



**PROGRAM STUDI**  
**TEKNIK INFORMATIKA – S1**  
**FAKULTAS ILMU KOMPUTER**  
**UNIVERSITAS DIAN NUSWANTORO**

MATA KULIAH  
*StartUp Bisnis*



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# Pengembangan StartUp Digital “Analyzing IDEAS & Inspirations”

**TIM DOSEN PENGAMPU**

## **Case Study**

Project idea ? ...

## Questions

- Q: How can you make this idea better?
- Q: How can you make sure that your sea turtle makes it to the sea?

## A few facts..

- .. ?
- .. ?

So... as you think about your “product”...ask yourself ...

## Your Project ?? – What we want to know:

- What's the Problem? Who suffers because of it? How do you propose to solve it? What's the best existing solution? What makes this solution inadequate? Why is your solution better?
- How much will it cost you to solve the problem? Whose help will you need? Who will pay for your solution? How much? Will more people pay over time?
- How many of them are there? Where are they? Who are they? How will you find them? Convince them?
- Who else is trying to solve the same problem? Why can't they do what you are doing?
- If I give you money, who quickly will you spend it? On What? How many years?

In short, How will you go to market? What is your Internet Strategy?



## Question Again

- Innovation of Technology ?
  - How could you combine cloud computing ?
- Who is your market?
- Where can you test?
- OK, How do you go from an “idea” to a “viable” idea?
  - 27 simple rules follow

## 27 Simple Rules

- At First, Don't Worry if an Idea Is Viable
- Getting the right idea may come from wrong ideas.
- Look for ideas that require as little capital as possible.
- Look for ideas that will generate some sales quickly
- Look for ideas where the volume does not have to be extraordinary for the company to break even.
- Look for products where perfect execution is not a requirement
- Look for products/services that are egregiously profitable
- Look for products and services where the management team does NOT have to be excellent
- Look for a product where you can identify some quantifiable number of customers
- Look for a product where the sales and promotion costs are reasonable



## 27 Simple Rules (2)

- Look for a product where the buyer does not have all the power
- Look for a product that will be attractive to the more intelligent customers
- Avoid products that appear to be just fads.
- Avoid products/services that require a global market
- Avoid products that require an
- OEM for you to succeed, or where some big company has life-or-death control over you
- Avoid products that require a change in government policy
- Avoid products that are simply product extensions of a competitor
- Avoid products where the lead time to decision making is long ( 6months +)
- Avoid products where the justification is too soft
- Avoid products where the buying decision is too diffuse, or lots of big players all have to line up and cooperate
- Avoid products where the market is non profit organizations

## 27 Simple Rules (3)

- Avoid Products where the cost justification cuts across departmental lines
- Select products where the benefit can be 400 – 1000% of what they are currently doing
- Avoid Swiss Army Knives
  - ... a dive computer that also keeps track of calories and works as a compass.
  - .... Product is usually not the best of any
- Pick products where a trained salesperson can get X sales/year
- Pick products where the user experience is close to his existing behavior
- Pick Products that can be part of the family

## Summary

1. You now have general rules to analyze the viability/attractiveness of your three ideas
2. You may have new ones now too
3. You must now narrow this down to one idea before the next class