

Stratevarius

A Virtual Accelerator
for Technology Startups

Sponsored By:



Connecting Startups to the Various Strategies, Advisors & Mentors (SAM) that will Propel them to Success

- All Startup Teams have skills gaps, & need help to grow/mature, but... where to start? who to turn to for advice? is my advisor really any good?
- Searching for Advisors, Mentors, & Funders is time consuming, & often results in a bad fit. Startups can't afford to go down a rabbit hole
- Successes & Failures of others are not well documented; most learning is from anecdotes, rather than from data
- The Consultants & Enablers that are a big part of the Startup ecosystem aren't being tracked, and the paths to access them directly aren't clear, YET!

- Survive & Thrive by getting
To Market Smarter & Faster

What Kind of Help...

Might a Startup Need?

Strategies, Advisors & Mentors (SAM)

- **Technical Advisors/Consultants/Mentors**
 - CTO as a Service
 - Front-end Development & Design
 - Infrastructure
 - Database Planning & Data Modeling & Extensibility
 - Mobile
 - Security
- Survive & Thrive by getting To Market Smarter & Faster

What Kind of Help...

Might a Startup Need?

Strategies, Advisors & Mentors (SAM)

- **Governance & Back-Office**

- Space - Office, Co-Working, Meeting, Design
- Lawyer - Incorporation, Stock, Employees, Contracts
- Accountant - Budget, Accounting Systems, Taxes, Audit, Reporting
- Bookkeeper - Daily Finance, Payroll, Cash-Flow, Petty Cash
- Human Resources - Recruiting, Training, Policy, Benefits
- Sourcing & Supplies - Procurement, Supply-chain Management

- Survive & Thrive by getting
To Market Smarter & Faster

What Kind of Help...

Might a Startup Need?

Strategies, Advisors & Mentors (SAM)

- **Sales & Marketing**

- Search Engine Optimization (SEO)
- Sales & Business Development / Partner Dev / Channel Dev
- Advertising - Digital & Print & Mail
- Social Media & Digital Viral Marketing - Pull
- Email Marketing - Push
- Trade Shows & Direct Sales

- 
- Survive & Thrive by getting
To Market Smarter & Faster

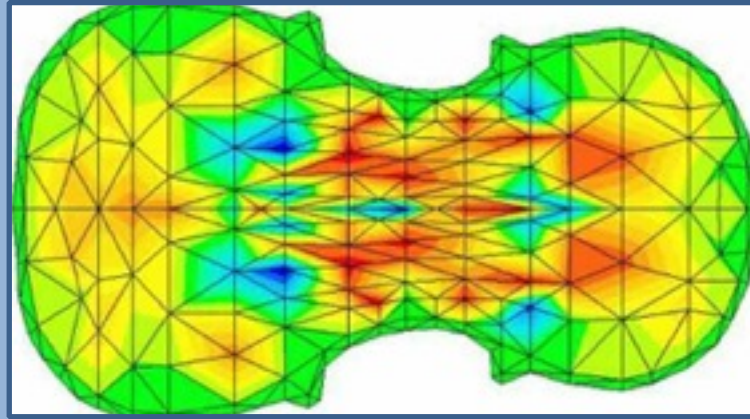
The elevator pitch

- For **CO-FOUNDERS & EXECUTIVE EMPLOYEES of EARLY-STAGE STARTUPS**
- Who have skills gaps that can hamper the growth of their business **AND**
- For **ADVISORS (Paid Consultants) & MENTORS (Non-paid Consultants)**
- Who have skills/services/advice/support that can propel Startups forward
- The *Stratevarius* **Hub**
 - is a **business networking application & peer exchange**
 - that **helps startups catalogue the areas where they need help**, and get matched up with consultants/advisors/mentors, who likewise use the Hub to demonstrate their knowledge & find motivated customers
 - Unlike crunchbase/angellist, which only focuses on charting investors, startups & deals that have already engaged in past formal funding relationships,
 - our project **helps reveal the full range and network of “Enablers”** that exist to help startups be successful in the future, and connects them to “Entrepreneurs” who have similar needs, bringing both groups into community to support one another.
 - The roadmap **kicks off with an initial site where startups & consultants can register themselves, and find one another...** but we will eventually let both sides review the efficacy of their relationships... we will reveal potential new innovative paths to resources/funding... we will curate best practices and lessons-learned for working with consultants/advisors/mentors... and, we will append enablers to the deals being tracked by CB/AL, making the combined data much more useful to future startups that follow behind them.



Product box

Stratevarius *A Virtual Accelerator* *for Technology Startups*



- Find the Right Advisors & Mentors
- Test Your Growth Strategy
- Connect with Partners, Peers & Funders

The NOT list

IN	OUT
<i>Los Angeles Startups & Enablers</i>	<i>Startups & Enablers in other Regions /</i>
<i>Founders & Execs in Early-Stage Startups</i>	<i>Employees of Non-startups or bystanders</i>
<i>Find / Enter / Display Data in 3 Need Areas</i>	<i>Displaying ALL needs until critical mass</i>
<i>Relational Data Model that Can Grow</i>	<i>Lack of Planning how data is used; NoSQL</i>
<i>Intelligent Search</i>	<i>Social Networking</i>
<i>User Stories / Use Cases dictate priorities /</i>	<i>Trying to Meet all Users' needs at once</i>

UNRESOLVED

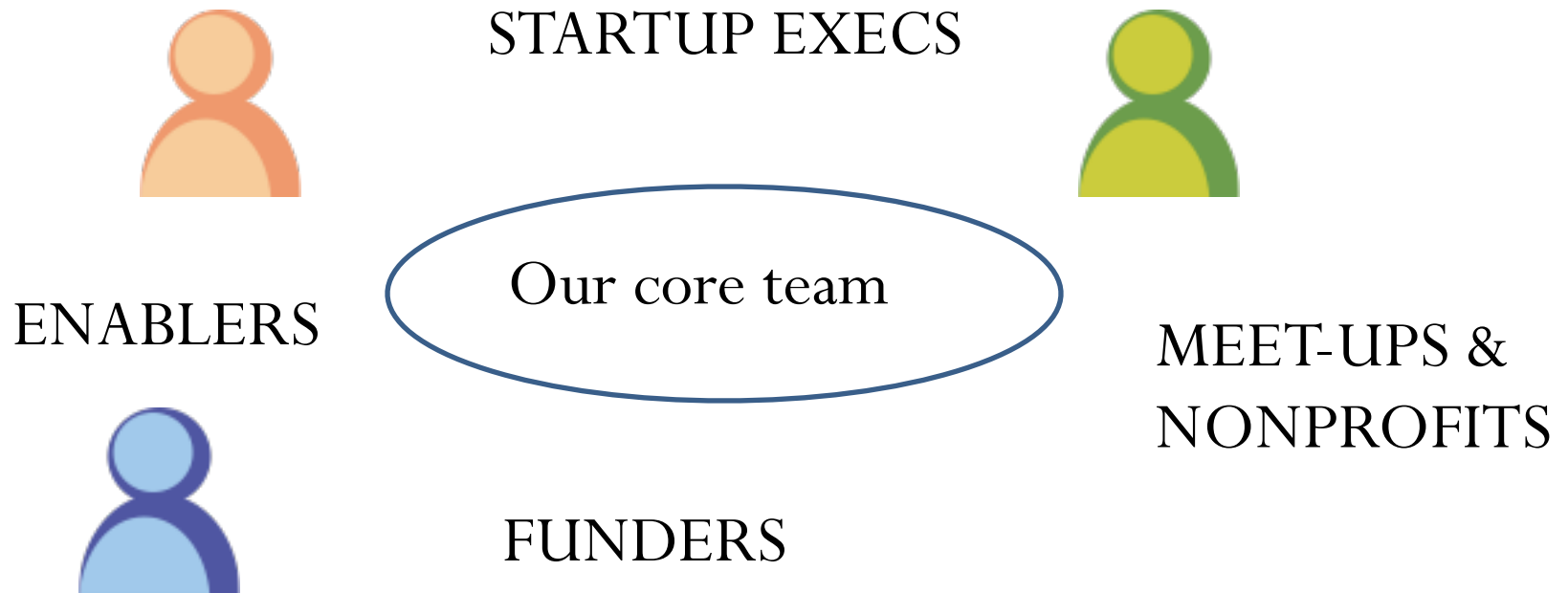
Will users put in their needs / offerings?

Will we enable comments? reviews?

Will users be able to log a substantive connection when it's made?

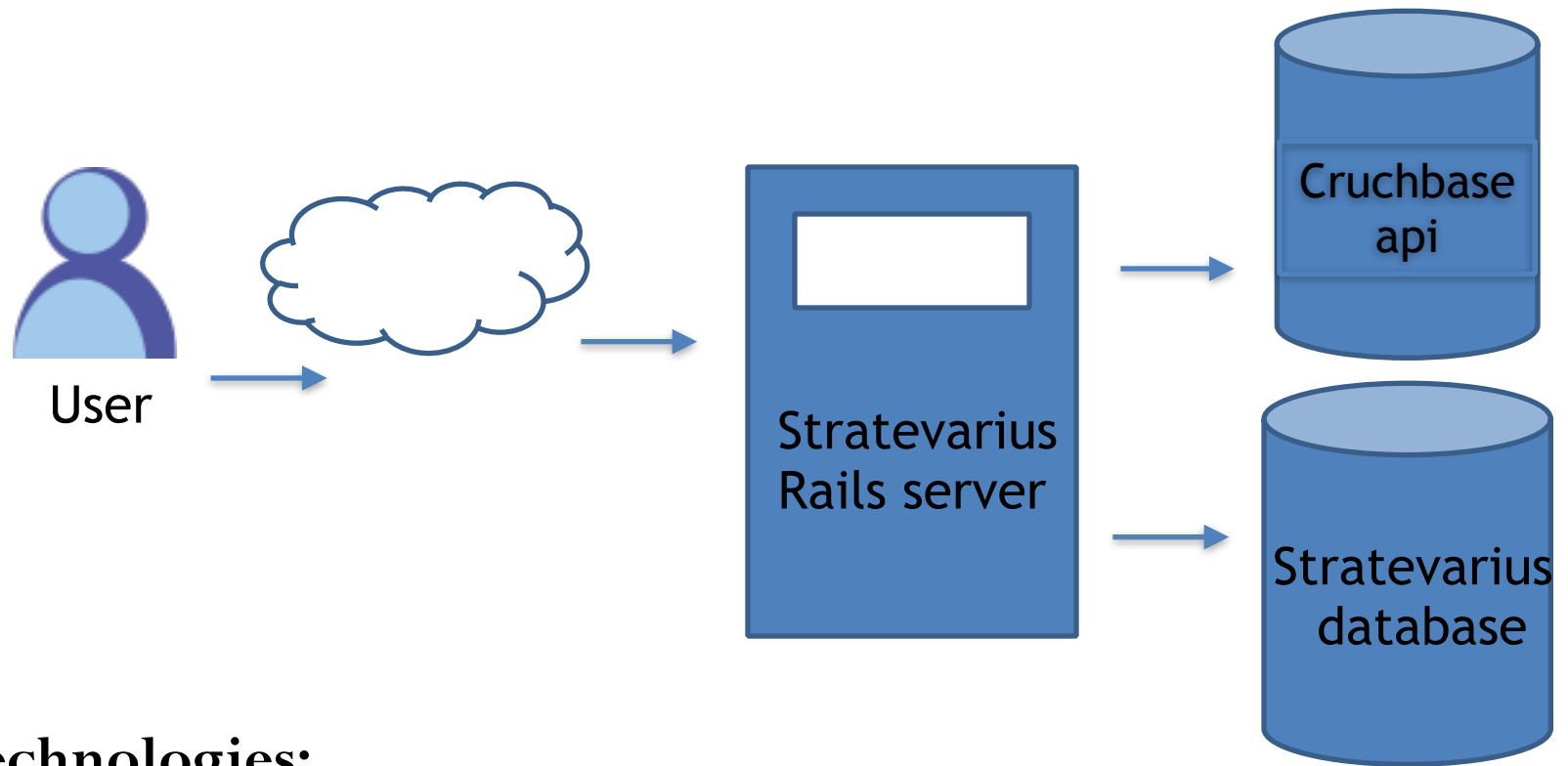
Will we consume an API

Our project community



... is always bigger than we think!

Technical solution



Technologies:

- Ruby, Angular.js
- javascript
- Ruby on Rails 4.0.4
- PostgreSQL



Danger!



Out of scope

What keeps us up at night

- Github mistakes.
- Testing not covering enough areas
- Database relationship problems
- Inadequate development time
- Deliver an unique app that is valuable to end-users
 - We aren't odesk or elance
 - We don't want to allow overseas consultants



The A-Team

#	Member	Competencies/Expectations
<i>1</i>	<i>Henry</i>	<i>Back-end, testing and integration</i>
<i>1</i>	<i>Sam</i>	<i>Front-end, Wire-framing, HTML, CSS, Angular.js</i>
<i>1</i>	<i>Martin</i>	<i>Planning, Database modeling, back-end</i>

How big is this thing?



This is a guess. Not a commitment.

Trade-off sliders

	The classic GA 3
A horizontal slider with 'ON' at the left and 'OFF' at the right. It has four vertical tick marks. A grey oval slider is positioned at the third tick mark from the left.	<i>Feature completeness (scope)</i>
A horizontal slider with 'ON' at the left and 'OFF' at the right. It has four vertical tick marks. A grey oval slider is positioned at the first tick mark from the left.	<i>Deliver project on time (time)</i>
A horizontal slider with 'ON' at the left and 'OFF' at the right. It has four vertical tick marks. A grey oval slider is positioned at the second tick mark from the left.	<i>High quality, low defects (quality)</i>

	Other important things
A horizontal slider with 'ON' at the left and 'OFF' at the right. It has four vertical tick marks. A grey oval slider is positioned at the first tick mark from the left.	<i>Ease of use</i>
A horizontal slider with 'ON' at the left and 'OFF' at the right. It has four vertical tick marks. A grey oval slider is positioned at the third tick mark from the left.	<i>Detailed audits (log everything)</i>
A horizontal slider with 'ON' at the left and 'OFF' at the right. It has four vertical tick marks. A grey oval slider is positioned at the second tick mark from the left.	<i>Deliver on Time</i>