A case study:

general purpose advices

from a startup

Who

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ICT Consultant since 1995 (for public services and private companies)
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MoodMe
Founded in 2011
Tech team in Rome
Headquarter in Luxembourg
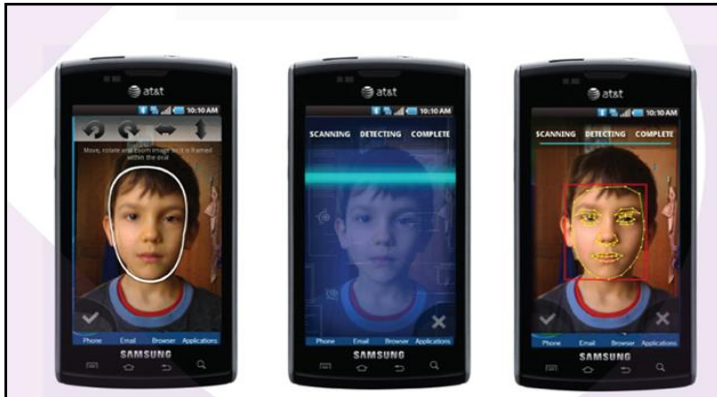Offices in Palo Alto (Silicon Valley)

Moodme: the concept

Starting from experiences in 3D model, we have created a software who creates a 3D model of a human face starting from ONE single frontal face picture and ...we animate it!
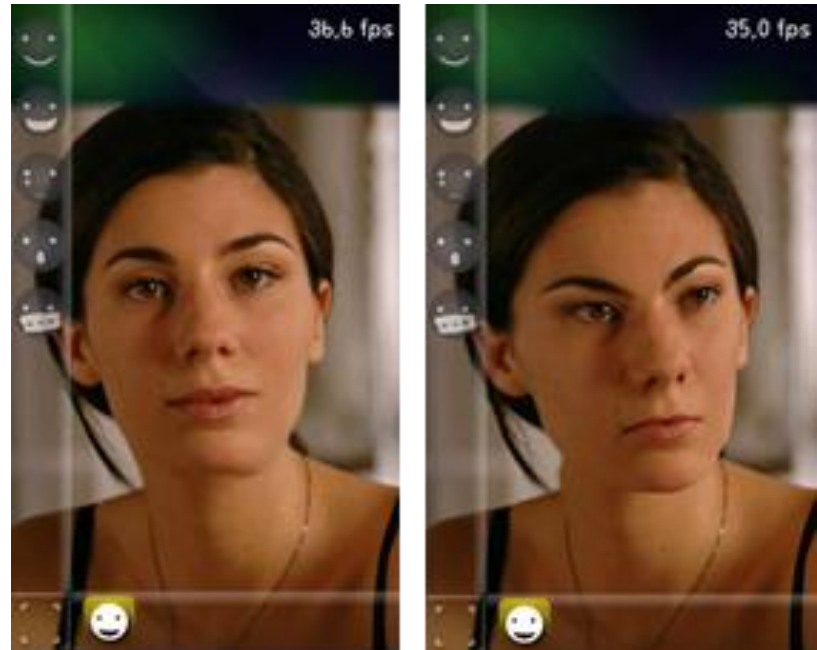
From communication to…

emotional communication

Demo:
http://apps.moodme.biz/creator/
App store: MoodMe

Becoming a startup with high potential

- Internet is global → don't focus on your country

- International partners → world contacts

- Participations to international start-up contests - Moodme won Europe4Startups contest (Lux)

- Involving VC and expert advisors

- Define marketing strategy: B2C/B2B

What did we learn?

- Once you have an idea, is it already a product?
- Once you have the product, is it the right one?
- Once you have the right one, is it user friendly?
- How can I interact with my users?
- Is it global? How can I reach all the potential users?
- Am I ready to scale up?

ROMA

mood me

Is it the already/right product?

- Focus on business point on view when you deal with tech!
- Prepare demos/prototypes
- Show it up to as many people you can (improves product quality and market positioning)
- Make networking to reach people out of your network (use the internet for it)
- Discuss and criticize your product/idea
- Be ready to modify product and market positioning

User friendly? Customer friendly?

- Graphics is the key of beauty, User eXperience (UX) is the key of awesome!
- 2 clicks are *always* better then 3!
- Use beta testers (5 discovers 70% of UX issues, 15 discovers 90% of UX issues)
- Know your users but… don't bother them!
- Customer care services must be always available (response time is the key)
- Make test!!!!!

Is it global? Think *BIG*

- Thinking **big** attracts investors
- Search virality (word-of-mouth is our best commercial)
- Go social (exploit existing social networks)
- Get reviews from blogs
- Use vendors/agents/partners worldwide
- Prepare your technical infrastructure for scaling up (use "cloud" services) BEFORE it scales up!

Soltanto l'ardente pazienza porterà al raggiungimento di una splendida felicità.

(P. Neruda)