

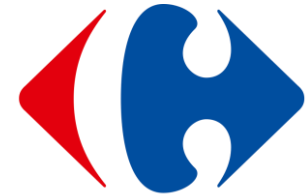


Kalev Kärpuk



Kes ta arvab, et ta on selline?!

- ✓ 5+ aastat IT Analüütik
- ✓ 1+ aastat New Yorgi Gamification'i agentuuris "Dopamine"
- ✓ 2+ aastat Gamification'i konsultant Eestis
- ✓ 2+ aastat Adacti asutaja
- ✓ EBS õpetan "Game Design" kursust
- ✓ Raamatu "Miks päike tõuseb põhjast" autor
- ✓ Lauamängude fänn



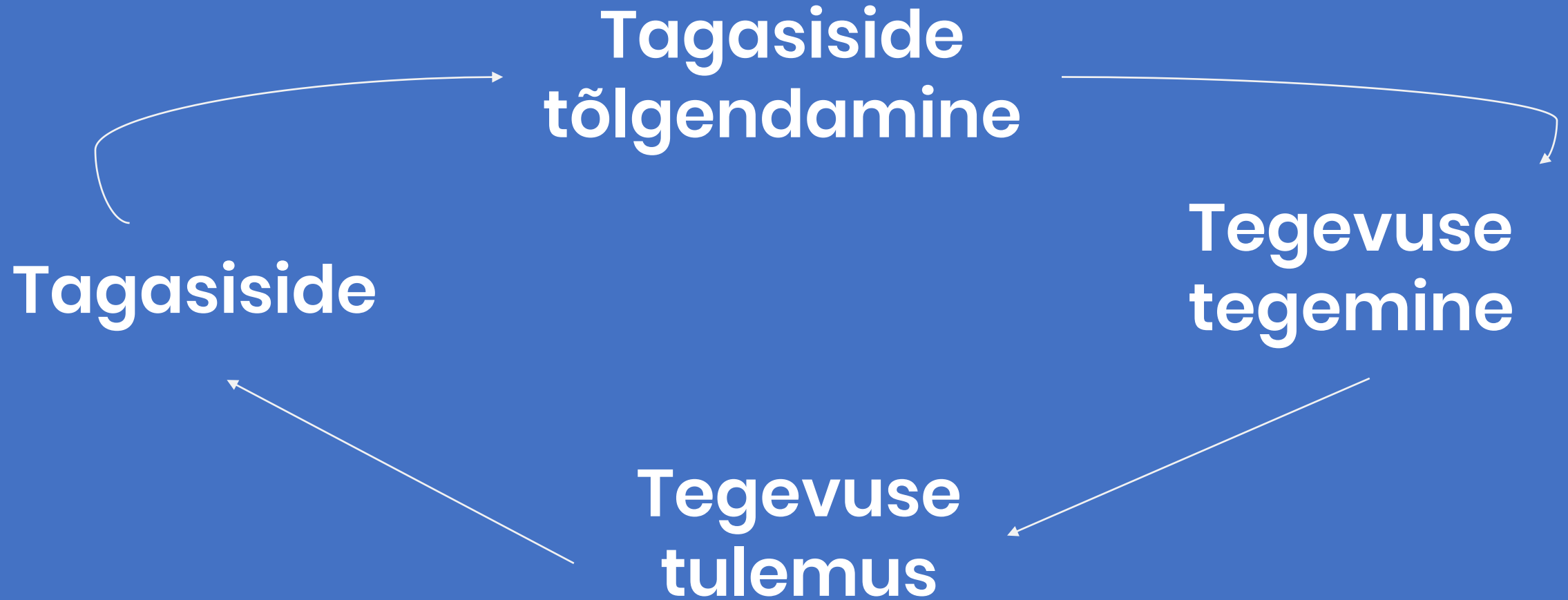
Carrefour



Gamification?

- ✓ Mängud hoiavad meid pikalt mängimas
- ✓ Järelikult neis on miskit, mis seda soodustab
- ✓ Saaks aru, mis see on
- ✓ Kasutaks seda ka mujal valdkondades
- ✓ Teistes valdkondades olevad tegevused muutuvad nadivamaks
- ✓ ???
- ✓ Profit

Game loop



Asja juurde

Meil on digiettevõte

Meil on probleeme

Me ei oska neid lahendada

Äkki teie oskate?

On väga palju digiettevõtteid

Neil kõigil on samad probleemid

Kõik arvavad, et nad oskavad neid lahendada

Tegelt ei oska

Äkki teie oskate?

Mida õpetavad investorid / mentorid / õpetajad

- ✓ Kuidas genereerida leade
- ✓ Kuidas kaasata investeeeringuid
- ✓ Kuidas ehitada toodet
- ✓ Kuidas omada ettevõttest ülevaadet
- ✓ Kuidas hoida Legal korras



Iga töö jaoks vastav inimene

- ✓ Kuidas genereerida leade
- ✓ Kuidas kaasata investeeeringuid
- ✓ Kuidas ehitada toodet
- ✓ Kuidas omada ettevõttest ülevaadet
- ✓ Kuidas hoida Legal korras

Marketing officer

Executive officer

Technical officer

Operations officer

Legal officer

Kuidas
hoida
mõistus
korras?

~~Marketing officer~~

~~Executive officer~~

~~Technical officer~~

~~Operations officer~~

~~Legal officer~~



Miks mõistus kaob?

- | | |
|--------------------------------------|-------------------------------------|
| ✓ Meeletu ülesannete üleküllus | Teadmatus, mis otsuseid vastu võtta |
| ✓ Välised surved õnnestumiseks | Surve otsuseid vastu võtta |
| ✓ Sisemised surved õnnestumiseks | Surve hoida töökvaliteeti |
| ✓ Imposter Syndrom | Kohustus |
| ✓ Teadmatus, mida sa teed | Vastutustunne teiste |
| ✓ Kahtlus, et sind ei võeta tõsiselt | meeskonnaliikmete ees |

Mõned asjad on paratamatud

- ✓ Meeletu ülesannete üleküllus
- ✓ Välised ja sisemised surved õnnestumiseks
- ✓ Imposter Syndrom
- ✓ **Teadmatus, mida sa teed**
- ✓ Kahtlus, et sind ei võeta tõsiselt

Teadmatus, mis otsuseid vastu võtta

Surve otsuseid vastu võtta

Surve hoida töökvaliteeti

Vastutustunne teiste meeskonnaliikmete ees

Teisi on võimalik vähendada

✓ **Meeletu ülesannete üleküllus**

Teadmatus, mis otsuseid vastu võtta

✓ **Välised ja sisemised surved
õnnestumiseks**

Surve otsuseid vastu võtta

✓ **Imposter Syndrom**

Surve hoida töökvaliteeti

✓ Teadmatus, mida sa teed

**Vastutustunne teiste
meeskonnaliikmete ees**

✓ **Kahtlus, et sind ei võeta tõsiselt**

**Suhted kolleegidega /
kaasasutajatega**

Kes võiks vastutada?



It's our Chief Happiness Officer.
Это менеджер по офисному счастью.

Tööülesanded?

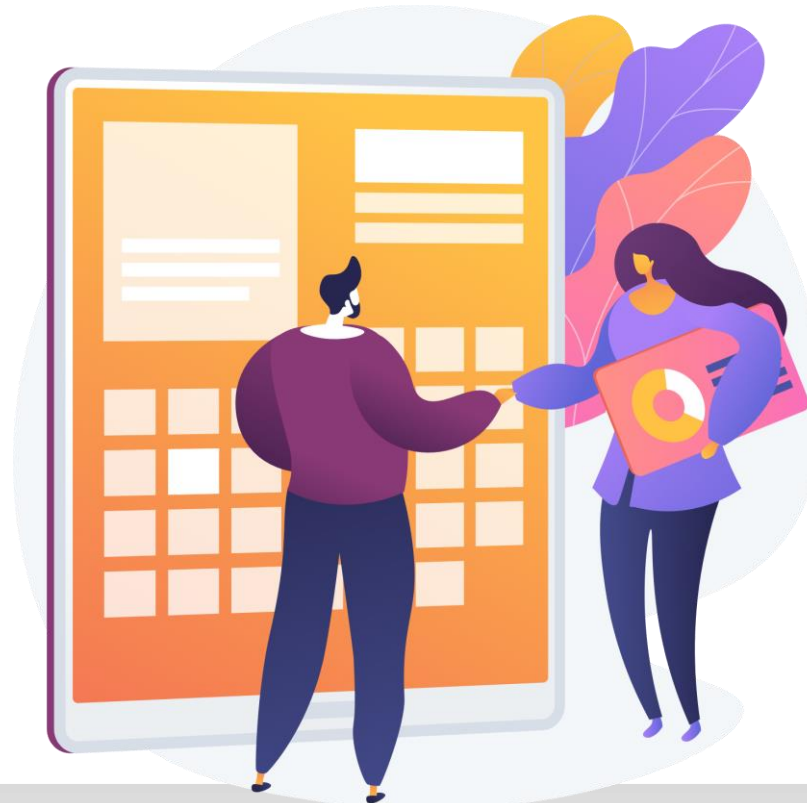
[Insert position name here]

- ✓ Individuaalsete töötajate task management aitamine.
 - ✓ Unbiased report ettevõtte heaolu kaardistamisele
 - ✓ Founderite compatibility testimine ja hindamine nii alguses kui ka jooksvalt
 - ✓ Individuaalsete sessioonide läbi viimine
 - ✓ Ettevõtte korduvate koosolekute jms organisatoorsete tegevuste hindamine
- Et vähendada ülekoormust
 - Et suurendada usaldust oma ettevõtte suhtes
 - Et suurendada kindlustunnet ja motivatsiooni
 - Et rahustada ja hoida kaine mõistust
 - Et mitte teadmatuses aega raisata

Miks ma sellest räägin?

Karjäär, mis võimaldab päästa ettevõtteid

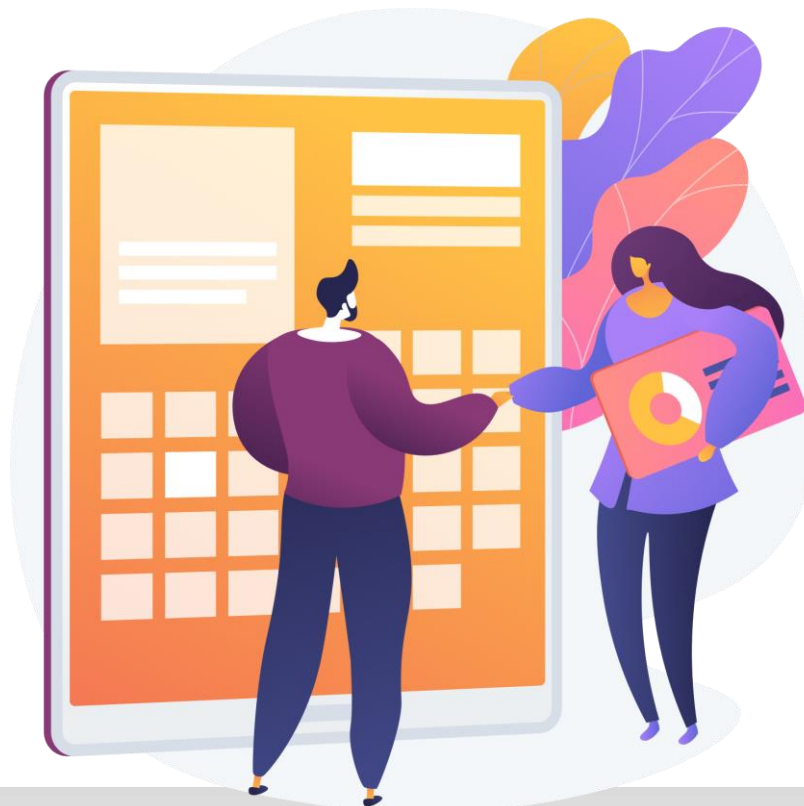
Karjäär, mis võimaldab päästa inimesi



Miks ma sellest räägin?

Idee sinu potentsiaalsele järgmisele StartUpile

Step-by-step guide kuidas seda teha



Important note:



SEE EI OLE HR



Tööülesanne #1

Individaalse töötajate task
management aitamine.



DAILY Priority list

Things in this list HAVE to be done every single day in order for Databox data to be correct and we can keep track of our goals and trust the data we have.

+ Add a view

















Aa Tasks		📅 Last checked	Σ Done or not	≡ Description
⋮ "Campaigns" view in Notion is that every client is in the right place 🔗 OPEN		Apr 24, 2021	✗ Not done	
<u>Every deal's Close date is realistic</u>		Apr 24, 2021	✗ Not done	
⋮ <u>All LinkedIn messages in Prospect Labs are answered</u>		Apr 24, 2021	✗ Not done	
<u>All today's demos have been sent a follow-up</u>		Apr 24, 2021	✗ Not done	
<u>Every today's Deal task is completed</u>		Apr 24, 2021	✗ Not done	
<u>Every Deal has a task</u>		Apr 24, 2021	✗ Not done	
<u>Every Developer has tasks for the next 2 days minimum</u>		Apr 20, 2021	✗ Not done	All tasks assigned
<u>All today's demos have been sent a follow-up</u>		Apr 20, 2021	✗ Not done	No demos
<u>Designer is designing something</u>		Apr 20, 2021	✗ Not done	Designer on break because of our budget atm
<u>All development problems and questions are currently answered</u>		Apr 20, 2021	✗ Not done	Mainly about unit testing

[Contacts ▾](#)[Conversations ▾](#)[Marketing ▾](#)[Sales ▾](#)[Service ▾](#)[Automation ▾](#)[Reports ▾](#)

Tasks

[All](#)[Due today](#)[Overdue](#)[Upcoming](#)[Most engaged](#)[Completed \(136\) ▾](#)[+ Add queue](#)[Andreas Unt ▾](#)[More filters](#)

<input type="checkbox"/>	STATUS	TITLE ▴ ▾	COMPLETION DATE ▴ ▾	LAST CONTACT
<input type="checkbox"/>	✓	Email: book a meeting	March 14, 2021 4:05 PM	--
<input type="checkbox"/>	✓	Email: follow-up	March 14, 2021 1:57 PM	11 days ago
<input type="checkbox"/>	✓	Email: Ask if he's made a decision on using Adact	March 14, 2021 3:51 PM	--
<input type="checkbox"/>	✓	Call: Are there news on A Le Coq and do you have information when...	March 15, 2021 3:23 PM	--
<input type="checkbox"/>	✓	Feedback from the marketing director and brand manager?	March 18, 2021 11:52 AM	--
<input type="checkbox"/>	✓	Call: Have you planned out your second quarter marketing?	March 15, 2021 3:17 PM	--
<input type="checkbox"/>	✓	Email: decision?	March 14, 2021 2:48 PM	--
<input type="checkbox"/>	✓	Email: follow-up	March 14, 2021 2:45 PM	a month ago
<input type="checkbox"/>	✓	Email: decision?	March 18, 2021 11:52 AM	--
<input type="checkbox"/>	✓	Book a meeting to recap the finished campaign	March 17, 2021 12:31 PM	--
<input type="checkbox"/>	✓	Let's do campaign this year as well?	March 17, 2021 12:50 PM	--
<input type="checkbox"/>	✓	Book a meeting to talk about collaboration this year	March 17, 2021 12:23 PM	--
<input type="checkbox"/>	✓	Book a meeting to recap and hear about his experience and if he's r...	March 17, 2021 12:16 PM	--
<input type="checkbox"/>	✓	Veronica (Dada): how's it going with the designs?	March 18, 2021 11:51 AM	--

Aa Name	▼ Priority	▼ Status	☰ Tags	☰ User Sto...	↗ Epic
 Phaser game image uploads dont allow updates on several locations	P1	In Progress	Game Bug		
 Change default text when adding text element to the one in the description	P1	To Do			
 Click on the "Bold", "Italic" or "underline" would disable the choice	P1		BUG		
Add "Dropdown" for Phone number default country selection in registration form	P1				
 Memory game implementation	P2	In Progress	Game Development		
 Phone number input doesn't take Opacity into account	P2	To Do	BUG		
 Trivia game - Background color doesnt have opacity	P2	In Progress	Game Bug		
 Trivia game: Preview is full width - personality has it correct.	P2	To Do	Game Bug		
 Match3 hitbox bug - Doesnt select the icon I click on but takes the one below	P2				
 Prediction Game	P2	To Do			
 Default color settings - Copy pasting button background color doesnt have affect (somewhere else?)	P2	To Do	BUG		
 Font size selection to include all numbers from 6 to 72 (both RTE and other places)	P2	In Progress	BUG		
 Update Default Game Configuration for games listed in the description of this task	P2				
Leaderboard "Odd" and "Even" rows dont update real time (only after refreshing)	P2	To Do			
 Landing Page "Game" sector doesnt always loads the images. See image  2	P3	To Do	BUG		
Design of adact	pe				
Gameplay Table in Analyitcs - rework to search	pe	To Do			
 Enable Custom CSS to Campaign Landing Page	pe	To Do	In Design		 View_Cam
Adding GA Tags to buttons	pe	To Do	In Design		

← → ↺ trelllo.com/b/zWxHHaX1/design-tasks

Apps Deals DAILY Priority list LinkedIn Event Invit... Hike - SEO Softwar... Startup Wise Guys |... Event

Boards Jump to... 🔍 Trell

Board ▾ **Design tasks** ☆ Adact Free Workspace visible KK Invite

To Do ...

Adcash

Availabilities

Wink

MBD

Workshopi organiseerimine - meilid

Pipedrive asjad

Investor Gathering Email

Weekly setup ja time

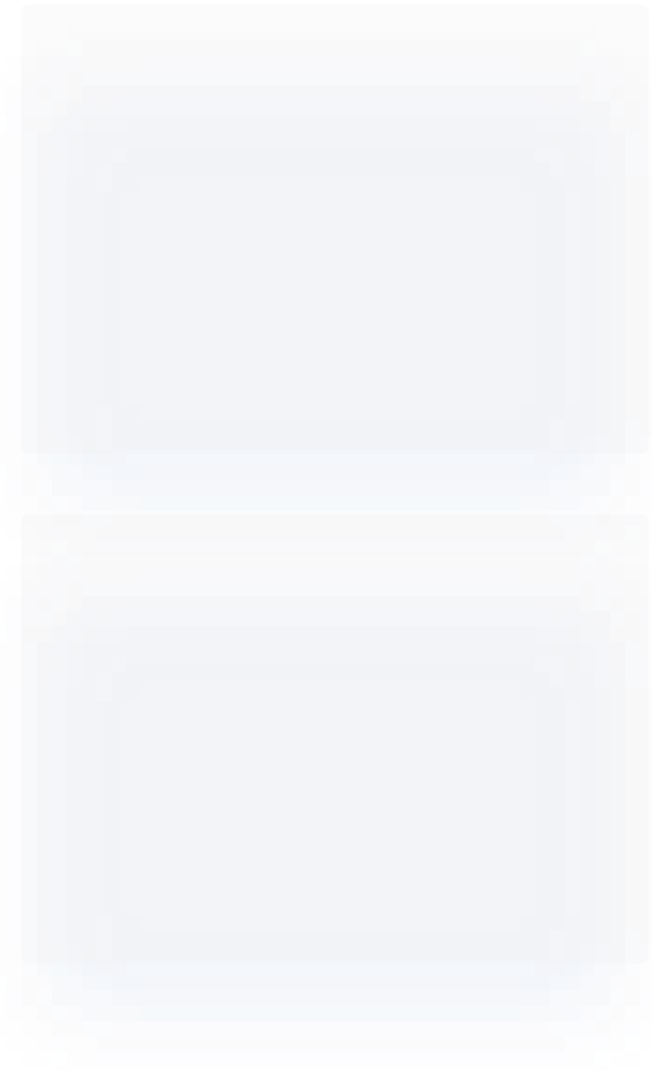

+ Add another card

Doing ...

+ Add a card

Done

+ Add a card





Add a task



Mattile kontakt



How we can have a universal
Calendly link or sth like that for
the webinar and the website?



dealA



Andmekaitsereeglite järgimine



Andmekaitsereeglite järgimine



Magistritöö

Add a task

Mattile kontakt

Tasks

All Due today Overdue Upcoming Most engaged Completed (136) + Add queue

Miks see nii on?

COUNT 12

Budget calculations for

✓	✓	Enter follow up	March 18, 2021 2:45 PM	Teemu Rank +2	a m
✓	✓	Email: decision?	March 18, 2021 11:52 AM	Creditstar Group AS +1	..
✓	✓	Book a meeting to recap the finished campaign	March 17, 2021 12:31 PM	Elisa Eesti AS +1	..



Üks suurus ei
sobi kõigile.

- Kõigepealt võetakse süsteem kasutusele
- Alles tagantjärgi osatakse hinnata, kas see sobis või ei sobinud
- Alles tagantjärgi osatakse hinnata, kas see katab ka tulevaid vajadusi

Eeldused:

- Tunda erinevaid tarkvarasid ja süsteeme, mis võimaldavad ülesandeid hallata
- Teada alustavate ettevõtete hingeelu, et mõista, mis on erinevad ülesannete kategooriad
- Oskus teha järeldus, mis erinevatele inimestele võib sobida ja mis mitte

Töö tulemus

- Pakkuda välja ettevõttele süsteem, mis just neile sobib ja aidata seda implementeerida
- Hoida silm peal, kas see pädeb ja mis muutusi on tarvis teha

Töövõit

- Vähemalt ~500€ kokkuhoitud iga kuu
 - Litsentsid, edasilükatud ülesanded, unustatud ülesanded
- Vähemalt 10h töötaja aega päästetud iga kuu
- 20% stressi elimineeritud

Tööülesanne #2

Sõltumatu raport ettevõtte headolu
kaardistamisele

DEALS ADDED TO PIPELINE

Month to Date (Apr 1 - 25) ▾

14

▼ 70%

Compare: 46



☒ Deals ☒ Previous (Mar 1 - 25) ☒ Goal

DEMO'S BOOKED

Month to Date (Apr 1 - 25) ▾

5

▲ 150%

Compare: 2



☒ Total Demo's Booked ☒ Compare period (Mar 1 - 25) ☒ Goal

DEALS WON FOR THE YEAR

▲ 300%

DEAL AMOUNTS

▲ 353%



DEALS WON FOR THE YEAR This Year (Jan - Dec) ▾

4

▲ 300%

Compare: 1

☒ Current ☒ Compare period (Jan - 2020 Dec) ☒ Goal

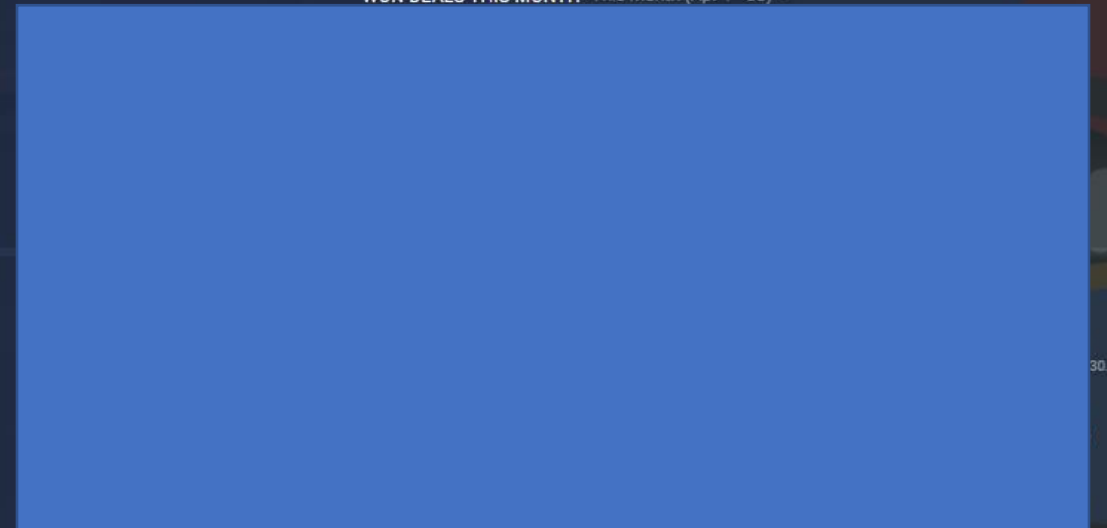
SALES PIPELINE This Year (Jan 1 - Dec 31) ▾

Interested	Pending Demo	Demo Booked	Negotiations	Pending Decision	Pilot Campaign	Customer
7	1	3	16	7	7	4

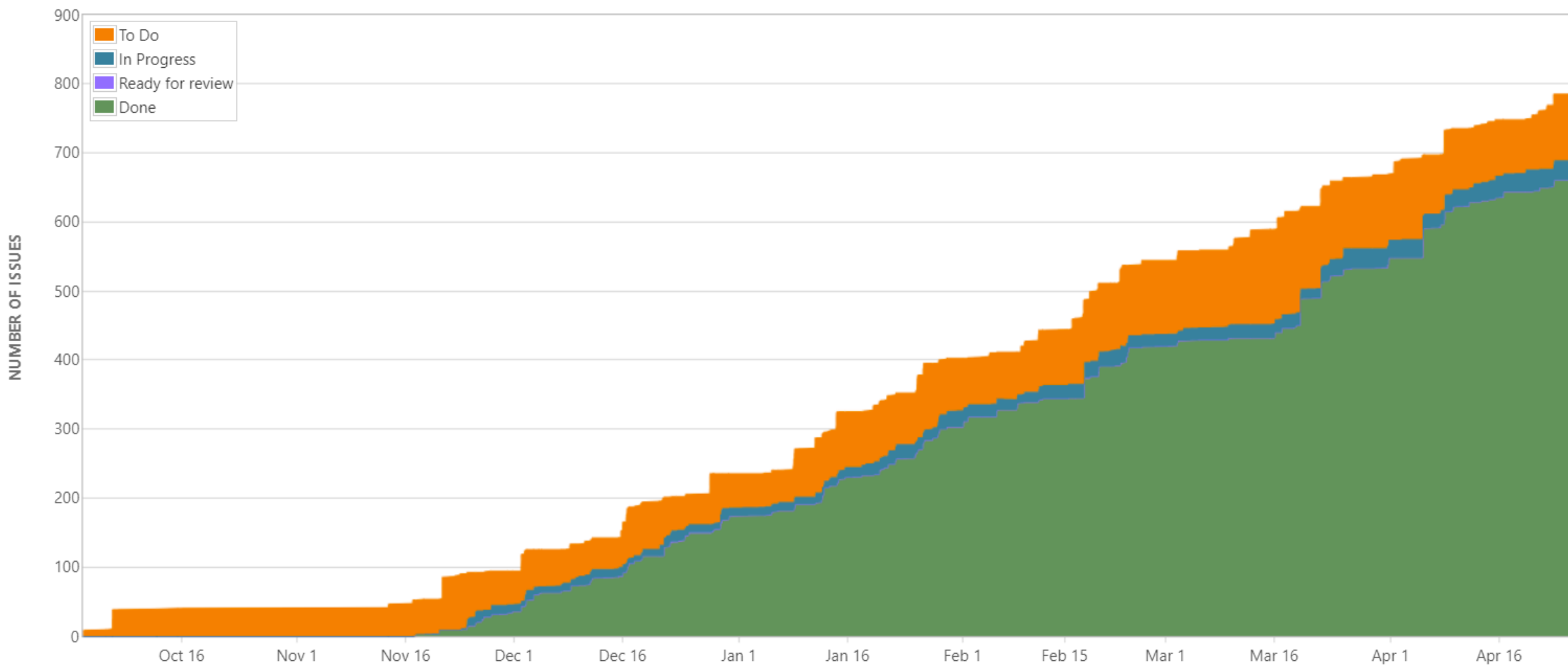
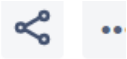


Overall conversion rate 57.14%

WON DEALS THIS MONTH This Month (Apr 1 - 30) ▾



Cumulative Flow Diagram



Revenue

Mar 2021

+ 129 %
from last month



Net Cash Burn

Mar 2021

+ 6 %
from last month



Team



Connected Investors



+1

Cost Total

Mar 2021

+ 37 %
from last month



Cash On Hand

Mar 2021

- 8 %
from last month



Published updates

Mar

March Update

Published 11 days ago



Feb

February Update

Published about 1 month ago



Jan

January Update

Published 2 months ago



Cost Labour

Mar 2021

0 %
A month ago



Runway

Mar 2021



Headcount

Mar 2021



Configure your captable now

Data Room

No files in the data room yet...

Aga kus on...

- Müügimeeskonna motivatsiooni graafik üle aja
- Founderite hinnangud üksteise tööle üle aja
- Usk ettevõtte kasvu
- Ilmnenud probleemide sagedus
- Lahendatud probleeme
- Jooksev tagasiside hulk

Eeldused

- Teadmised, kuidas jõuda läbi vestluse inimeste probleemideni – mis neid takistab, tagasi hoiab või motiveerib.
- Oskus oma töö tulemusi kvantifitseerida
- Alustavate ettevõtjate levinud probleemide ja nende lahendustega eelnevalt tutvumine

Tööülesanded

- Intervjuud vastavate inimestega
- Eri meeskonna liikmed ühe laua taga kokku toomine
- Tulemuste visuaalne kajastamine

Töövõit

- Vähemalt 50% väiksem tõenäosus ettevõtte lagunemisele
- Vähemalt 50% väiksem tõenäosus töötaja lahkumisele
- 20% stressi maandatud founding teamilt, et on kindlustunne, et asjad on koras
- Vähemalt 30% suurem tõenäosus saada investeeringut

Tööülesanne #3

Founderite compatibility
testimine ja hindamine nii
alguses kui ka jooksvalt


The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>REASONS FOR PARTNERSHIP Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	Key Activities  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Stream?</p> <p>EXAMPLES Production Problem solving Platform/network</p>	Value Propositions  <p>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?</p> <p>CHARACTERISTICS Newness Performance Customization "Getting the job done" Design Brand Status Risk Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	Customer Relationships  <p>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?</p> <p>EXAMPLES Personal assistance Dedicated Personal assistance Self Service Automated Services Communities Co-creation</p>	Customer Segments  <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>																		
	Key Resources  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Stream?</p> <p>TYPE OF RESOURCES Physical Intellectual (brand, patents, copyrights, etc.) Human Financial</p>		Channels  <p>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?</p> <p>CHANNEL FRAMES 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?</p>																			
Cost Structure  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MODEL Cost driven (lowest cost structure, low-price value proposition, maximum automation, extensive outsourcing) Value driven (focused on value creation, premium value proposition)</p> <p>EXAMPLE CHARACTERISTICS Fixed costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</p>		Revenue Streams  <p>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?</p> <table border="1"><thead><tr><th>TYPE</th><th>FIXED PRICING</th><th>SPERMIC PRICING</th></tr></thead><tbody><tr><td>Product sale</td><td>Unit Price</td><td>Registration (one-time fee)</td></tr><tr><td>Usage fee</td><td>Product feature dependent</td><td>Usage Management</td></tr><tr><td>Subscription fees</td><td>Customer segment</td><td>Pay-time market</td></tr><tr><td>Licensing</td><td>Knowledge</td><td></td></tr><tr><td>Advertising</td><td>Revenue dependent</td><td></td></tr></tbody></table>			TYPE	FIXED PRICING	SPERMIC PRICING	Product sale	Unit Price	Registration (one-time fee)	Usage fee	Product feature dependent	Usage Management	Subscription fees	Customer segment	Pay-time market	Licensing	Knowledge		Advertising	Revenue dependent	
TYPE	FIXED PRICING	SPERMIC PRICING																				
Product sale	Unit Price	Registration (one-time fee)																				
Usage fee	Product feature dependent	Usage Management																				
Subscription fees	Customer segment	Pay-time market																				
Licensing	Knowledge																					
Advertising	Revenue dependent																					



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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Show Project Description

View: All

Backlog


+

Design iOS navigation changes

10

Desi...

Scope performance improvements



Perf...


Sprint 3 project scoping

2

Milestones


+

Sprint milestone: complete all pre-work for redesign kickoff



Oct 12


Sprint milestone: complete all homepage navigation work




Friday

Ready

+



Compile VOC for desktop and mobile apps




Oct 8

6

Com...

1

Draft press release for new Android features




Oct 9

1

Com...

1

Plan redesign kickoff meeting



Oct 10

2


Perf...

1

In progress

+

Draft redesign overview spec for kickoff meeting




Tomorrow

10

Perf...

QA new help articles




Tomorrow

5

Com...

Implement new social sharing buttons in-app




Wednesday

5

Mob...

Design mobile wireframes for scheduling feature



Oct 10


40

Desi...

Done

+

Implement new home navigations




Yesterday

15

User...


Test top navigation




Sep 28

2

Desi...



Usability testing for scheduling feature



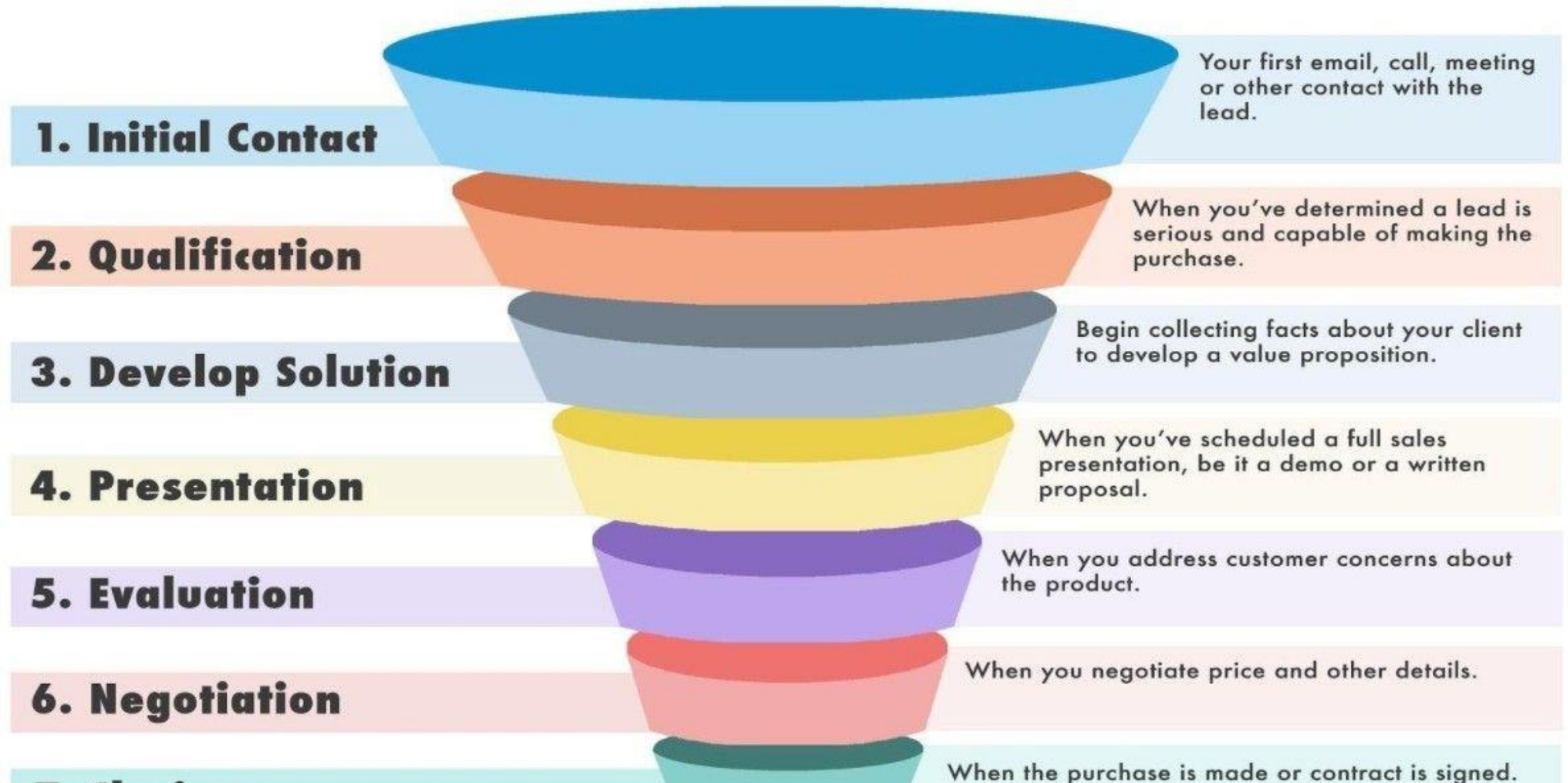
Sep 23

3

User...

General Sales Funnel: 7 Steps

Generalized sales funnel that can be applied to any small business.



Kuidas me teame, kas me peaksime seda kõike tegema koos?

- Kuidas seda valideerida founder fiti.
- Ideid on palju – aga mis on õige?
- Research bias

Tööülesanded

- Intervjuud vastavate inimestega
- Erinevate meetodite läbi harjutamine ja testimine
- Veaohtlike kohtade leidmine
- Veaohtlike kohtadele soovitude jagamine

Töövõit

- Potentsiaalselt 2+ aastat päästetud
- 80% suurem tõenäosus saada investeeringuid
- Vähemalt €10 000+ päästetud legal kulusid

Tööülesanne #4

Individaualsete sessioonide läbi
viimine

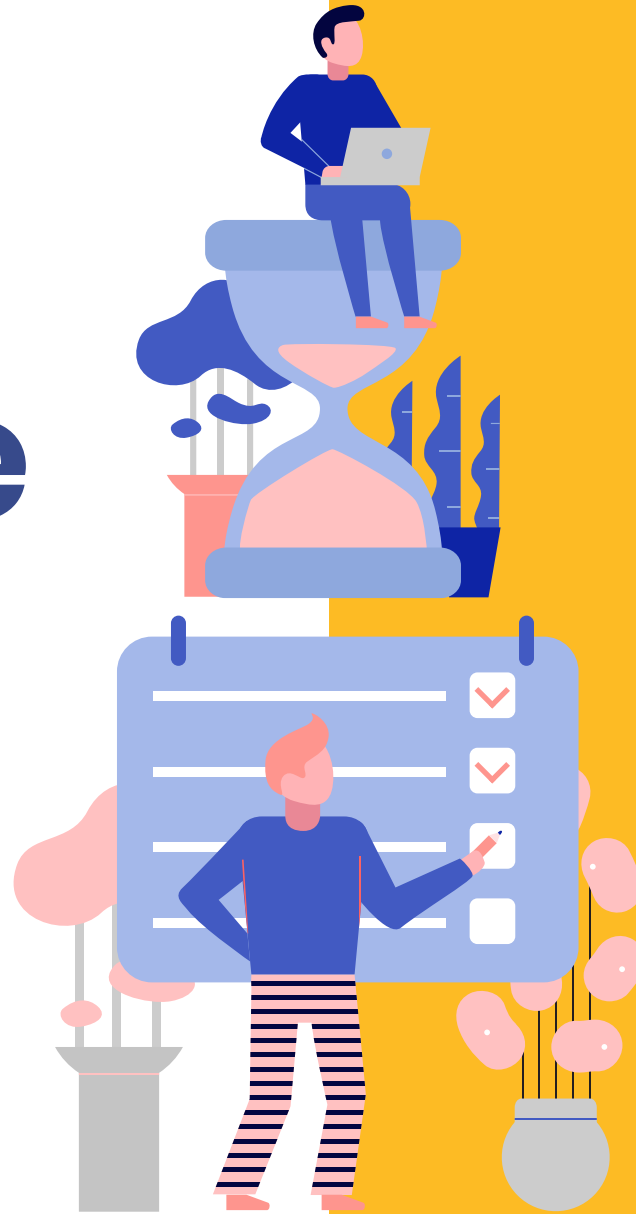
Tööülesanne #4

Individuaalsete sessioonide läbi
viimine

Sellel valdkonnal on 2 jumet

Freelance
consult

Startup



Õnneks
ma olen
mõlemat
teinud



Step 1

Reserach

Step 2

Presentatsioonid

Step 3

Convert

Freelance – step by step guide

Startup – step by step guide

Prototüüp
ja tiim

Step 1

Kiirendi
(SWG)

Step 2

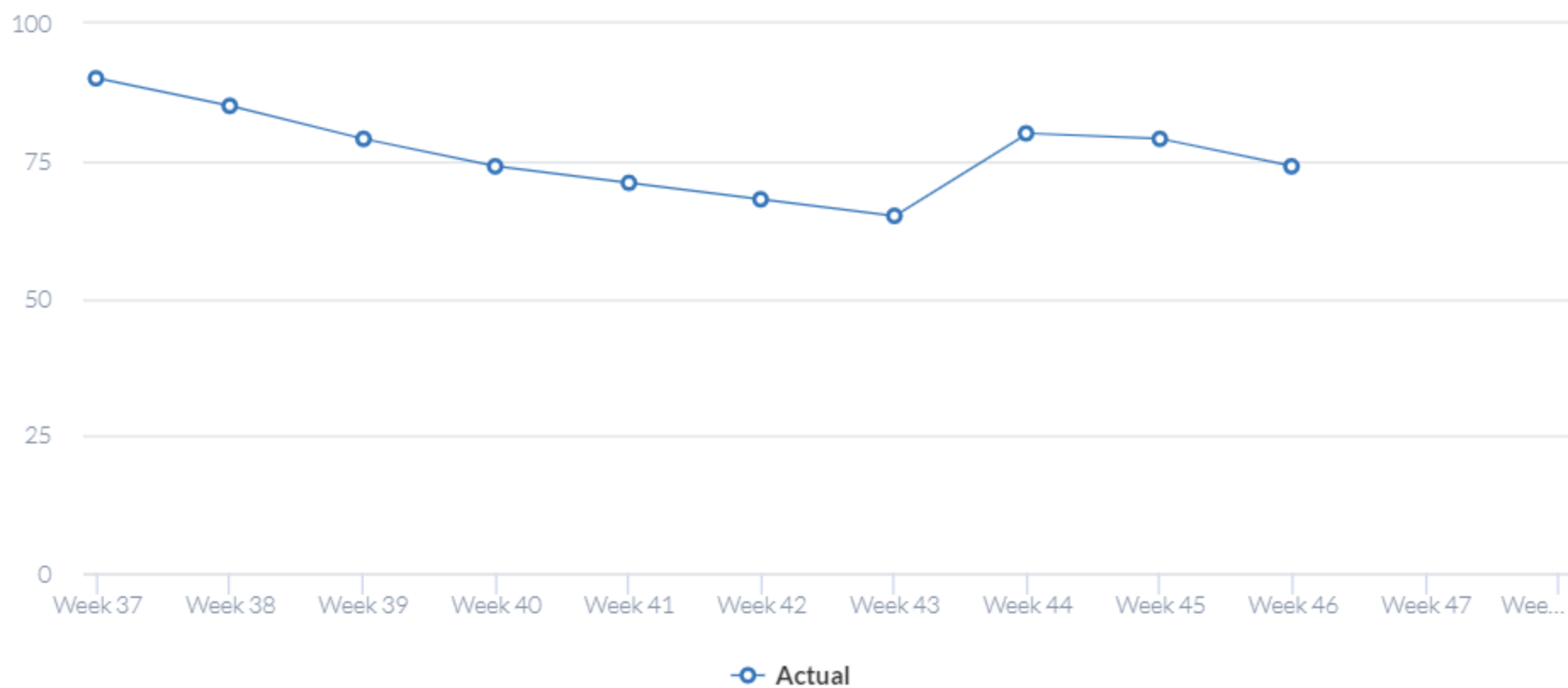
Pre-seed
investeering

Step 3



Actual in EUR Plan in EUR

Team Morale



Start brainstorming

Issues created

Motivational	3
Lack of feedback	2
Stress	5
Tiredness	1
Other opportunities	3

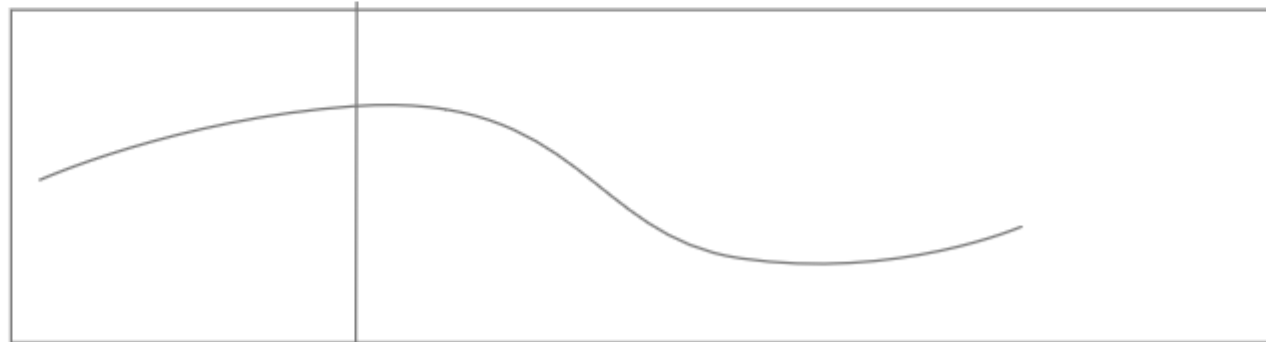
Exercises

Overall health check

85

+3 from last month

Graphs over time



[some event that happened]

Andke tuld

NB: Kui te ei anna, siis ma annan ise pärast Adacti exitit

