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Start Up in ICT - UniPD
May 2021

Start Up in ICT

Build Your Startup / 1
Rules & Pitch

What's Next: Your Startup

A fundamental part of Startup for ICT Course will be the “laboratory” teamwork:

- startup creation process,
- the preparation / refinement of the pitch – including all relevant materials,
- the pitch itself (as a group).

This will account for the 50% of the exam.



Startup Creation Rules

These are the basic rules/workflow for the Startup creation:

- Each student can submit any number of problem/opportunity challenges, with a brief description.
- The challenges will be discussed and reviewed.
- The challenges will be voted with a mechanism based on different weight tokens (5-4-3-2-1). Each student has these 5 tokens and can assign them as he/she wants, even summing them all on the same challenge.
- The 9 challenges with the higher token count will be selected.
- Teams will be built (avg 3 students per team)
- Teams will select their Challenge and elect their CEO.
- Launch!



Startup Creation: Opportunities /A

- 1 – Problem: creating 1° year secondary school classes.
- 2 – Problem: enabling easy scheduling of self-made group travels.
- 3 – Problem: getting good food from mensa (with scholarship «pricing») for students actively preparing exams and not willing to lose too much time to go physically eating to mensa.
- 4 – Problem: recycling cooking oil (both in private and commercial locations).
- 5 – Problem: Problem with public lighting – either fixing not working lights or on the opposite, tuning lighting in the best way during daytime (also 42)
- 6 – Problem: navigating through unfamiliar airports during travels and finding the correct gate&flight..
- 7 – Problem: the bureaucracy making even simple tasks difficult for foreign students: very difficult to travel, subscribe for an insurance, etc.
- 8 – Problem: Parking in Padua, also if you have a residential permit, is difficult – the problem is you don't know where a free spot is and end up circling for a long time.
- 9 – Problem: Finding the best shop around for the best offers and shopping experience.

Startup Creation: Opportunities /B

- 10 – Problem: Trust of online shops
- 11 – Problem: Online clothing shopping faces a size problem
- 12 –
- 13 – Problem: Understanding greengarden plant health and needs for not farmers
- 14 – Problem: Safety and authenticity of foods and being able to judge from tag
- 15 – Problem: Bringing the «perfect match» from internet shopping to analogic shops
- 16 – Problem: Optimal path when shopping in the supermarkets
- 17 – Problem: Some Gas station (in all countries of the world) may cheat on dispensed oil.
- 18 – Problem: Girls wanting to look at their best (makeup)
- 19 – Problem: Safety of people in mixed ways with bicycles and electrical scooters / «hostile» cities
- 20 – Problem: Bus rental and overseas travel agency cooperation.
- 21 – Problem: Making second hand sale&purchase more efficient (marketplace on fb)
- 22 – Problem: Laundry machines have no online payment.

Startup Creation: Opportunities /C

23 – Use of food which has passed its Best Before date but it is still consumable with no risks for health. At the moment these goods may be destroyed – they could be used for secondary market / free

24 - Problem of bike theft in Padova. Also bike tracking / monitoring.

25 – Problem of people who cannot build stable relationships because of trauma or psychological traits that inhibits them from having such relationships (or make them difficult). – Also Problem of people who are «shy» or have no confidence in meeting peers to build relationships with. Also: boys cannot find girlfriends easily. Or more in general «connection» between girls and boys which very often is not «smooth» and easy. There is also the problem where an additional obstacle is the different «traditions».

26 -

27 – Problem in individual sports – in particular motivation. For runners it would be nice to know additional routes to run, or have suggestions on how to put objectives in a sustainable way. Having a coach maybe or a way to find «friends» to run with. Also Problem in individual habits – like achieving a new diet or sleeping rhythm – sometimes you are left alone and the motivation fades. This is similar to 27 but more related to habits. It all falls down to force of will maybe?

28 -

Startup Creation: Opportunities /D

29 – Logistics dealing with good transportation – since this is causing a lot of pollution / traffic problems. We should find a different way to transport goods (using cars that are already on the traffic?) like BlaBlaCar for goods.

30 – Medical Care: there are patients that had strokes or other accidents which damaged their capacity to talk and cannot write too. Still the brain understands words and want to talk - maybe we can use technology (like AI on neuroactivity) to understand what one want to say.

31 –

32 –

33 – Problem: Food waste related – more focused on food in the fridge, especially for students or people who live together and use the same fridge. Maybe smart fridge technology.

34 – Problem: finding a nanny for the kid just for a limited time. Also for small tasks like cleaning garden or other tasks which take only few hours. On the other hand there is a lot of people looking for small income with small tasks – so combining these two would be ok (like what Uber does)

Startup Creation: Opportunities /E

35 – Problem of «knowing» if there are viruses in a certain area – especially sensitive to this problem because of Covid-19. The problem here is that people is very anxious about Covid, its variants as well as other viruses.

36 - Healthcare problem for the early detection of cancer. Similar: we should have cheap ways to do prevention on this – not only to cancer but in general to health problem. Today if you have doubts you need to get checked by a doctor. We should have a cheaper way to do self-assessment to have early detection of dangerous health conditions.

37 - Problem of people not willing to get old and looking for an «age prevention» mechanism – which could also be lifestyle suggestions, tracking, etc. Also monitoring food quality, sun exposition etc.

38 – Problem: whenever you have bad wifi connectivity it's very tough to come out with an easy solution: bad quality of repeaters / difficulty in setting up the network / problems with provider constrains, etc.

39 – Problem: making easier and cheaper to own a PC by transforming the local «pc» in a terminal with just screen and keyboard and leaving CPU, memory, storage, processing etc. to the cloud.

Startup Creation: Opportunities / F

40 – Some electronic goods have misleading names and make it difficult to browse through models and understanding all specs correctly – ending up in making the purchase difficult.

41 – Problem: a service like deliveroo for medical drugs.

42 –

43 – Security for girls returning home during night – for example an App for girls that do «pickmeup» service during nighttime even if you they don't know each other – like a network of «trusted» friends.

44 – Problem for blind people who find it very difficult to pay with some automatic machines and get money from ATM and other processes dealing with cash.

45 – Finding incentives / taxation / legislation that apply to a specific activity. Today it is very difficult to browse through such incentives/taxation/laws.

46 – Calculating the impact of a new law on a financial budget of a family.

47 – Getting advices on problems / any kind of problems / seeking help from community. Something like Yahoo Answers.

Startup Creation: Opportunities /G

48 – Problem with online server capability and connectivity – some servers in particular with massive multiplayer games suffer lags and the QoS declines. In particular the problem might be not related to server «power» but to how the server architecture is structured today – which can deal with normal server tasks but not to complex multiplayer games.

49 – Problem is estimating and monitoring each individual impact on the environment.

50 – Problem affecting people with Asperger syndrome & other forms of autism: difficult to insert these people into the society in a way that is maximizing their potential and talents like a stable occupation and relationship.

51 – Managing any aspect of bureaucracy and any act of a citizen life in a digital way (e.g. blockchain).

52 – Problem with ear buds cables breaking down (and not using wireless cabling because of audio quality).

53 – Problem is low quality of overall digital education – which creates a lot of problems for the majority of people not being tech experts.

54 – Problem: people with musical skills/education find it very difficult to find a stable job.

55 – Problem: in some areas car rental cheat you when you return the car.

56 – Problem: helping people visiting foreign cities to have a quick info on monuments, places, etc.

Startup Creation: Opportunities /H

57 – Problem: realization of good fresh dishes requires skills and time – this should be feasible in low time and with low or no cooking skills.

58 – Problem: handling garbage in automatized way.

59 – Problem: most people have free time and small tasks that, if organized properly, would be more useful.

Startup Creation: Top 9

Top 11 selected problems. Each startup will have the chance to select one of these problems.

- 1: Problem 43 (Security for girls returning home at night)
- 2: Problem 9 (Best Shop around / FB Marketplace)
- 3: Problem 29 (BlaBlaCar for Goods)
- 4: Problem 6 (Navigation in unfamiliar airports)
- 5: Problem 13 (Greengarden health / needs for non farmers)
- 6: Problem 34 (Small task finder e.g. «keep my baby 2hrs»)
- 7: Problem 45 (Find taxation/laws/incentives for initiatives)
- 8: Problem 27 (keep motivation with sports / habit changes)
- 9: Problem 48 (massive multiplayer online server redesign)
- 10: Problem 23 (Use of food after BBE date)
- 11: Problem 49 (Estimated individual impact on environment)

Our Teams & their Opportunities

These are the final Teams, their assigned Problem – the CEOs are underlined

Team Name	Opportunity	Who
SmallTask	34 – Small Task Finder / Managing little tasks / babies etc.	A. Pegoraro, A. Xie, C. Facchin, <u>V. Pakpahan</u> , M.Z.Haque
Feel Safer	43 – Security for girls returning home at night	A. Novero, <u>I. Shena</u> , H. Jahanifar, A. Haidari
(WIP)	9 – Best Physical Shop Around & FB Marketplace	R.E.Baboukani, B. Irani, <u>Sadra</u> , H. Yusifli
Pick Your Pack	29 – BlaBlaCar for Goods	<u>G. Santoiemma</u> , L. Pessina, A. Benetti
Agritech	13 – Greengarden health/need for non professional farmers	<u>A. Bianconi</u> , E. Cisotto, E. Galdeman
Equibrata	45 – Autofind taxation / incentives / laws for specific initiatives	<u>A. Sgreva</u> , M. Corradi, N. Salvadore
(WIP)	(WIP)	M. Irfan, N. Andriani

The Job

Easiest: Make hypothesis. Get out of the building.
Talk to People. Validate/Discard. Repeat.





Once you have

Refined the Problem
Validated the Problem
Found a Solution
Refined/Validated the Solution
Analyzed the Competition
Identified your Customer
Defined a Product
Found a Market & Business Model
Assembled the Best Team
Computed Costs/Revenues
Built a Trajectory
Put everything in a sustainable way
...and feel you're ready to launch...

The Pitch



“Types” of Pitches

There is not “the Pitch” – there are, instead, several type of Pitches that real startuppers should always be ready to master:

- **Elevator Pitch:** 60 seconds, few words, extremely challenging – possibly a sentence! – very important to use popular images/brands or mental schemes.
 - Concise : max 1-2 minutes, talking clearly and slowly (no machinegun talking). Even more challenging? A tweet!
 - Clear: no jargon, kids must understand!
 - Greed-Inducing: must show REAL value
 - Irrefutable: statements MUST be irrefutable.
 - Check ☺ <https://www.youtube.com/watch?v=Tq0tan49rmc>



“Types” of Pitches

Short Pitch: This short form pitch is typically 5-10 minutes long and should include some basics about your company, such as the problem you are solving, your solution, your team members, the market you are in, the competition, some financial highlights, goals you want to reach, and info on your founding team.

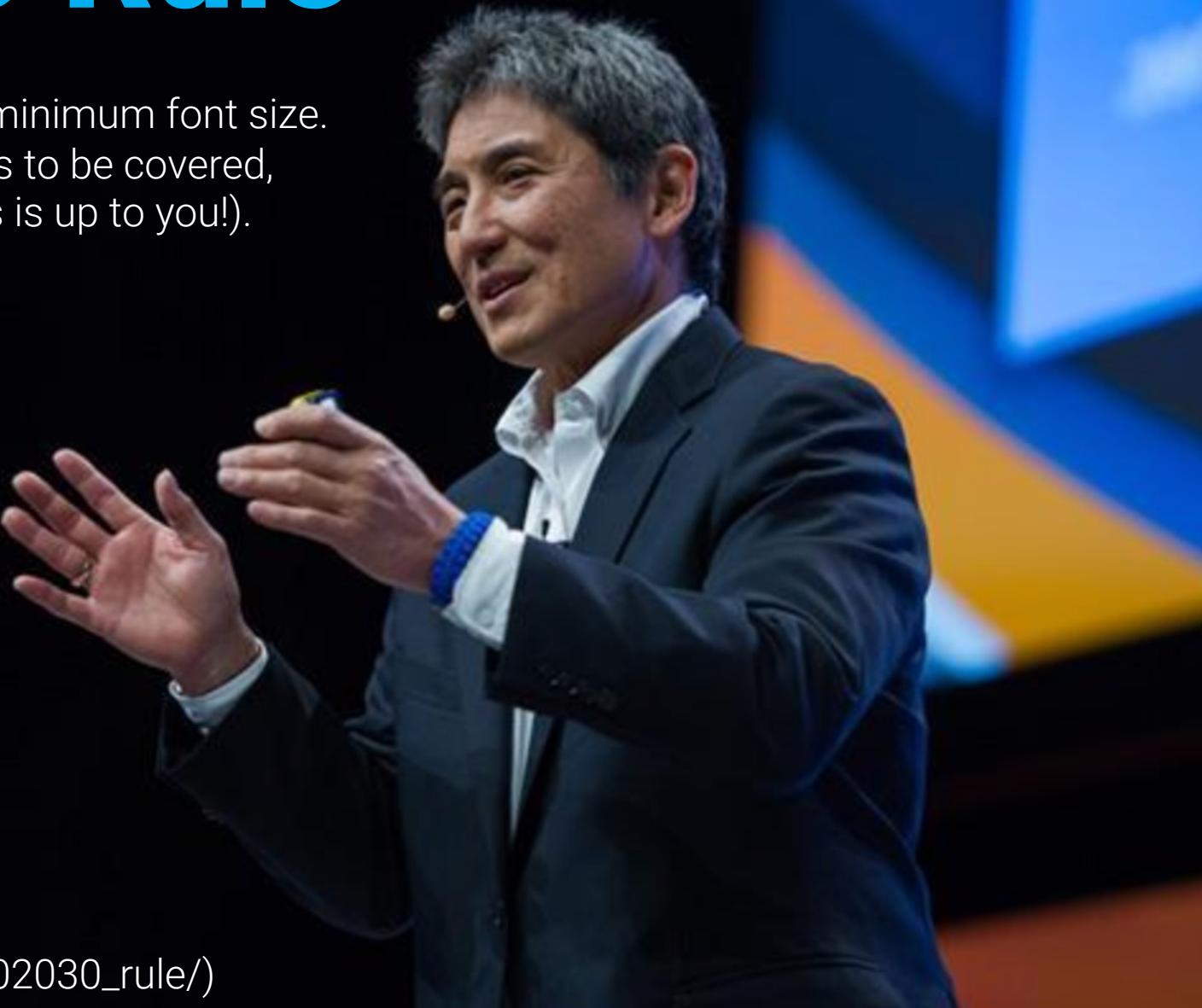
Long Pitch: 30/20/10 Rule (we will use this one)



The 10-20-30 Rule

Guy Kawasaki – 10 slides, 20 minutes, 30 point minimum font size.
These are the topics that you shoud cover (topics to be covered,
NOT order of slides or content for each slide, this is up to you!).

- Problem (with nice introduction)
- Solution (with MVP / Demo)
- Business Model
- Underlying Magic
- Marketing / Sales
- Competition
- Team (why us?)
- Projections / Milestones
- Status / Timeine
- Call to Action



Other Takes



Guy Kawasaki Guru & Entrepreneur	Dave McClure 500 Startups	Don Valentine Sequoia Capital	Scott Mackin Barcinno	Chance Barnett crowdfunder.com	Kamil Goliszewski Digital Entrepreneur	Sylwia Gorajek Co-Founder at Verly
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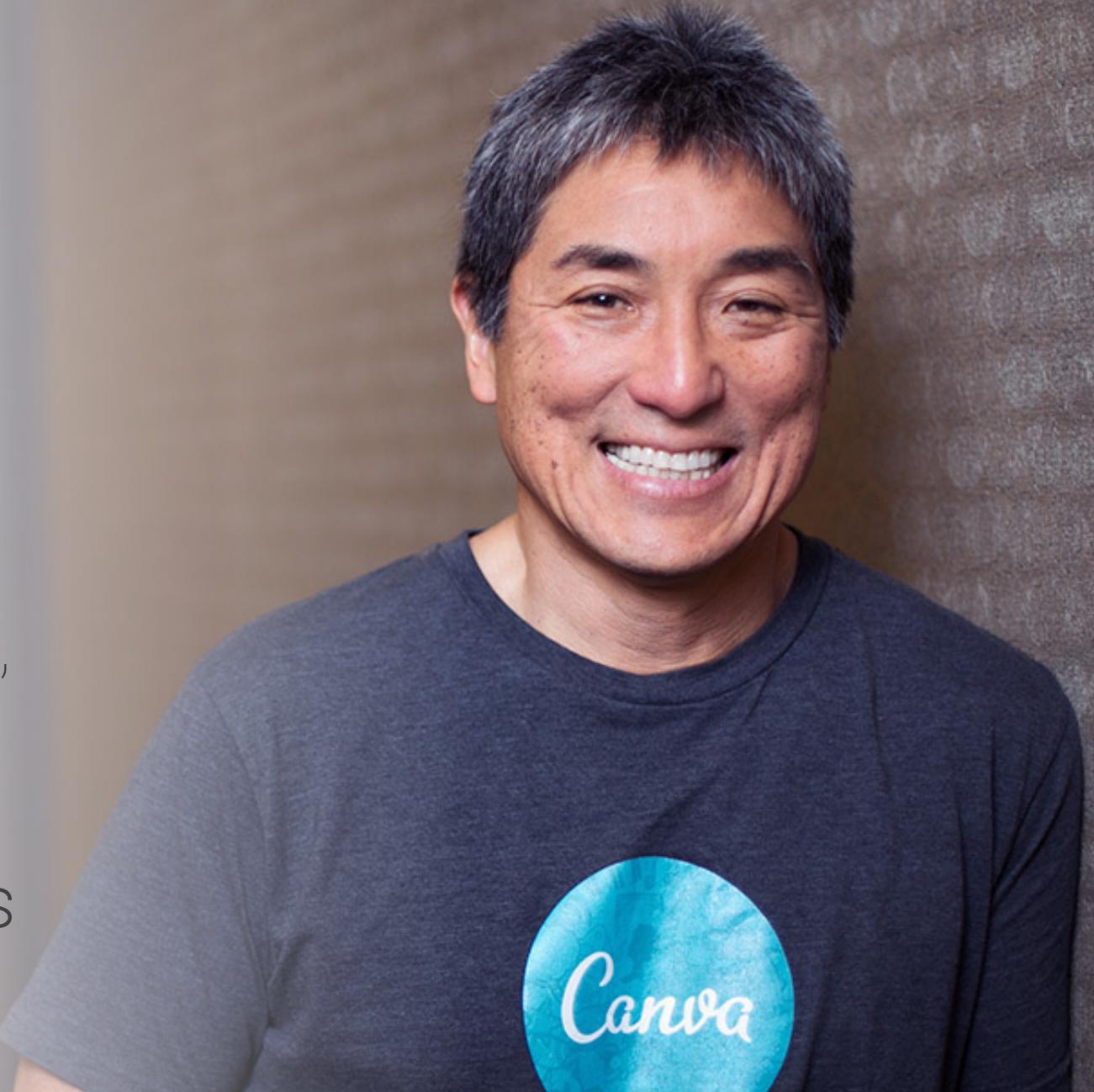
Title	Elevator pitch	Company Purpose	Elevator pitch	Vision / Elevator Pitch	Vision	Name & Mission
Problem	Problem	Problem	Problem	Traction / Validation	Market Opportunity	Problem
Solution	Solution	Solution	Solution	Market Opportunity	Problem	Solution
Business model	Market size	Why Now	Market size	Problem	Product/Service	Product
Underlying magic	Business model	Market Size	Business model	Product / Service	Revenue model	Market
Marketing & sales	Proprietary tech	Competition	Competition	Revenue Model	Marketing	Business Model
Competition	Competition	Product	Go-to market	Marketing & Growth Strategy	Team	Strategy
Team	Marketing	Business Model	Team	Team	Competition	Competition
Projections	Team	Team	Traction	Financials	Financials	Roadmap
Status and timeline	Money / Milestones	Financials	Financial need	Competition	Fund raising request	Financials
				Investment ask		Team

Yes, but how?



Tell your Authentic Story

Enchantment: the art of changing hearts, minds and actions (G. Kawasaki, 2012): the three pillars of enchantment are likeability, trustworthiness and greatness.



EE We don't know where we get our ideas from.
We do know that...
we do not get them from our laptops.”

— John Cleese

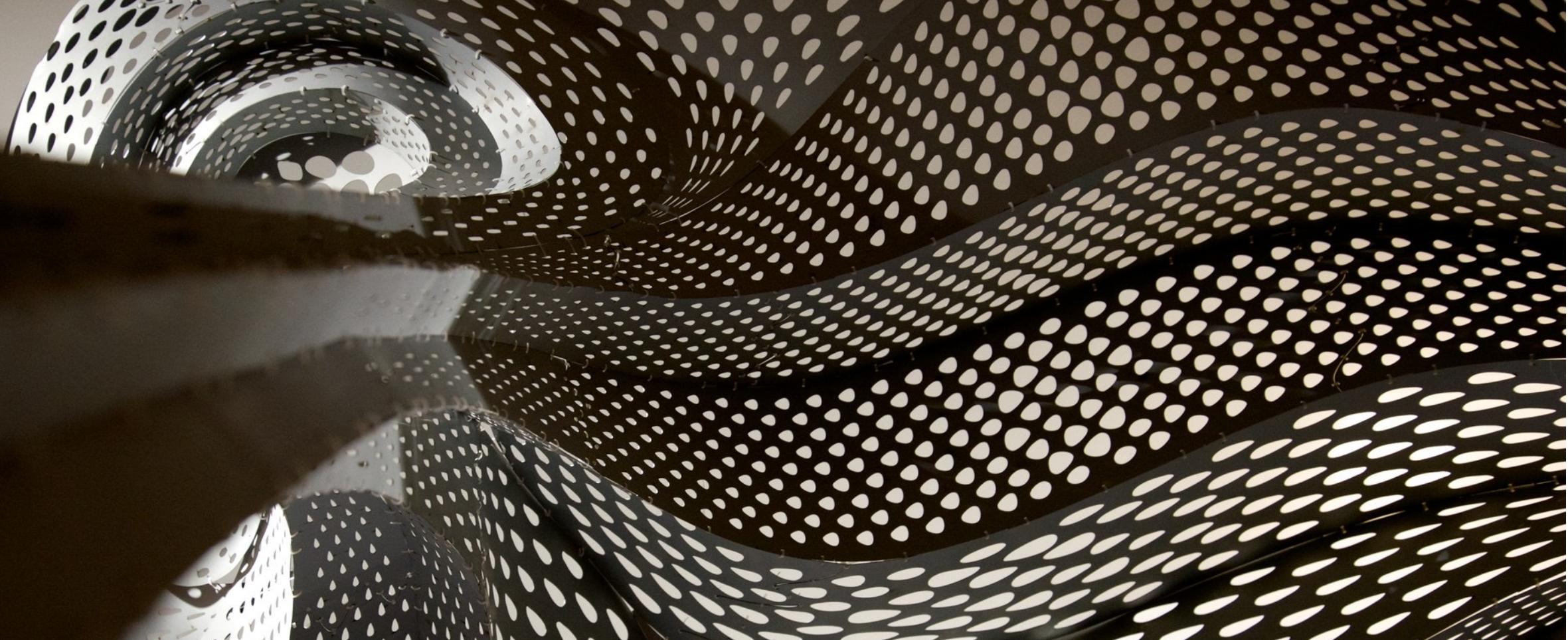


Laptop/Smartphone OFF



Audience First!

**Who? What language should I use? What's their story?
Why are they here? Know your audience in advance!**



Solid **Structure**

Your narrative, even if simple, **MUST** have a structure.
Something which may not be seen, but that makes
the difference, giving a «fluid» touch to your speech.

Clear Theme

a.k.a.

**Remove the
non-essential.**

**Which brings to the real
problem: know very well what is
your CORE SINGLE KEY
message.**

**And again, knowing your
Audience helps.**





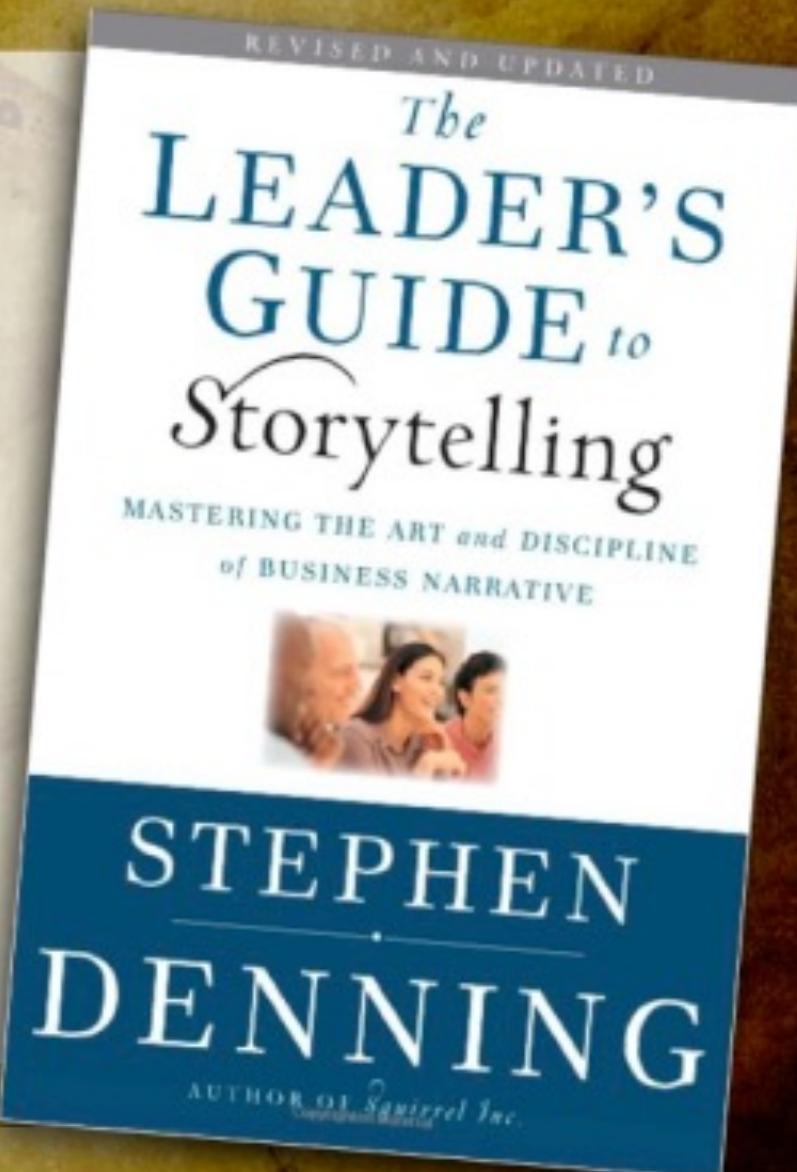
Hook them early!

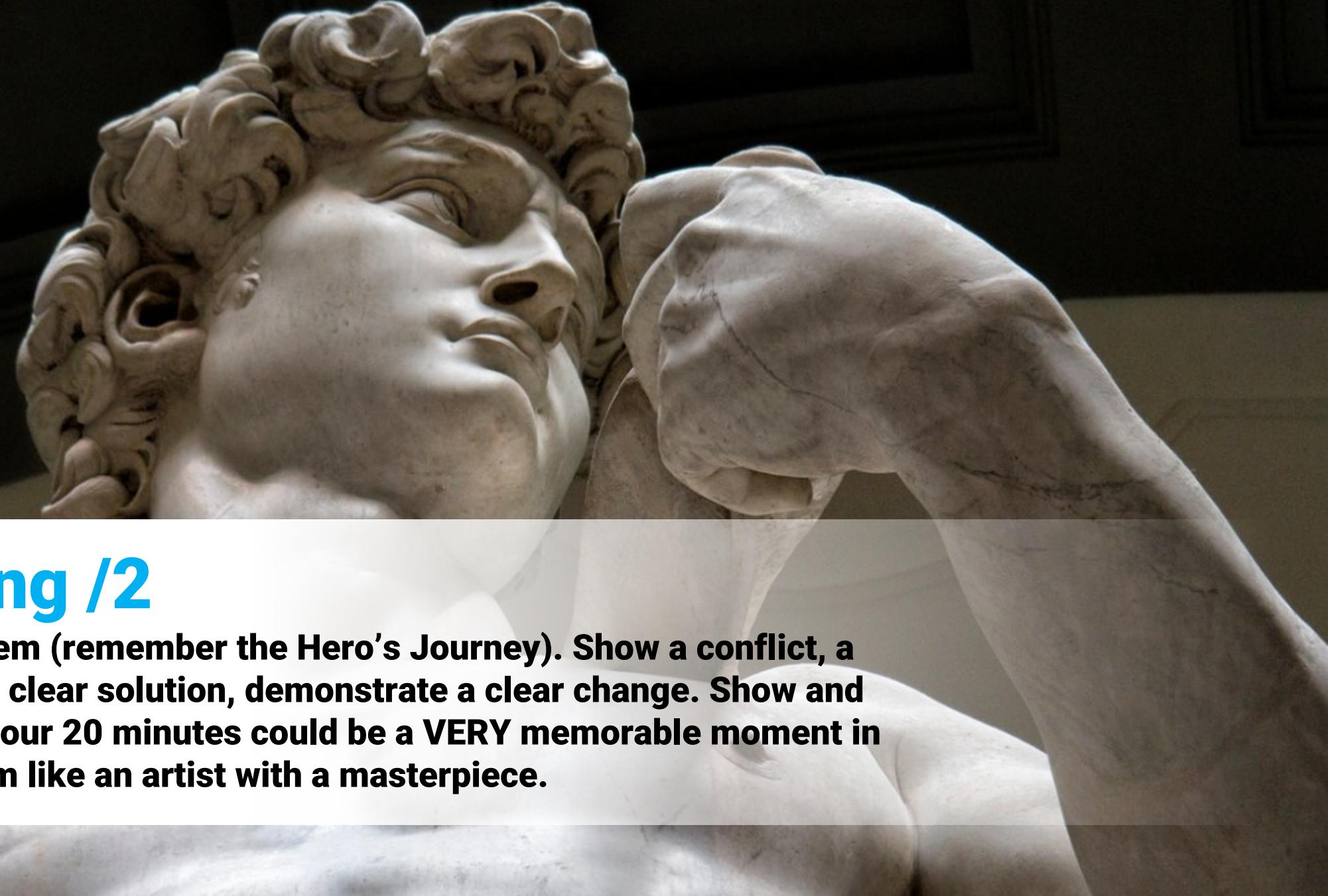
Useless details and introductions will kill you. Start with an unexpected boom. Get their full attention. Do something they will remember, which, given the event, is very tough.

“Time after time, when faced with the task of persuading a group of managers... to get enthusiastic about a major change, storytelling was the only thing that worked. ”

— Stephen Denning

Storytelling

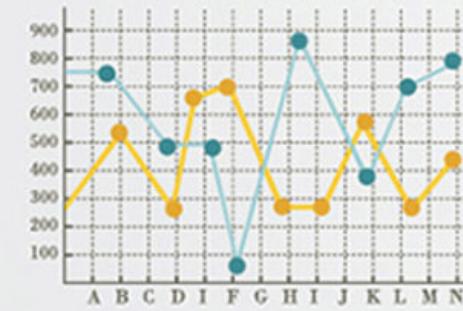




Storytelling /2

Show a clear problem (remember the Hero's Journey). Show a conflict, a struggle. Provide a clear solution, demonstrate a clear change. Show and provide passion. Your 20 minutes could be a VERY memorable moment in your life. Craft them like an artist with a masterpiece.

Don't Tell – Show!



- Never **ever** make any qualitative self-made statements!
- Use irrefutable numbers and cite verifyable sources. Always.
- Be straight in describing the problem with numbers, graphs, data – let the numbers do the job of letting your audience understand the problem – don't tell them!
- The simpler the data and the infographics, the better the concept is nailed down.
- Single listen test: an occasional listener should be able to describe your pitch perfectly after just the first listen.

A black and white close-up photograph of actress Gwyneth Paltrow. She has long, light-colored hair and is smiling broadly, showing her teeth. Her eyes are looking slightly to the side. She is wearing large, textured, diamond-shaped earrings. The background is blurred.

Be Authentic

**Be yourself. Show your humanity.
Super heroes are, above all, humans
with their fragilities and self-doubts.**

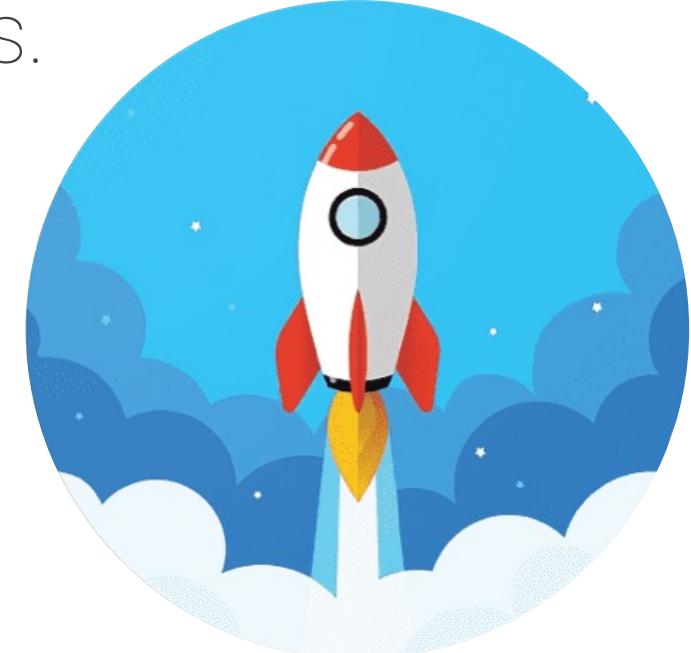
Having a great startup pitch has more to do with setting up and running a great company than optimizing some type of sales process to investors. Great investors can see through most tactics that you will use in the pitch process, so the best fundraising strategy is to build a great company.

Ken Howery

Wrap up: Our Startup Pitch

Rules for our pitch.

- 10-20-30 Rule preferred (don't be too strict).
- 20 minutes speech, 10 minutes questions.
- Cover all 10 main topics (10-20-30 Slide).
- You may be asked to show your BMC.
- Show you did get out of the building.



The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners



Key Activities



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS
Opportunities for economic
Reduction of risk and uncertainty
Acquisition of particular resources and activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platforms/Network

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Meaning
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE
Cost-Driven (leanest cost structures, low price value proposition, maximum automation, extensive outsourcing)
Value-Driven (focussed on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope



Revenue Streams



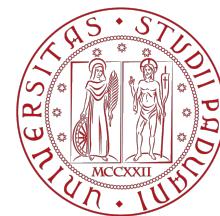
For what value are our customers really willing to pay?

For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

INVEST	PRICE PAYMENT	ARRANGE PAYMENT
Asset sale	List Price	Negotiation (bargaining)
Usage fee	Product feature dependent	Yield Management
Subscription Fees	Customer segment dependent	Real-time-Market
Lending/Renting/Leasing	Volume dependent	
Licensing		
Bronzeage fees		
Advertising		



StartUp in ICT
University of Padua
March-June, 2021



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