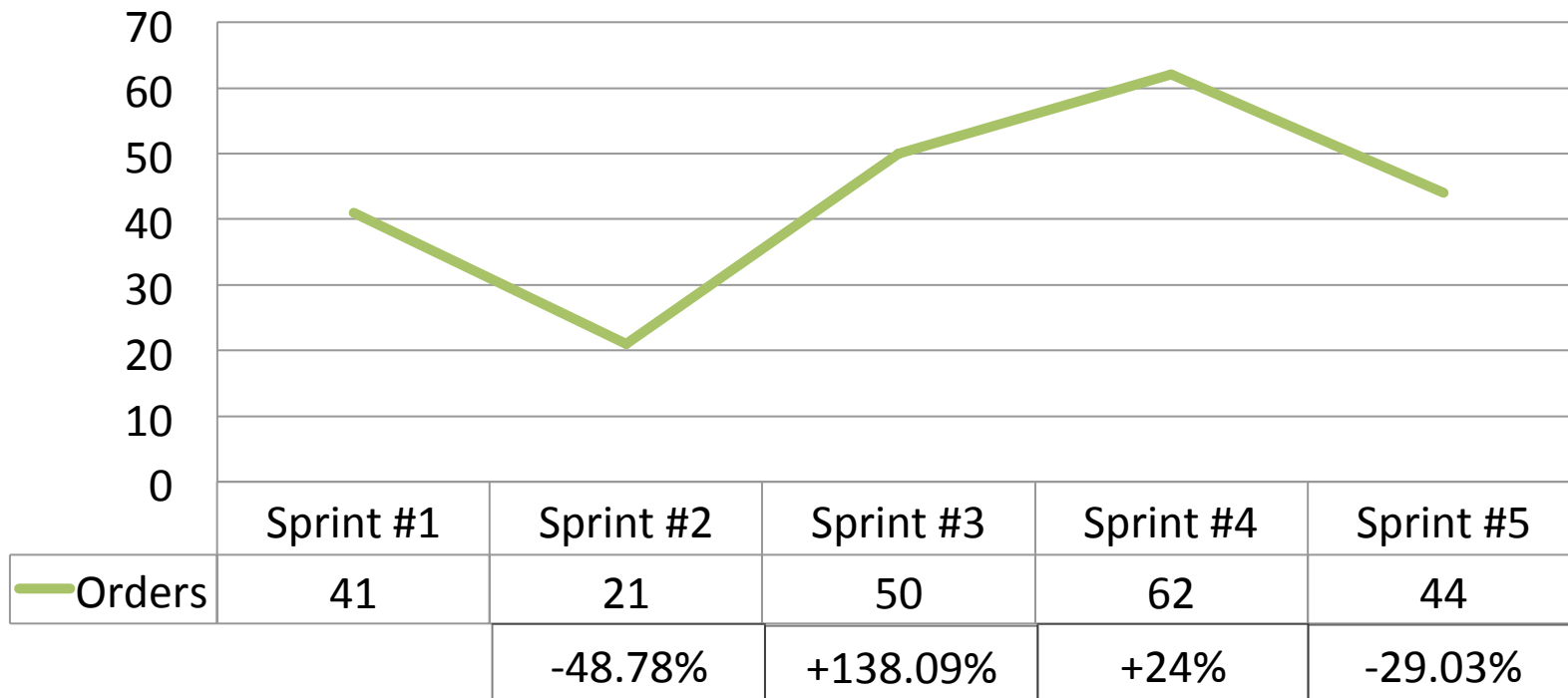
Marketing Report

	Sprint #3 (27/08 – 09/09)	Sprint #4 (10/09 – 23/09)	Sprint #5 (28/09 – 08/10)
Campaign Costs	962 €	923.40 €	937,77 €
CPC	19.24 €	14.89 €	21.31 €
Total Conversions	50	62 (+24%)	44 (-29.03%)

STARTUP VALUE

Turnover

STARTUP VALUE

Orders

STARTUP VALUE

Turnover Summary

	Sprint #1	Sprint #2	Sprint #3	Sprint #4	Sprint #5
Turnover	5,591.30 €	2,753.00 € (-50.77%)	6,547.00 € (+137.81%)	7,024.80 € (+7.3%)	5,986.80 € (-14.8%)
Number of Orders	41	21 (-50.77%)	50 (+138.09%)	62 (+24%)	44 (-29.03%)
Average €/Ord.	136.40 €	131.10 €	130.94 €	113.46 €	124.73 €

LUISS ENLABS ACCELERATION PROGRAMM

LUISS ENLABS ACCELERATION PROGRAMM

We have decided to **stop** the acceleration Program during this sprint

- We understood we need more people in the team to control our business and grow
- We understood the importance of a clean CAP table and we need time to fix it.

MIND THE GUIDE

THANK YOU.