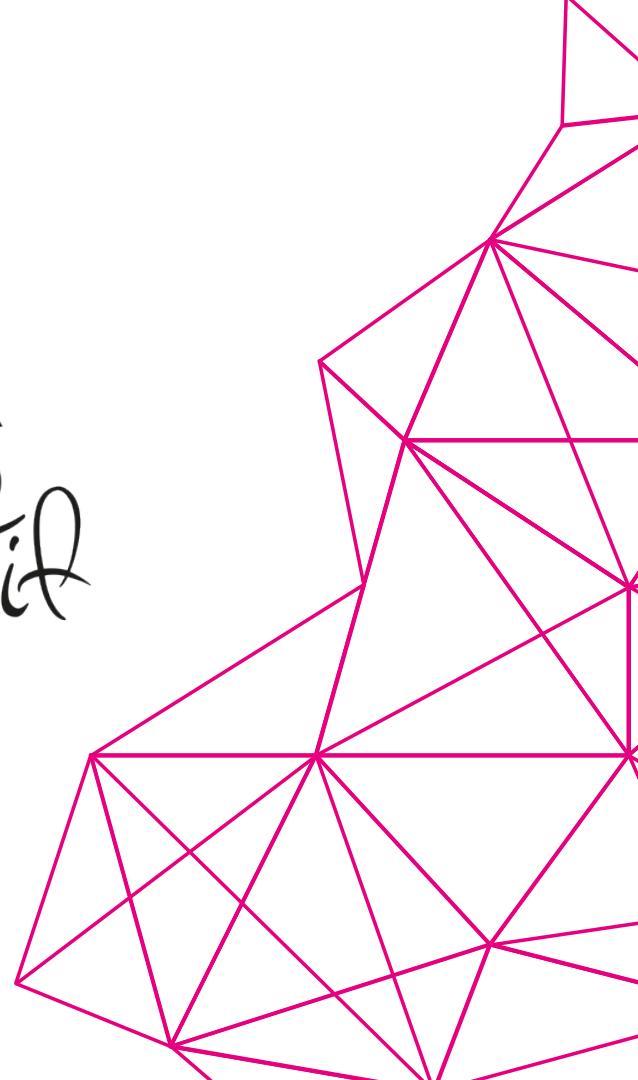


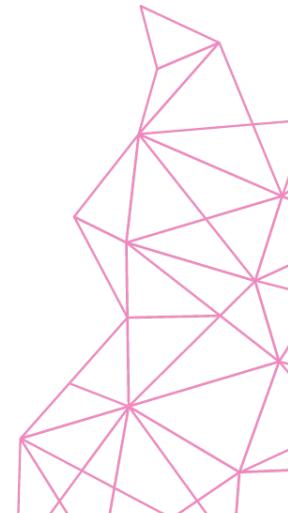
# CHALMERS VENTURES

*what if*



# FOSS NORTH KEYNOTE

**startups & open source**



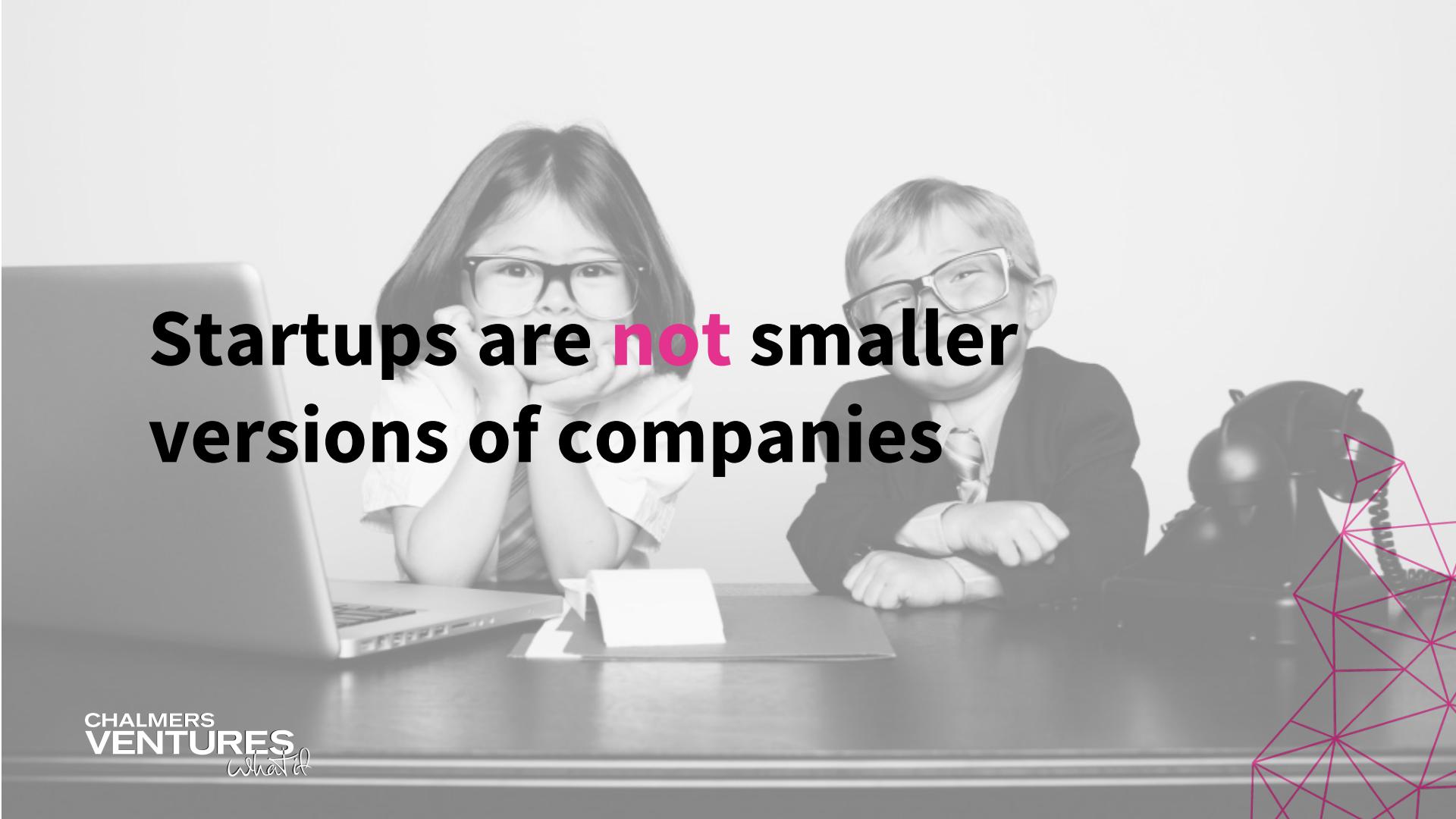


Addicted to mountains  
Massive passion for people & progress  
Venture Creation Champion @ daytime  
Free spirited rebel 24/7

**@carljosefsson  
@chalmersventure**

[www.chalmersventures.com](http://www.chalmersventures.com)





**Startups are **not** smaller  
versions of companies**



**Startups focus on Searching  
and Learning**

**Companies focus on plans and  
execution**



**No business plan will survive  
first contact with reality a.k.a  
the customer**



**”Everybody has a plan until  
they get punched in the face”**



A black and white photograph of a man wearing a fedora hat and a trench coat, looking over his shoulder with a serious expression. He appears to be a detective or a private investigator.

**Searching for a specific need /  
problem for a specific  
customer / user comes before  
executing a business plan**





A Startup operate when

**Problem: unknown**

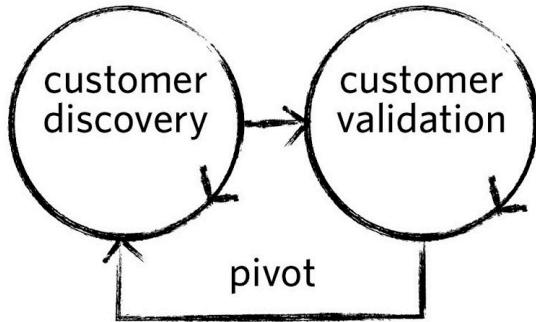
**Solution: unknown**

# Customer Problems and product / solution Features are Hypothesis that needs to be tested

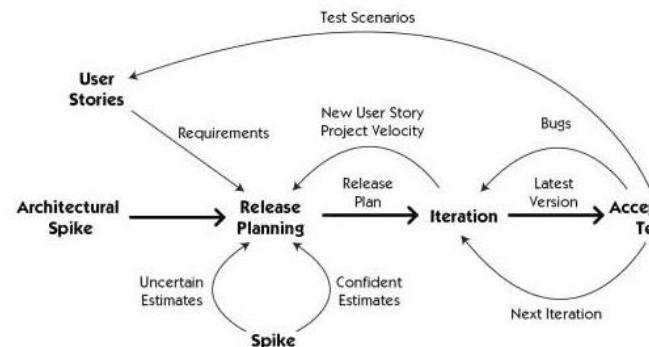
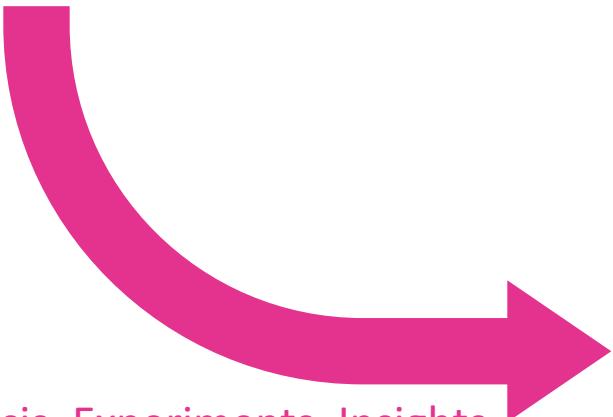


**Formulate Hypothesis on  
customer/user Problems**

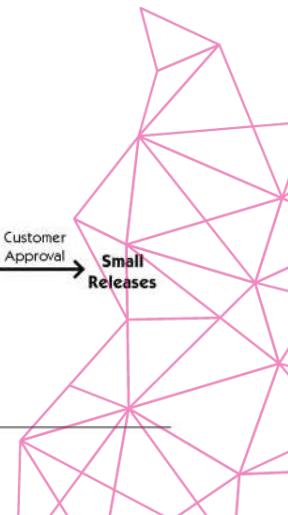
**Test Hypothesis on customer /  
user, listen and learn**

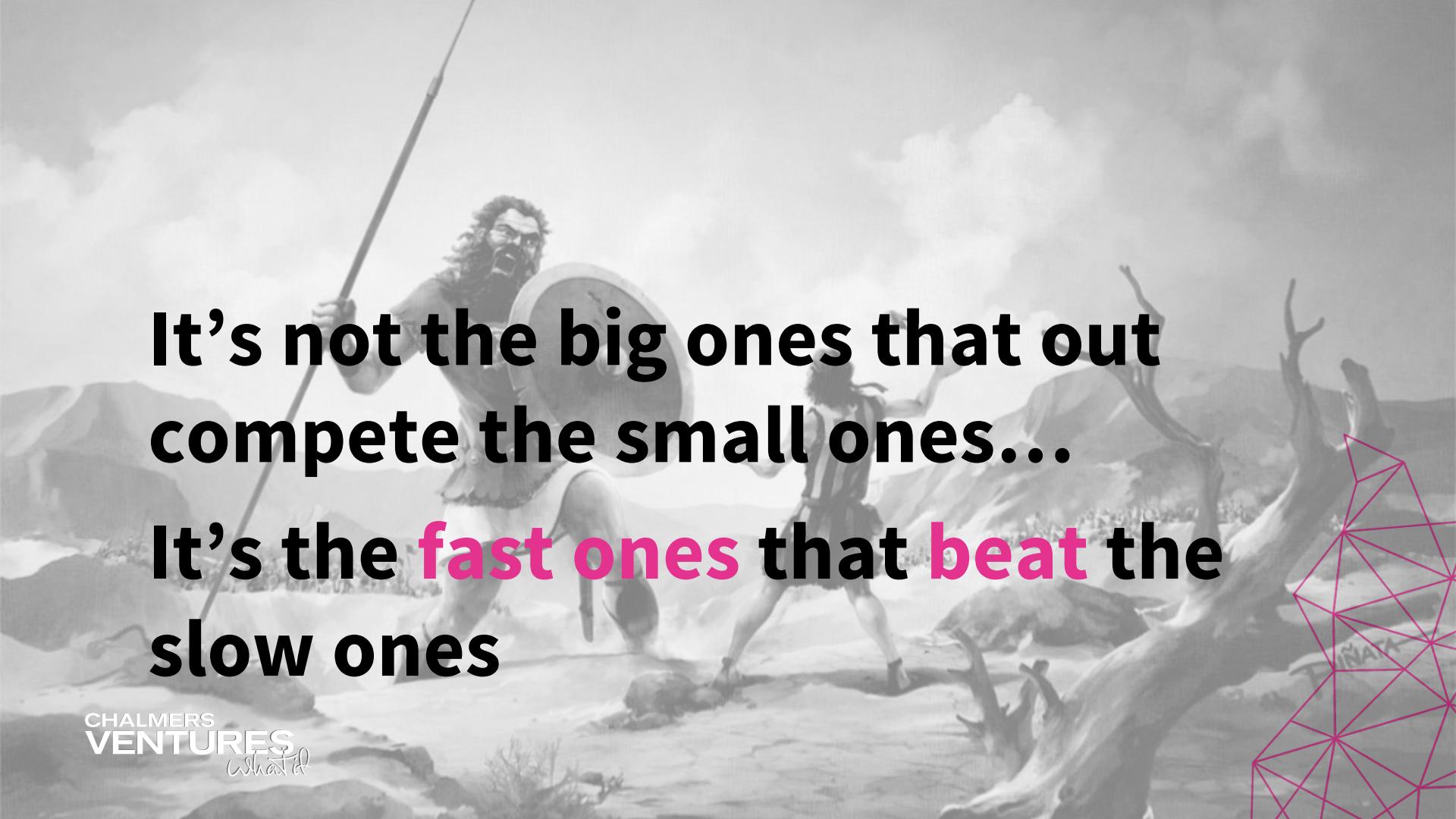


Data, Feedback, Insights



A visual process model for XP





**It's not the big ones that out  
compete the small ones...  
It's the **fast ones** that **beat** the  
slow ones**



SIGMASTOCKS

## Advanced stock management for dummies

Save money without high commissions

1500+ customers

Growing by 22% per month (B2C)

**Yesterday this company did  
not exist**





**Family & friends can follow your race Split times, expected finish time, distance, speed and fun statistics.**

More than 250 races

More than 120.000 athletes

**Yesterday this company did not exist**





**Extra staff when you need it without  
having to employ a single one**

More than 400 customers

More than 2000 consultants

More than 4000 worked hours delivered

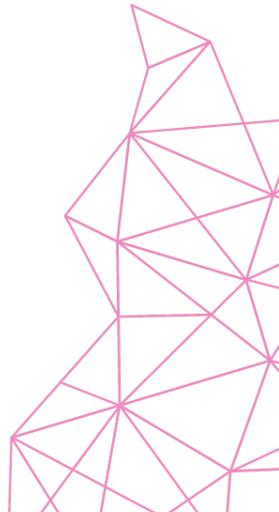
**Yesterday this company did  
not exist**



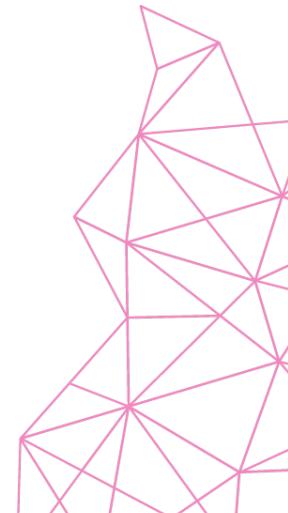
**So what do Bonsai, RaceONE  
and Sigmastocks have in  
common?**



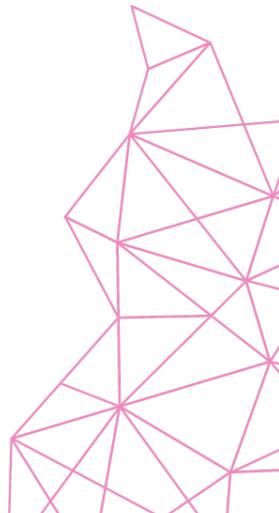
**They do experiments on real  
customers**



**They do lots of experiments on  
real customers**



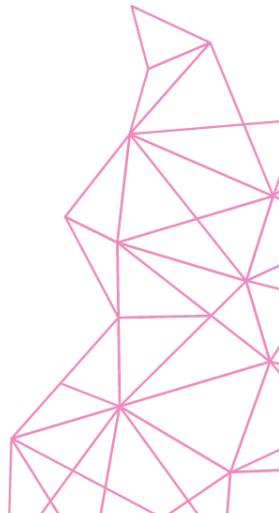
# Testing ideas



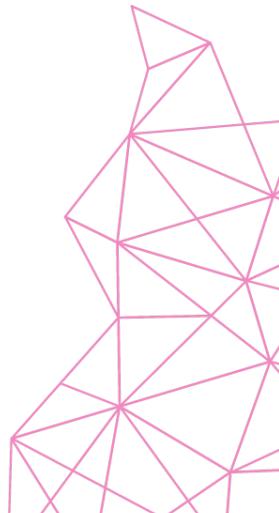
# Testing ideas over and over again



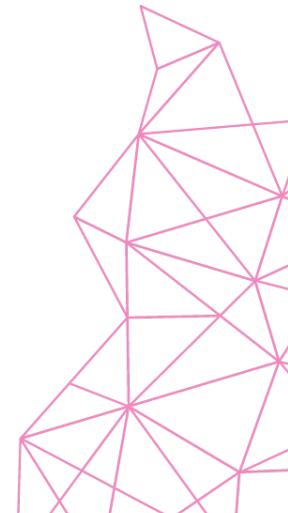
**Making sure that the customer  
is only offered what they  
actually want**



**They really want to disrupt the  
dinosaurs!**



**This wouldn't be possible  
without free and open source  
software**



**Startups**



**Free and Open  
Source Software**

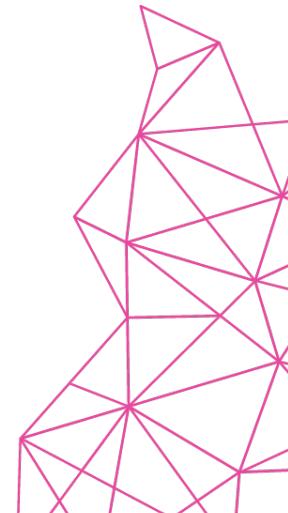




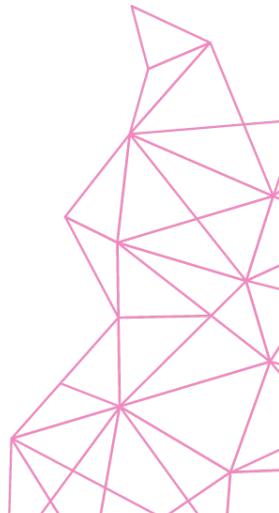
# THANK YOU!

**carl@chalmersventures.com**

**www.chalmersventures.com**



# WELCOME TO OUR WORLD



# CHALMERS VENTURES

*what if*

