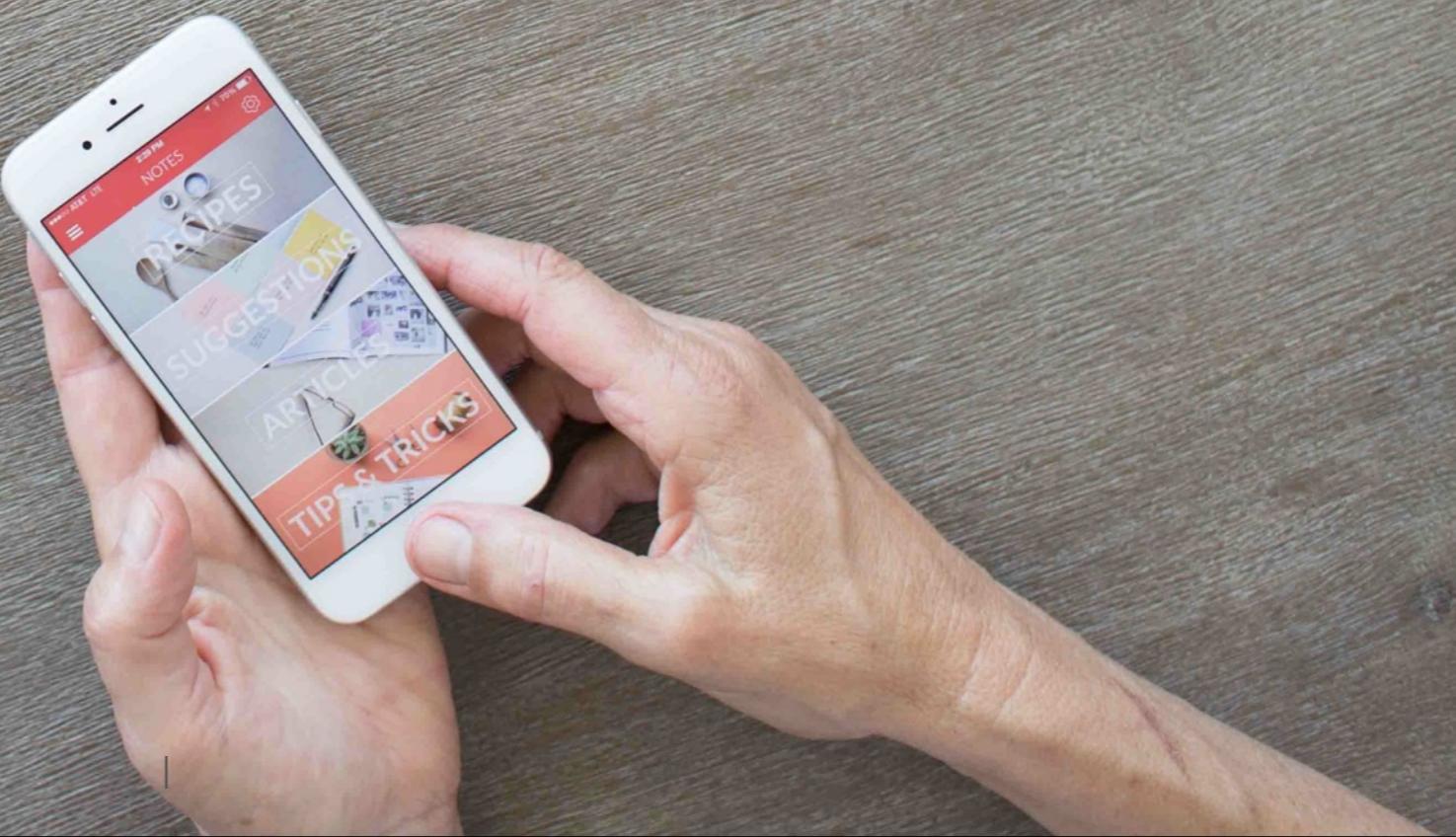


STARTUP CLASS

05 : Team, Pivot & Startup Destiny.





LE PROBLÈME



LA PROPOSITION DE VALEUR

A photograph of a hallway with a patterned wall on the left. Several people are walking away from the camera. In the foreground, a yellow rectangular overlay contains the text "CIBLE PRÉCISE".

CIBLE PRÉCISE



MVP

THE METLIFE BUILDING

45TH STREET

USER ACQUISITION STRATEGY





The promotional image features the four main cast members of the TV show 'The A-Team' standing outdoors against a backdrop of rolling hills under a blue sky. On the far left, Dirk Benedict as Mr. T is seen from the waist up, wearing a light-colored t-shirt with a graphic print, dark jeans, and a leather belt. He has a large, rugged appearance with a beard and mustache. Next to him is Brian Bosworth as Hondo, wearing a red baseball cap with 'AIRBORNE' on it, a brown leather vest over a collared shirt, and brown pants. In the center is George Peppard as Hannibal, wearing a light-colored button-down shirt and light-colored pants. On the far right is Michael E. Knight as BA Baracus, dressed in a dark suit jacket, a light-colored shirt, and a tie. He is holding a large, futuristic-looking machine gun. The overall aesthetic is gritty and action-oriented.

THE
A-TEAM

L'équipe avant l'idée...

« Good people can fix bad ideas, but good ideas can't save bad people. »

- Paul Graham

Fondateur de Y-Combinator

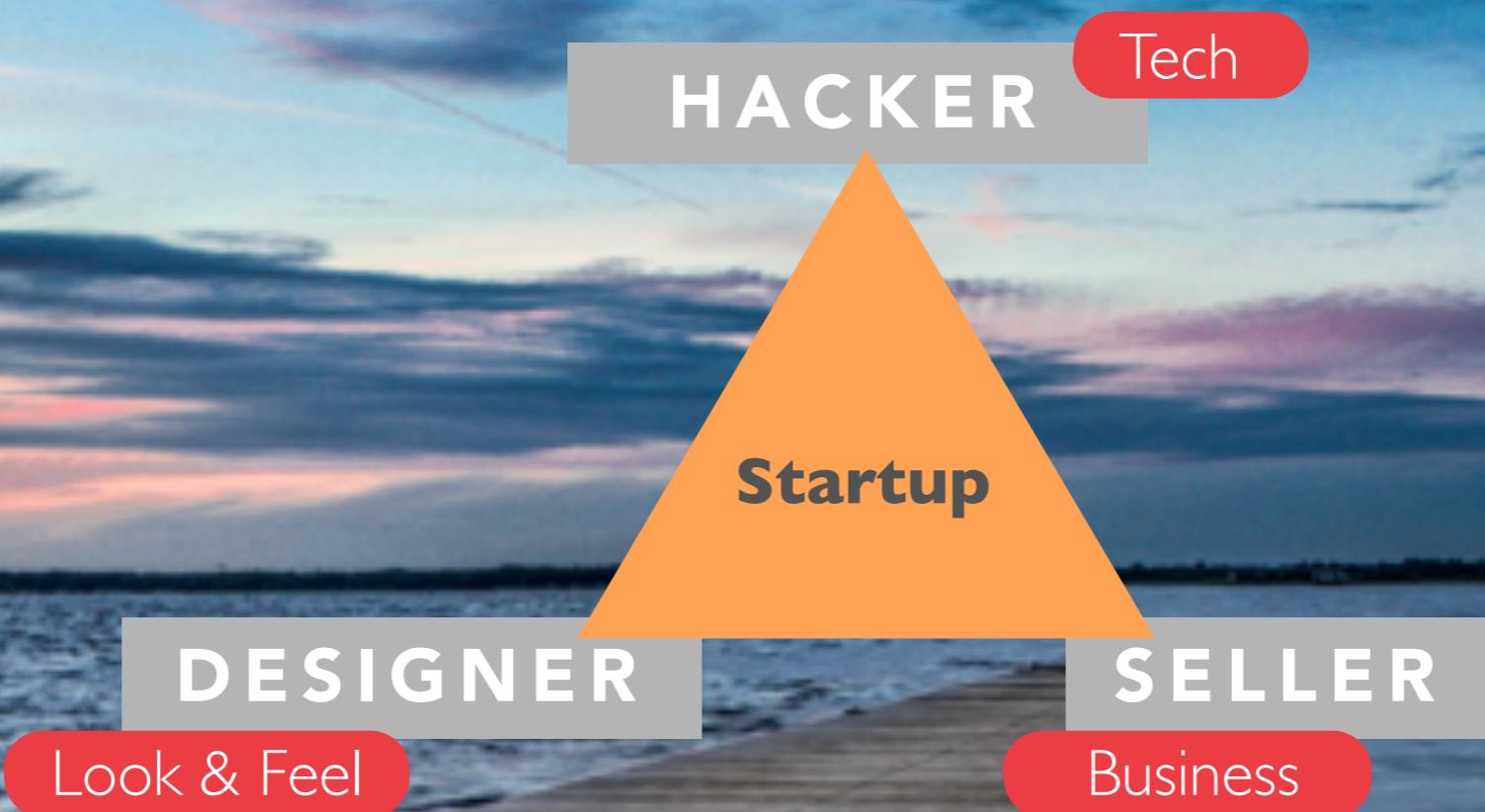


A woman in a white dress and a man in a tuxedo are standing in a kitchen, looking at each other. The woman is holding a bouquet of flowers. In the background, there is a blue shelf with various items and a bookshelf.

**Qu'est ce que cela
représente ?**

UN MARIAGE

QUELS PROFILS ?



Link : <https://www.quora.com/What-is-the-perfect-startup-team>



DES PROFILS
COMPLÉMENTAIRES

QUI REGARDENT DANS LA MÊME DIRECTION...



PAS DES CLONES

« What you want is **a diversity of backgrounds with a common vision.** »

- Sam Altman





« Trust your guts about people. »

- Paul Graham



A photograph of a person sitting at a wooden desk, working on a laptop. On the desk, there is a white mug, a spiral-bound notebook, and a pen. The person has long blonde hair and is wearing a blue shirt. The background is slightly blurred, showing what appears to be a window or a balcony with a view of water.

Remember that ?

MVP

Now, meet the ...

MVK

MINIMAL VIABLE KNOWLEDGE

TECH

DESIGN

BUSINESS

Code ?

Hardware
vs Software

Languages

Frameworks

CMS

Web vs
Graphic

UX vs UI

Mockups

Formats

Executive Summary

Administration FR

BA, Seed, VC

Exit, IPO,
Valorisation



清华经管学院
Tsinghua SE

LEARN

LEARN

LEARN

LEARN

IF YOU STOP LEARNING,
YOUR BUSINESS DIES.

Link: https://www.youtube.com/watch?v=cBvwyH_DaAE

davidwise.fr/outils

A close-up photograph of a person's tattooed arm resting on a light-colored wooden surface. In the foreground, a white ceramic cup with a dark liquid inside sits on a saucer. The background is blurred.

TECH

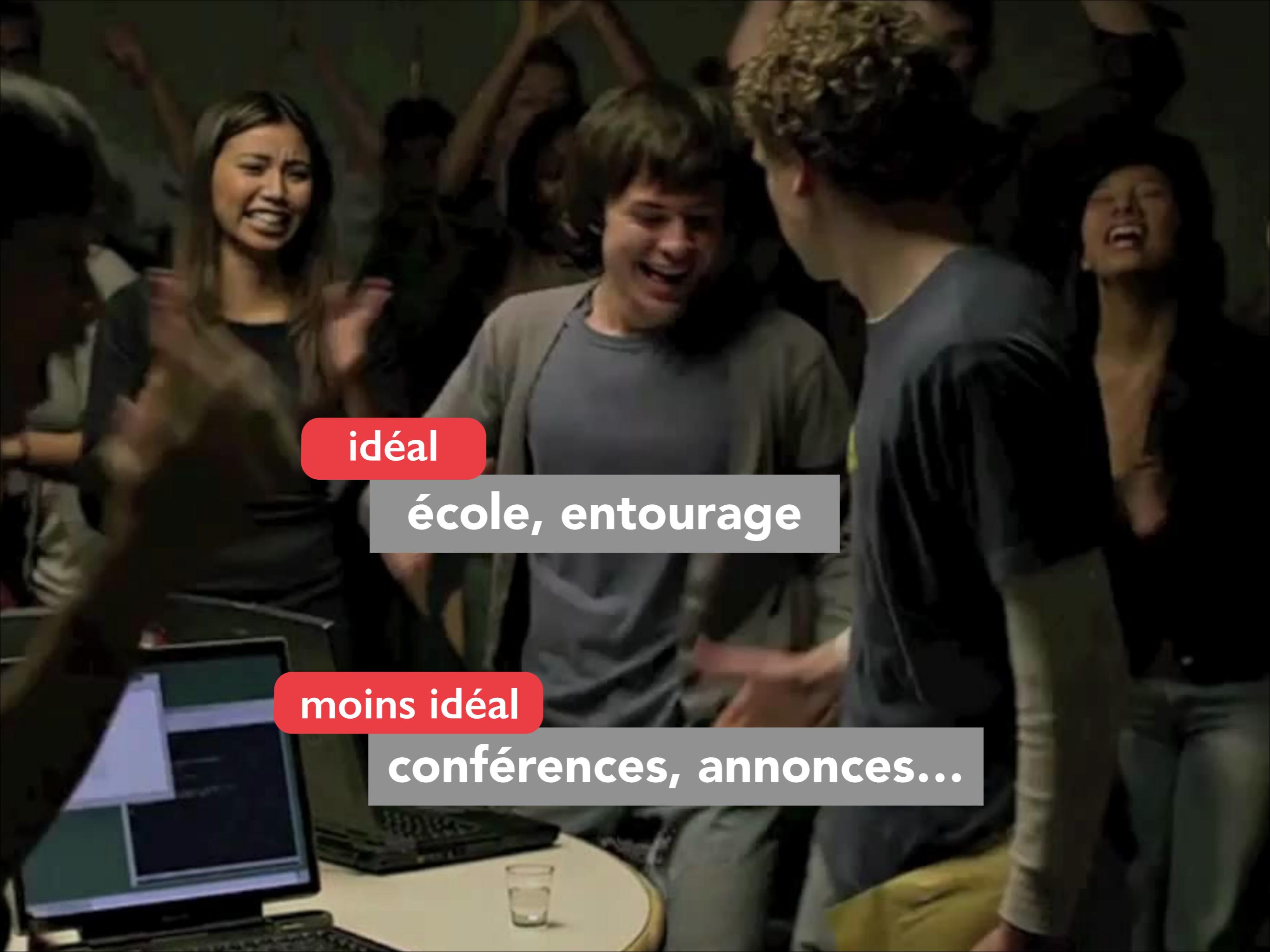
DESIGN

ALLER VERS L'AUTRE,
(ET VOUS MÊME)...

BUSINESS

A scene from the TV show Friends. In the foreground, Chandler (left), Monica (center), and Joey (right) are sitting on a couch, all looking upwards with expressions of surprise or concern. They are in a room with other people visible in the background.

OÙ TROUVER DES ASSOCIÉS ?

A photograph of a group of young people laughing together in a dark room. In the foreground, a woman on the left is laughing heartily, her mouth wide open. Next to her, a man in a grey t-shirt is also laughing. To his right, another man is partially visible, looking towards the camera. In the background, more people are laughing, though they are less distinct due to the low lighting.

idéal

école, entourage

moins idéal

conférences, annonces...



Be nice

P.S : **Data** is better than **ideas**

SELECTION ?

« Small is beautiful »

« Missionnaires vs Mercenaires »

Referrals

Salmon Asparagus

grilled salmon mashed

Chicken Marsala

asparagus, soup or
day, mashed potatoes

\$11.99 each

CREATE YOUR
Own Pizza

\$9.99

7AM-
8PM



L'aptitude est mieux que l'experience

Fast Learners

« Get things done » guys

Hang out

EN INTERNE : CULTURE

Valeurs, manifeste

Look for little wins

« Mindset is contagious »

Fire fast

Communication

« The only way is through »

- Robert Frost

Communication

Slack

Asana

Flow

Trello

Basecamp

davidwise.fr/outils



PIVOT

UN PIVOT SELON ERIC RIES



Link : <https://www.youtube.com/watch?v=IhTI4z2ijc4>

« What do you do when hypotheses
do not match reality ? »

- STEVE BLANK

POPULAR PIVOTS :

Twitter

Flickr

Kodak

Groupon

Instagram

Nokia

(not iterations)

DIFFERENT KINDS OF PIVOT...



Link : <http://www.fastcodesign.com/1669814/eric-ries-10-classic-strategies-for-a-better-user-focused-company-reboot>



« Difficult because it's
about giving up things »

- Eric Ries

Prévoir à l'avance avec des réunions



« Le succès, c'est d'aller d'échec en échec sans perdre en enthousiasme. »

Winston Churchill

PMF

PRODUCT-MARKET FIT

Save



Handy
.Merci Handy.

L'EXIT



LES 4 DESTINÉES D'UNE STARTUP

**L'enthousiasme du démarrage nous fait vite oublier
qu'il n'existe pas 36 000 scénarios
pour notre startup...**

En fait, il en existe que 4

LES 4 SCÉNARIOS POSSIBLES :

1. Fail

2. Rachat

3. Public IPO

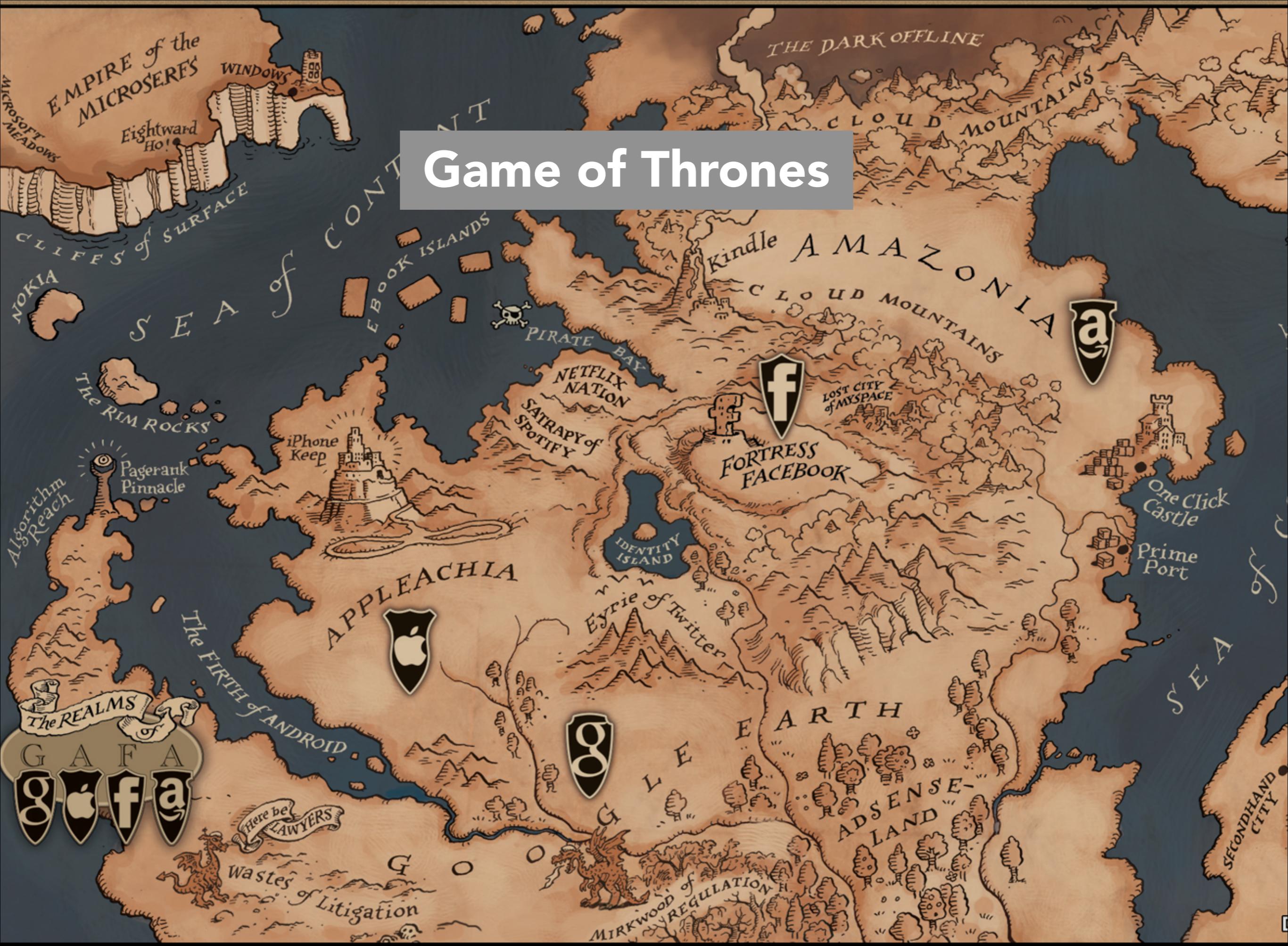
4. Private Prosperity



2

Rachat

Game of Thrones





Kevin



Marck



Sequoia



Jack

Instagram Story

L'histoire du rachat dans son intégralité

« Acqui-hiring »

*« We buy companies to get excellent people...
In order to have a really entrepreneurial culture
one of the key things is to make sure we're
recruiting the best people. »*

- Mark Zuckerberg

Découvrez également la liste des achats Facebook.
Visionnez la source de la citation : Cette [VIDEO_YC](#)



3
IPO



IPO = Crée quelques milliardaires, millionnaires...

David Choe (graffiti artist) valeur estimée en actions facebook : 200 Millions \$

Une de ses rares interview à propos de sa rencontre avec Facebook en 2005.



IPO réussie après quelques années

Facebook...



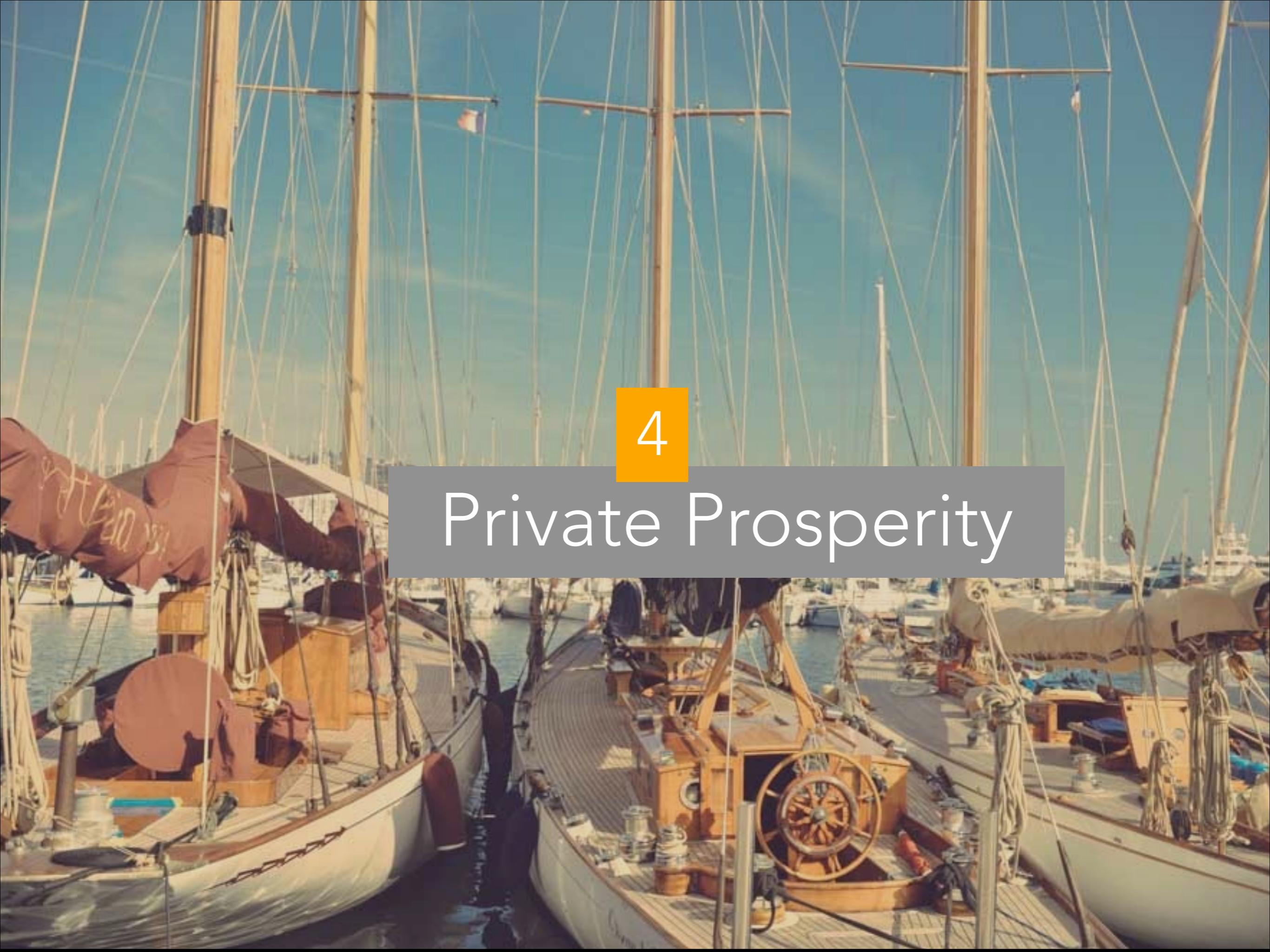
IPO ratée après quelques années

Twitter...

A close-up photograph of a man's face in profile, looking upwards and to the right. He is wearing dark sunglasses and a white button-down shirt. His right hand is raised, holding a large stack of US dollar bills. The background is a bright, slightly overexposed sky.

« Pay Day » pour
beaucoup de personnes

Positif : Liquidités = Nouveaux business angels



4

Private Prosperity



Airbnb

et d'autres



Unicorn Club : Que de l'air ?

Y'a t'il une bulle docteur ?

Très bon article à lire : « [We're partying like it's 1999 all over again ?](#) » par le fondateur de l'agence MetaLab. Autre [article utile sur le sujet](#) par Peter Thiel, fondateur de Paypal, Palatir et premier investisseur de Facebook.

Retrouvez la liste des licornes dans le [Billion Dollar Club](#) par le WSJ



1

Failure

A photograph of a man from behind, sitting on a dark, craggy rock formation. He is wearing a dark jacket and trousers. He is looking out over a vast expanse of low-hanging clouds that stretch to the horizon under a sky transitioning from blue to warm orange and yellow hues at sunset. The foreground is dominated by the dark, textured rocks and some tall, thin grasses.

Et oui...

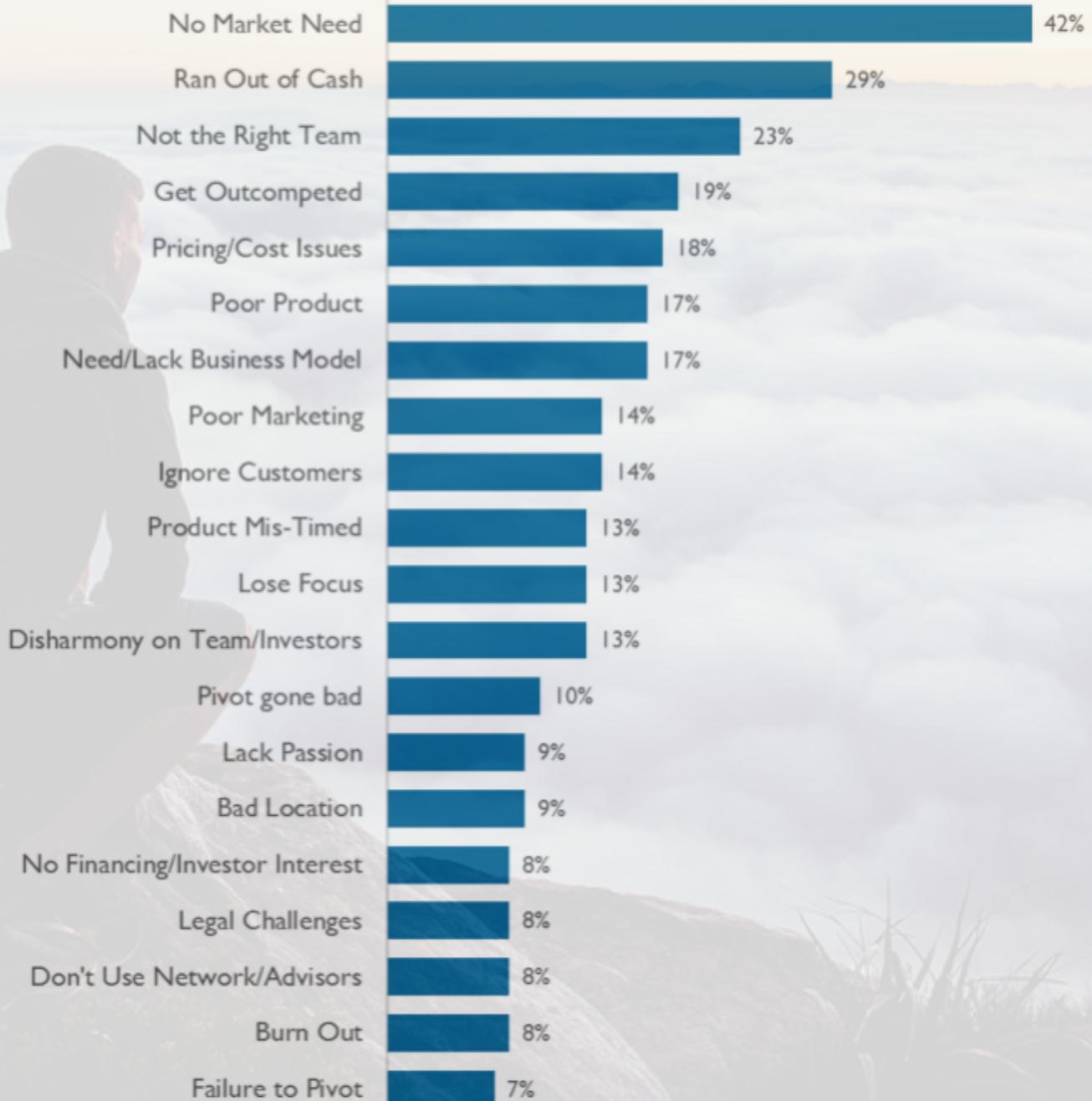
90% des startups échouent

Même 92% en fait, d'après [ce rapport](#) réalisé par Startup Genome sur plus de 2 800 startups.

Raisons ?

Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



A portrait of Elon Musk, a man with short brown hair and a light beard, wearing a dark suit jacket over a white and blue checkered shirt. He is looking slightly to the right of the camera with a thoughtful expression. His hands are raised and gesturing as if he is in the middle of a conversation or presentation.

A la fin c'est toujours le marché qui a raison...

A moins qu'on s'appelle Elon Musk.

Fear & Embrace Failure

Fuyez l'échec de tout votre être, mais si il est présent, sachez le reconnaître.

[Article très intéressant sur l'échec](#), à propos de l'équilibre à trouver entre la peur d'échouer et son respect.



Obstination **VS** Détermination

Discernement = honnêteté intellectuelle sur vos **Key Metrics**
(dont votre « North Star »); ou à propos de votre **Team**.

Le CEO d'Airbnb partage dans un article [7 rejets d'investisseurs en 2008](#) (150 K dollars pour 10% d'Airbnb!)

Learn Fast & Move On

« LA RESSOURCE LA PLUS RARE DU 21E
SIÈCLE, C'EST LE TEMPS. »

- Hartmut Rosa

DES QUESTIONS ?

OBJECTIFS :

- The A Team
- Collaborate, Communicate
- Minimal Viable Knowledge (MVK)
 - Pivot : the long way
 - Les 4 destins d'une startup
 - Hustle. Hustle. Hustle



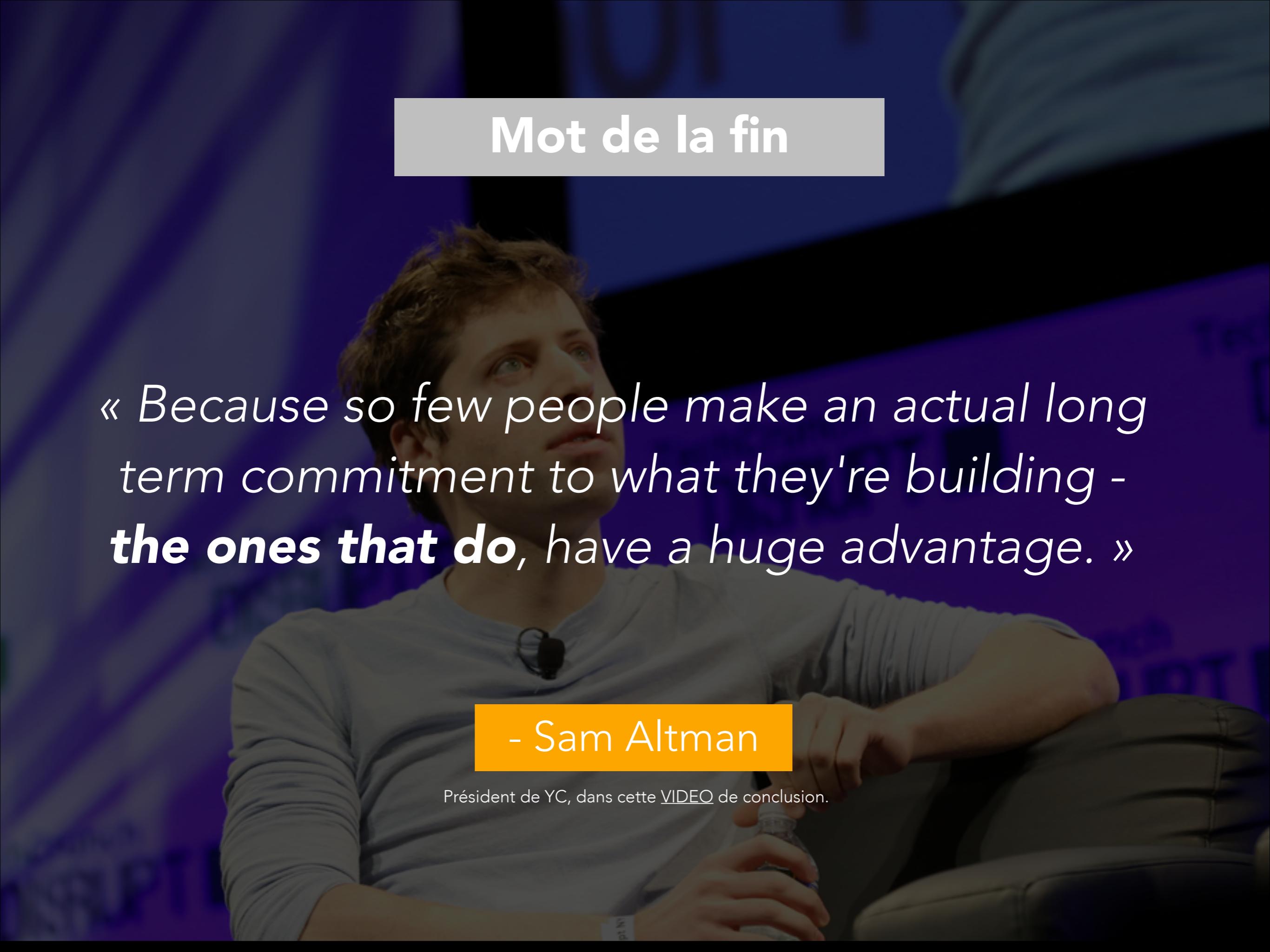
NEXT :

Pitch Session ; PMF, Growth: 15 Décembre 2015

A large white ferris wheel is set against a clear, vibrant blue sky. The wheel's structure is made of a complex network of white metal beams forming a triangular lattice. The gondolas are white with colorful, geometric patterns in shades of purple, yellow, and blue. The perspective is from below, looking up at the wheel.

AVANT
DE SE QUITTER...

Mot de la fin



« Because so few people make an actual long term commitment to what they're building - **the ones that do**, have a huge advantage. »

- Sam Altman

Président de YC, dans cette [VIDEO](#) de conclusion.

ENTREPRENEURIAT : ENTRE FOLIE ET HÉROÏSME

- Oussama Ammar

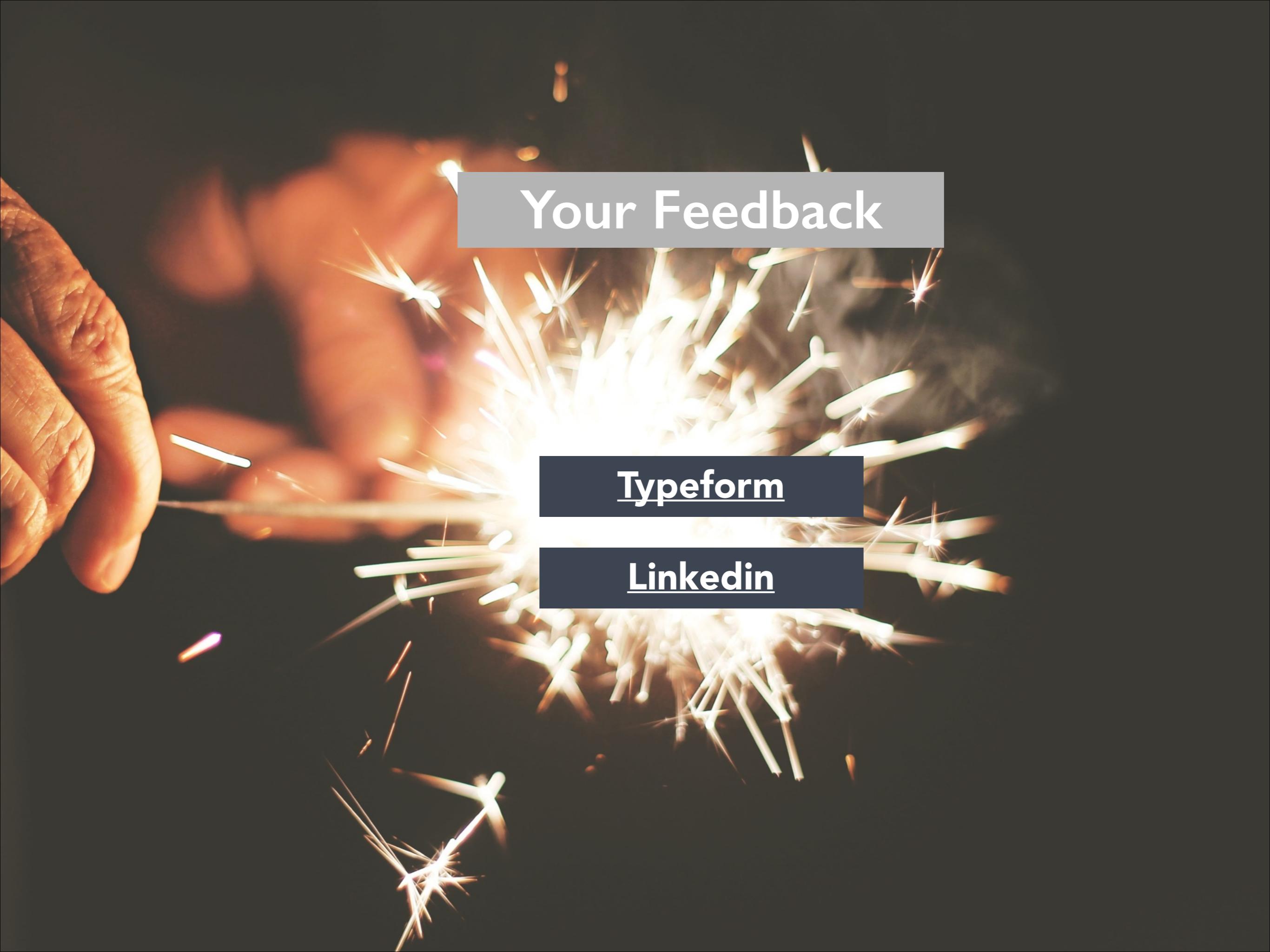




MERCI !

« L'éducation ce n'est pas remplir un vase mais allumer un feu. »

- William Butler Yeats



Your Feedback

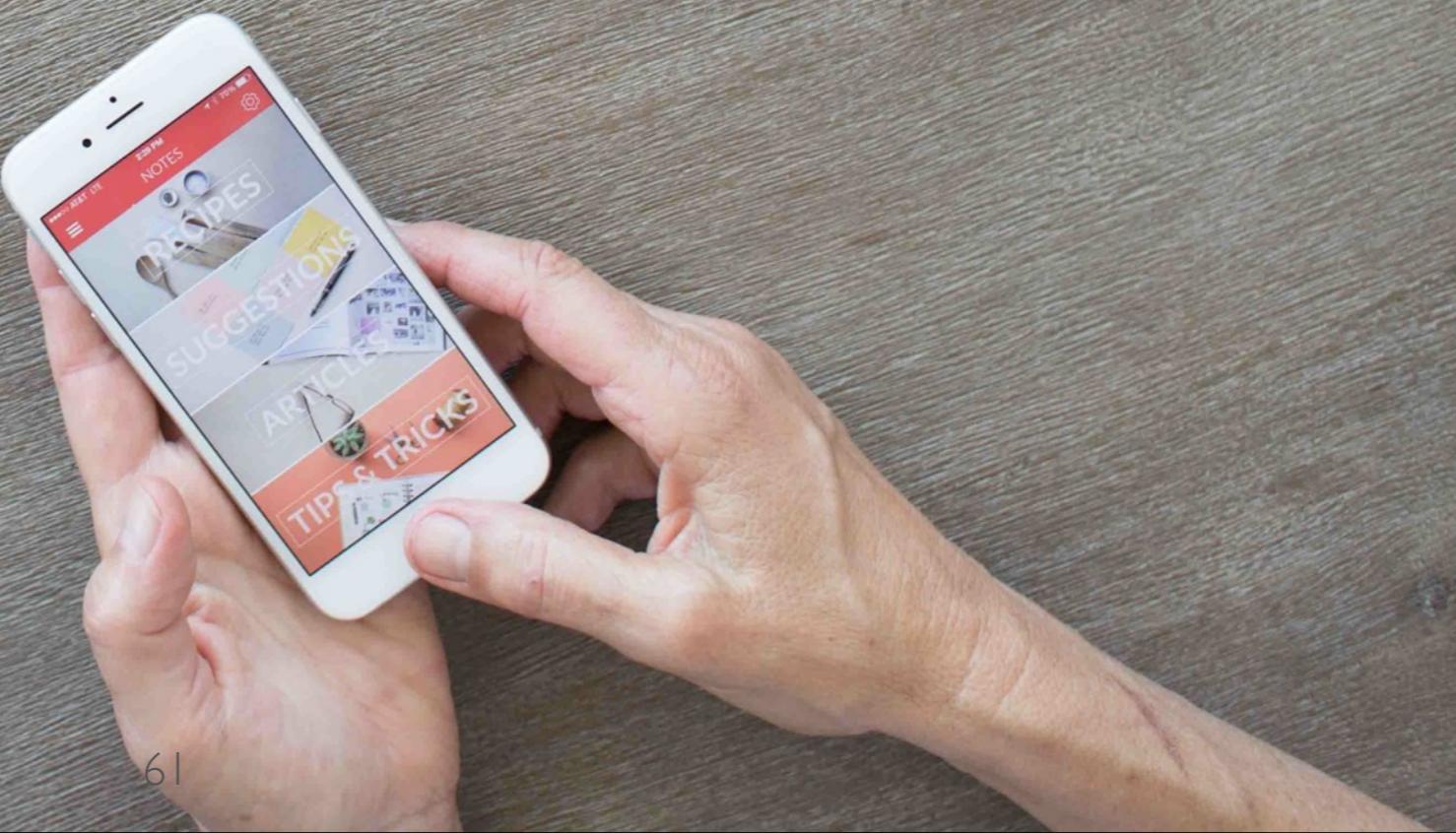
Typeform

[Linkedin](#)

CONTACT

hello@davidwise.fr

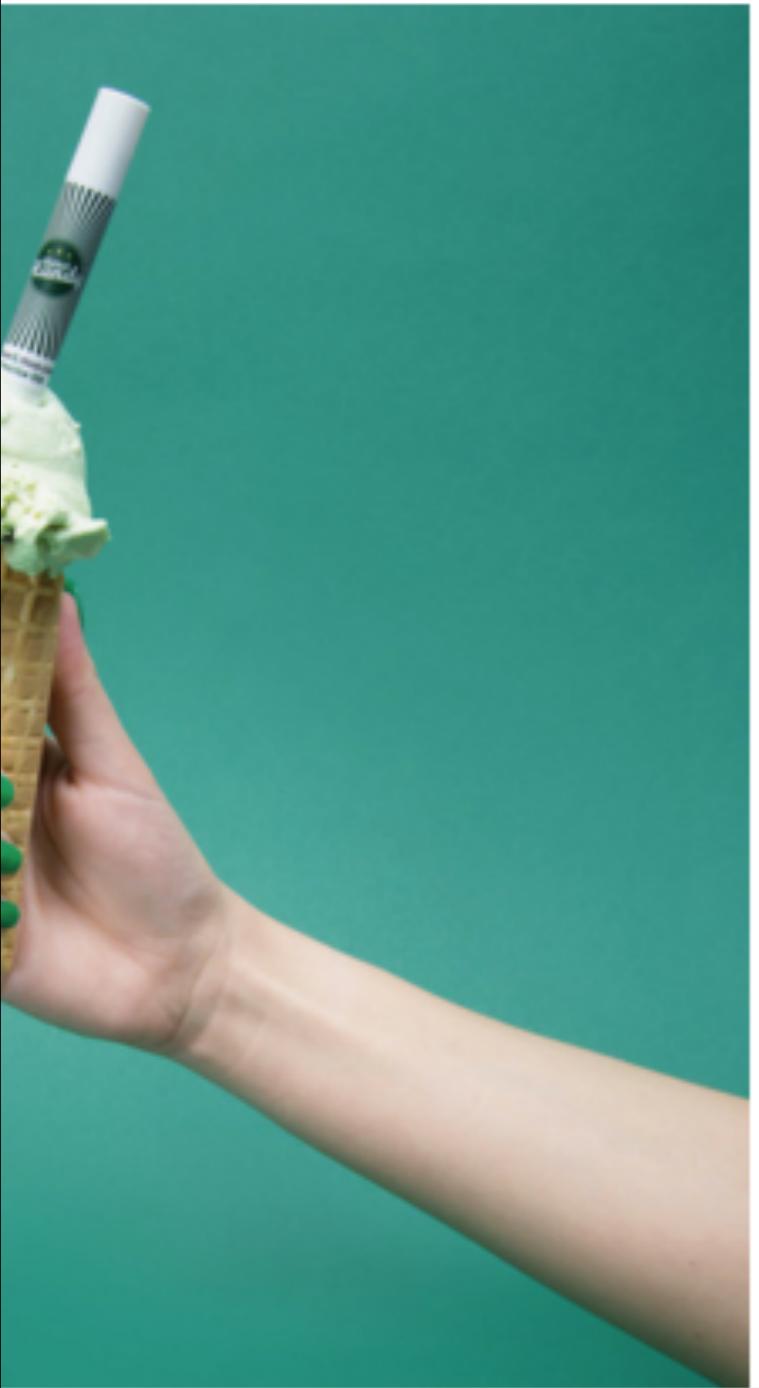
Twitter : @dawise_



MERCI HANDY

Handy
•Merci Handy•

LOUIS



colette:

Douglas

SEPHORA

BIRCHBOX

di
beauty & care

aelia DUTY FREE

FÉVRIER 2014 : LE TOURNANT ?

Handy
Merci Handy

PLEIN D'AMOUR POUR VOS MAINS

Tendresse et Gel antibactérien

Flower power
Citron pressé
L'original
Elixir de Camomille
Lollipop
Black vanilla
Encens du Japon

LA COMMUNAUTÉ



merci handy

S'ABONNER

Merci Handy Hello, Nous proposons des cosmétiques du quotidien. Le tout avec beaucoup de tendresse ⓘ. 🇺🇸 Daily cosmetics with Love. Shipping all the 🌎
www.mercihandy.fr

619 publications

24.3k abonnés

20 suivis





EVERYDAY I AM HUSTLIN'



Startup L. Jackson

@StartupLJackson

 Follow

Be the hustle you wish to see in the world.

12:56 PM - 16 Jan 2014



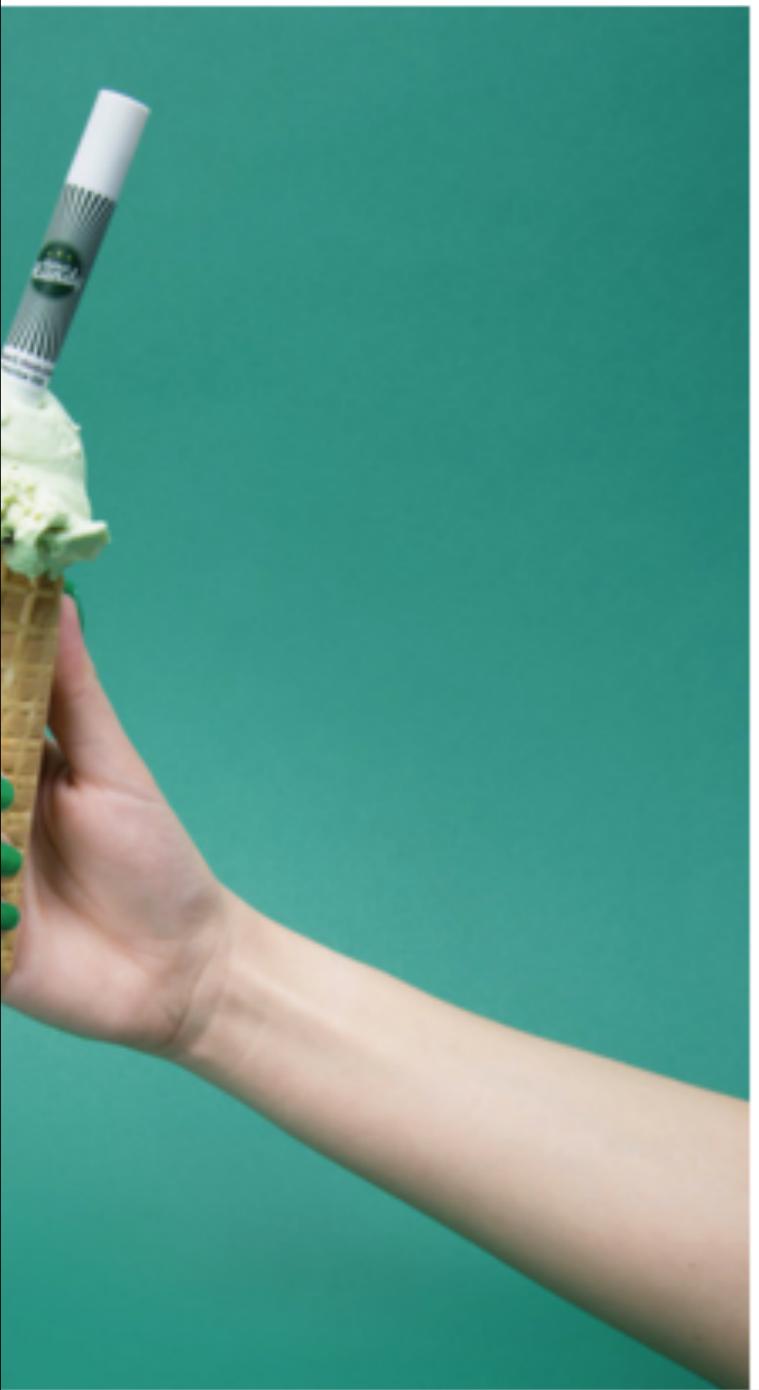
116

79

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Handy
•Merci Handy•

LOUIS



colette:

Douglas

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di
beauty & care

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