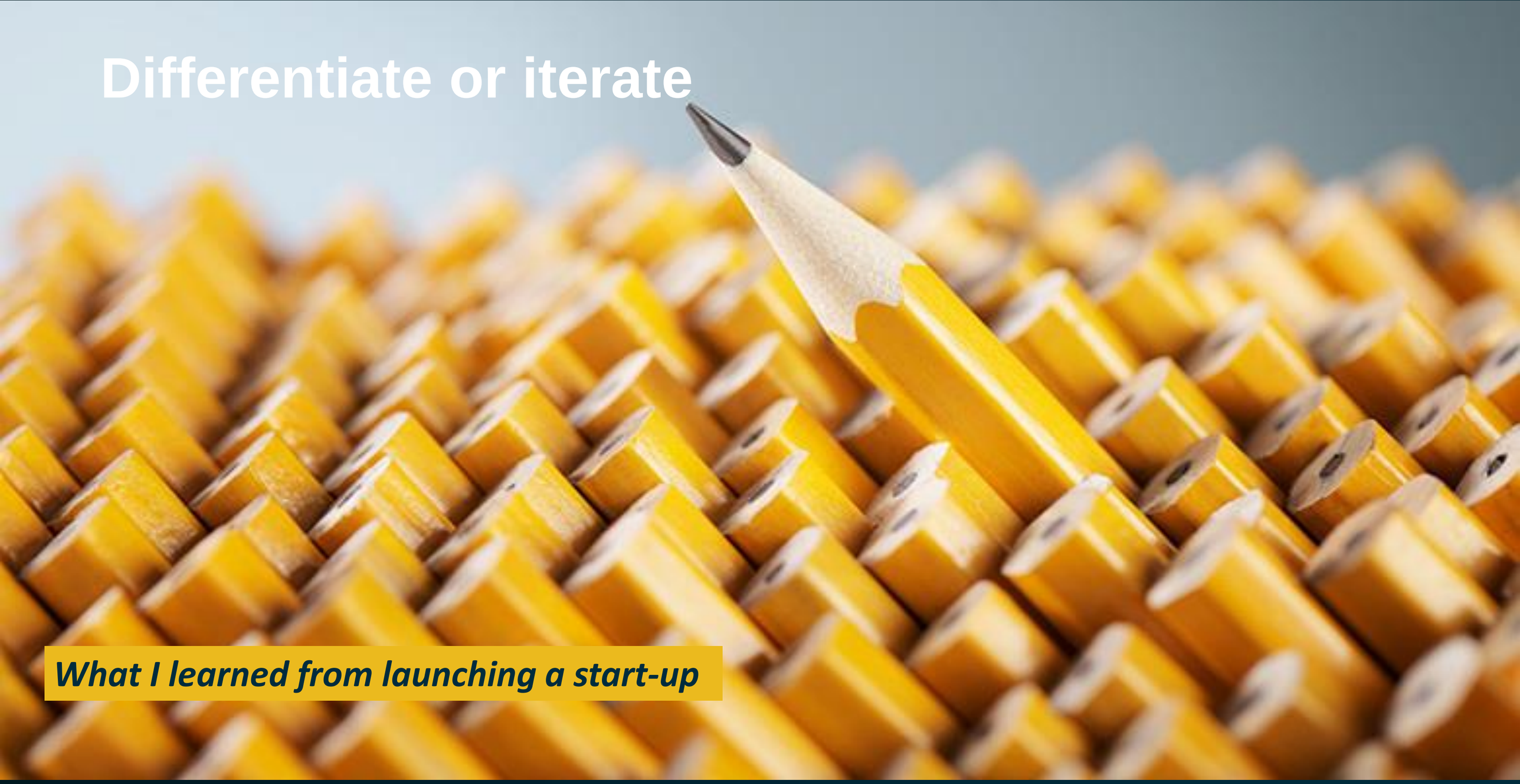
Differentiate or iterate



What I learned from launching a start-up

Private

Tirol

艾虎

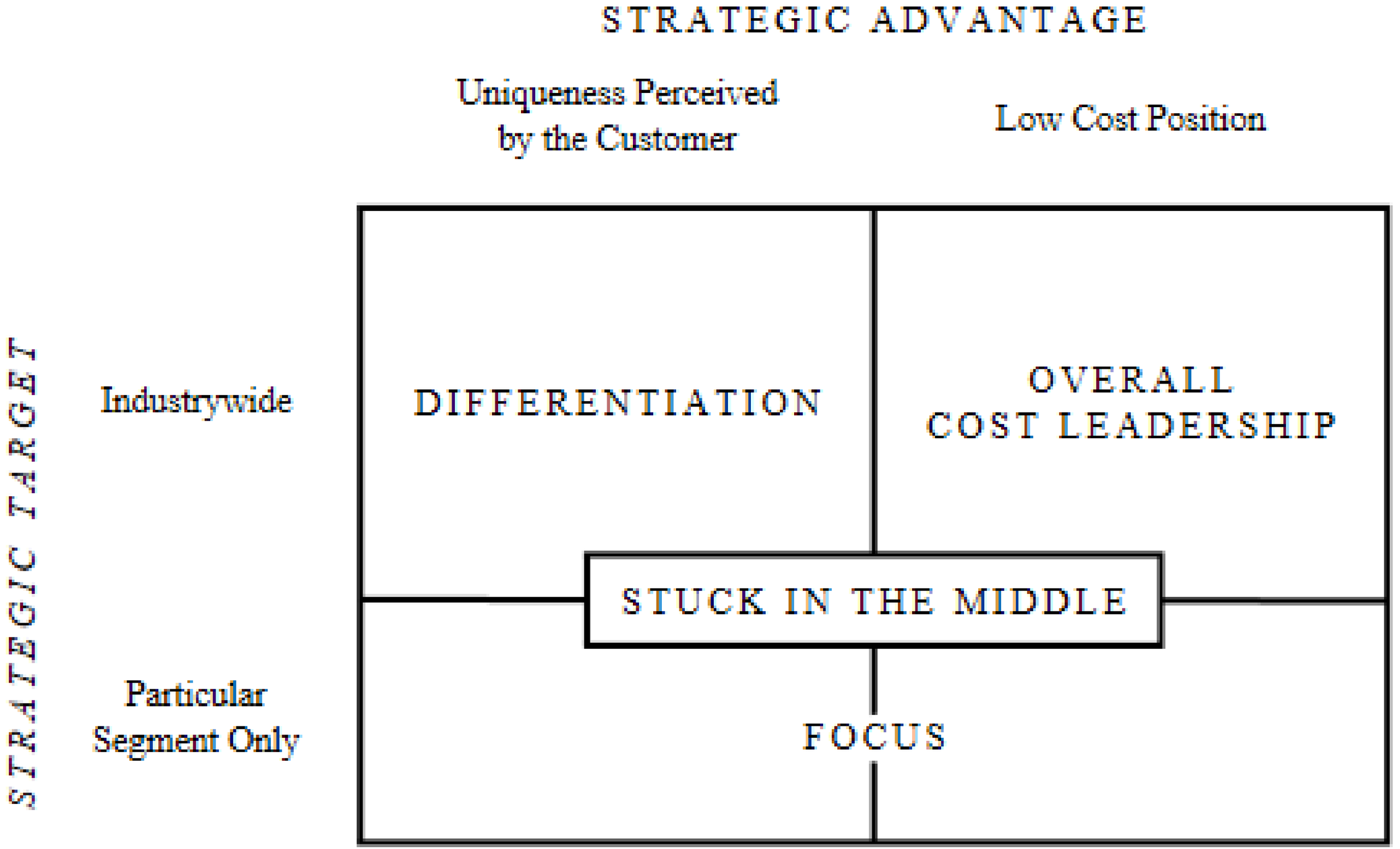
Business

?

nate

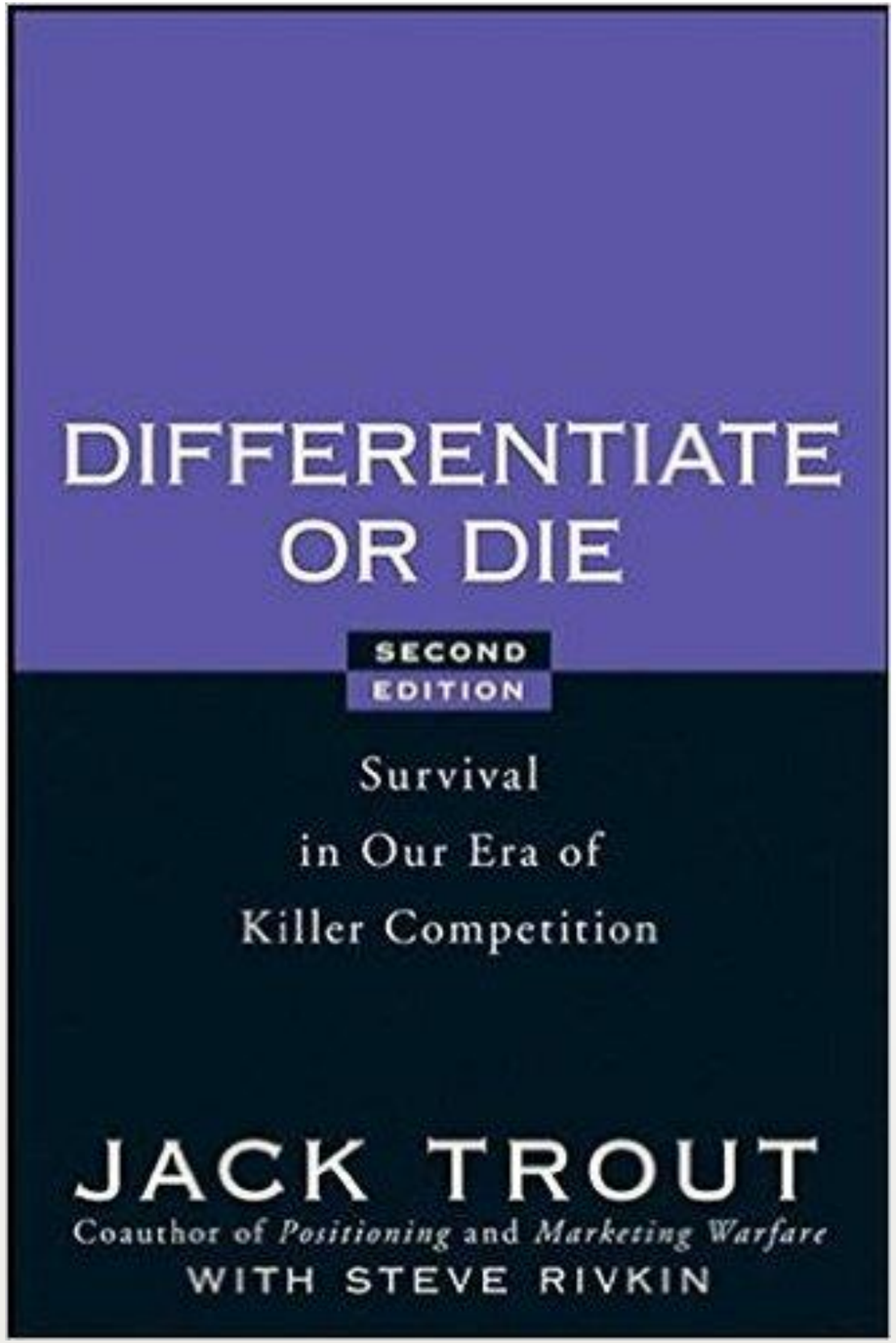
Time

The old days

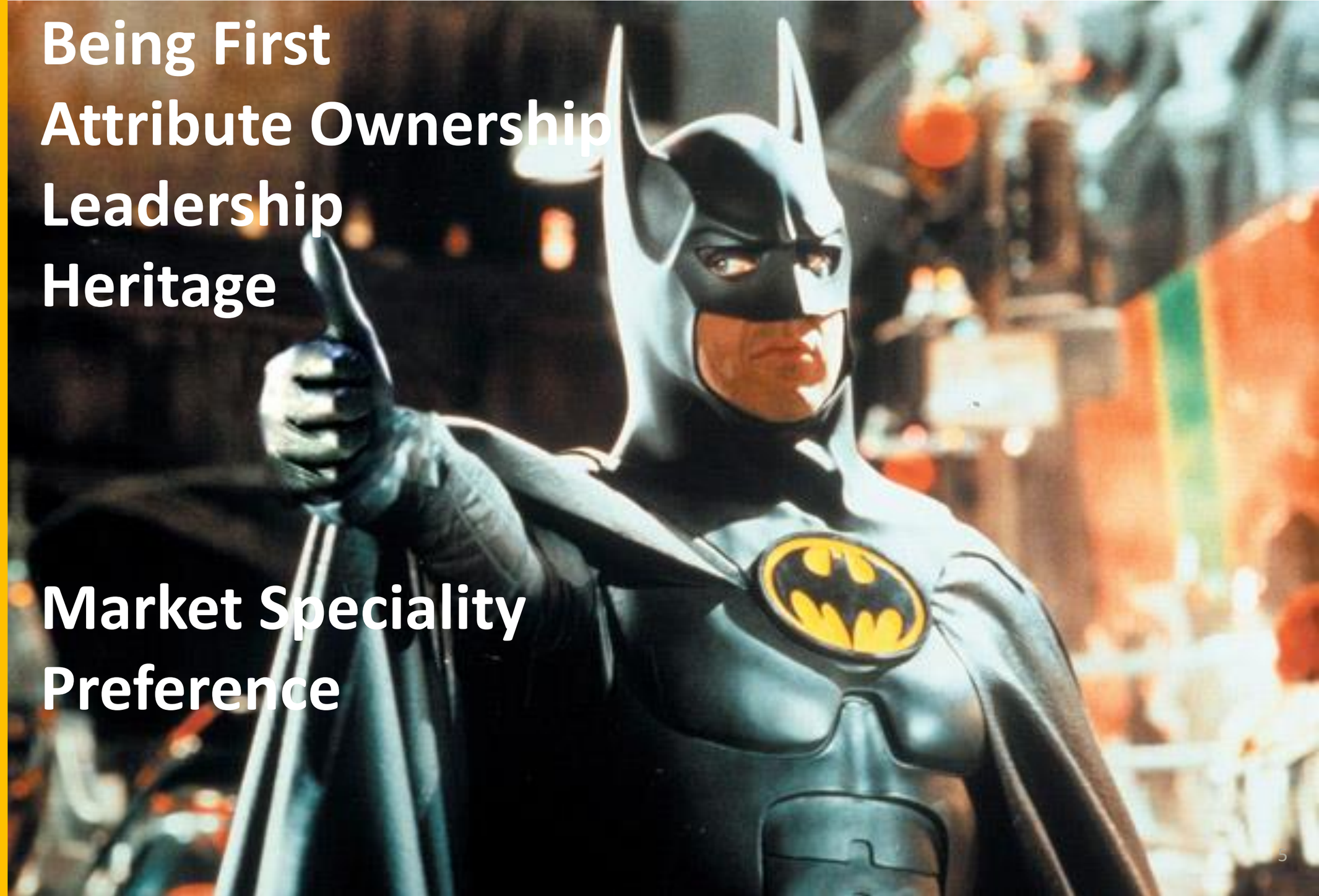


A diagram of Michail Porter's Three Generic Strategies based on an image from Porter M. E., Competitive Strategy: Techniques for Analyzing Industries and Competitors (New York: Free Press, 1980), page 39.

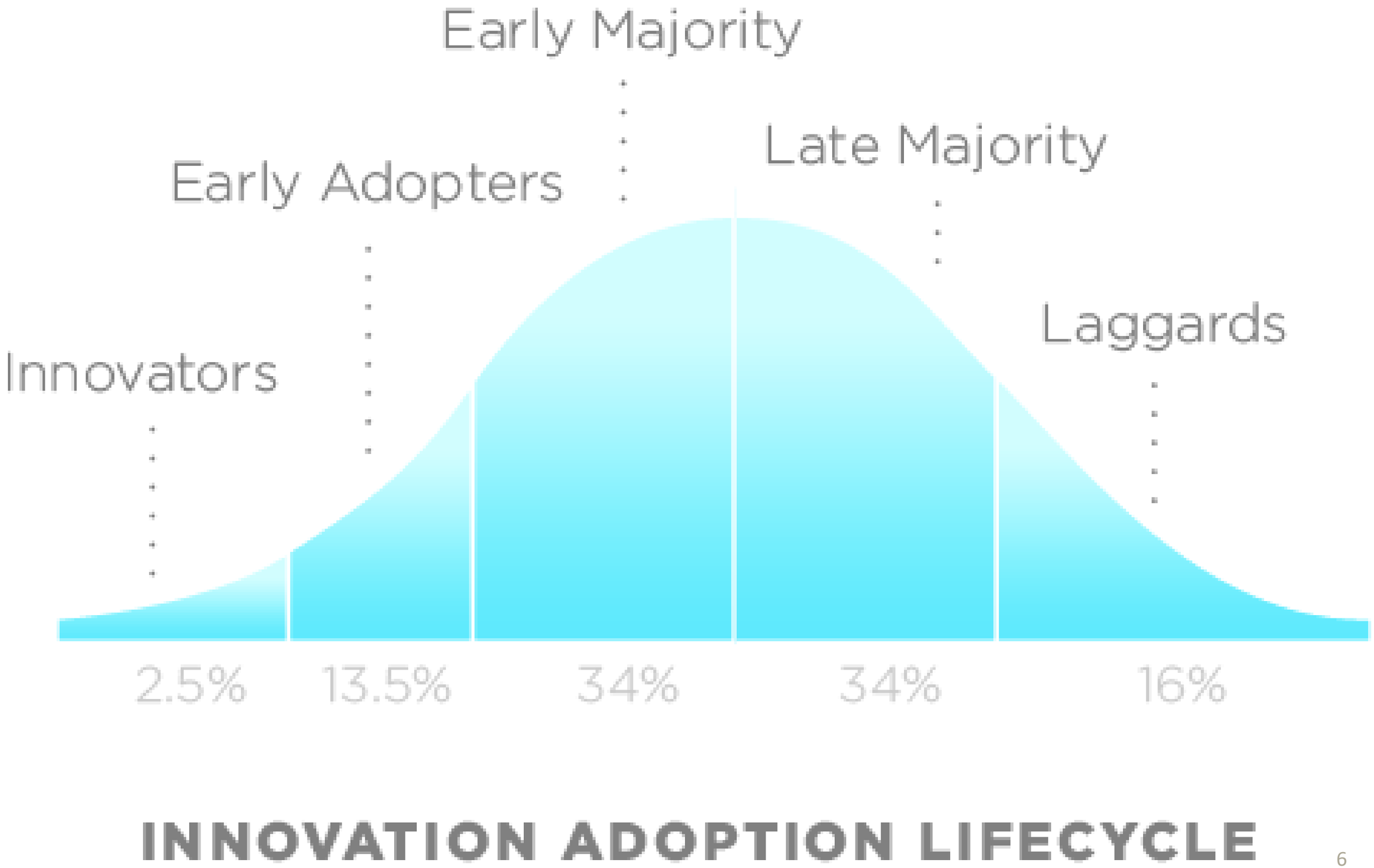
The old days


DIFFERENTIATE OR DIE
SECOND EDITION
Survival in Our Era of Killer Competition
JACK TROUT
Coauthor of *Positioning* and *Marketing Warfare*
WITH STEVE RIVKIN

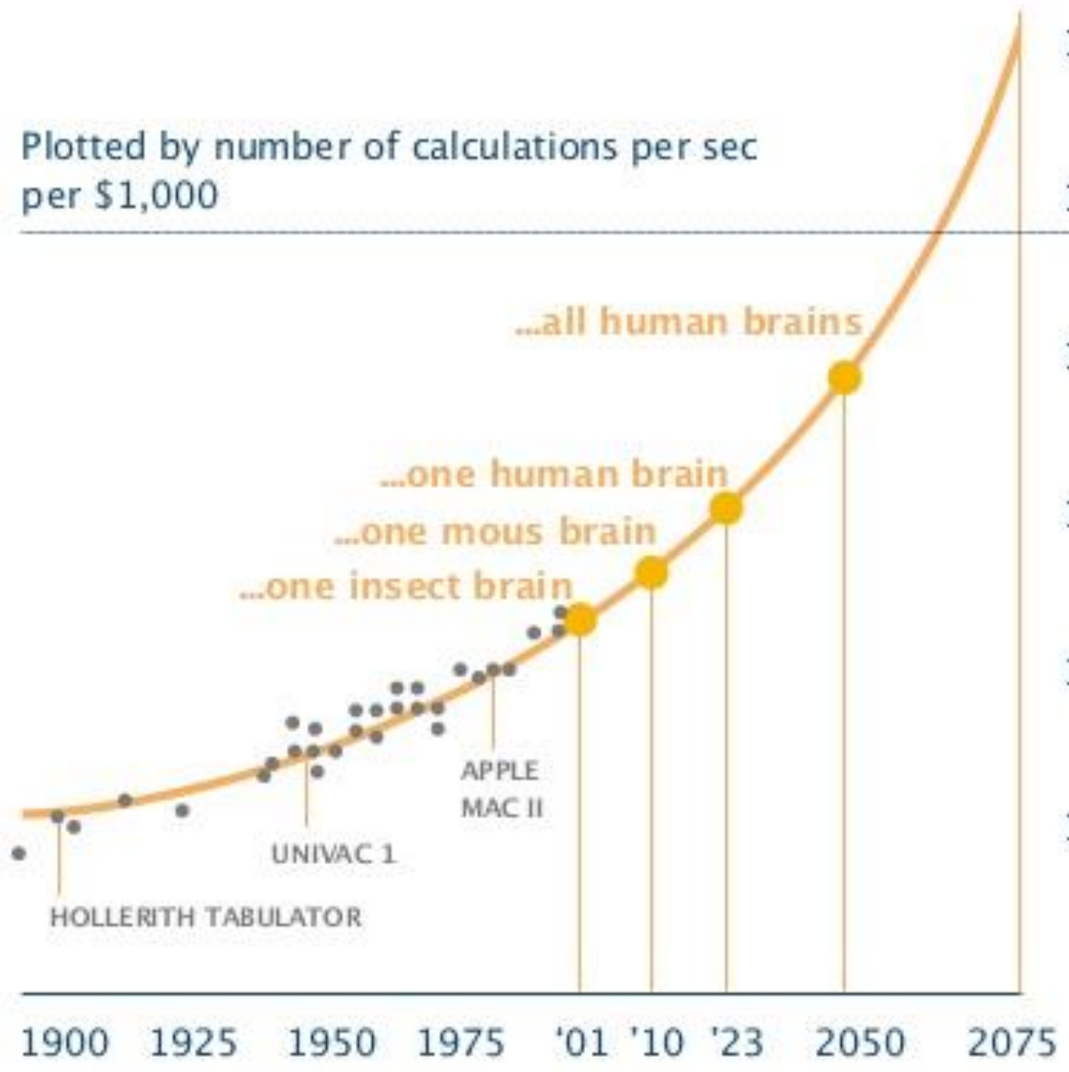
The old days


Being First
Attribute Ownership
Leadership
Heritage
Market Speciality
Preference

The old days



Seth Godin based on Rogers' Adoption/Innovation Curve

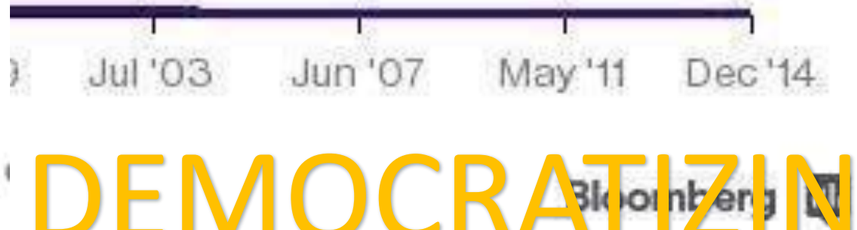


DECEPTIVE

DISRUPTIVE

DEMONETIZING

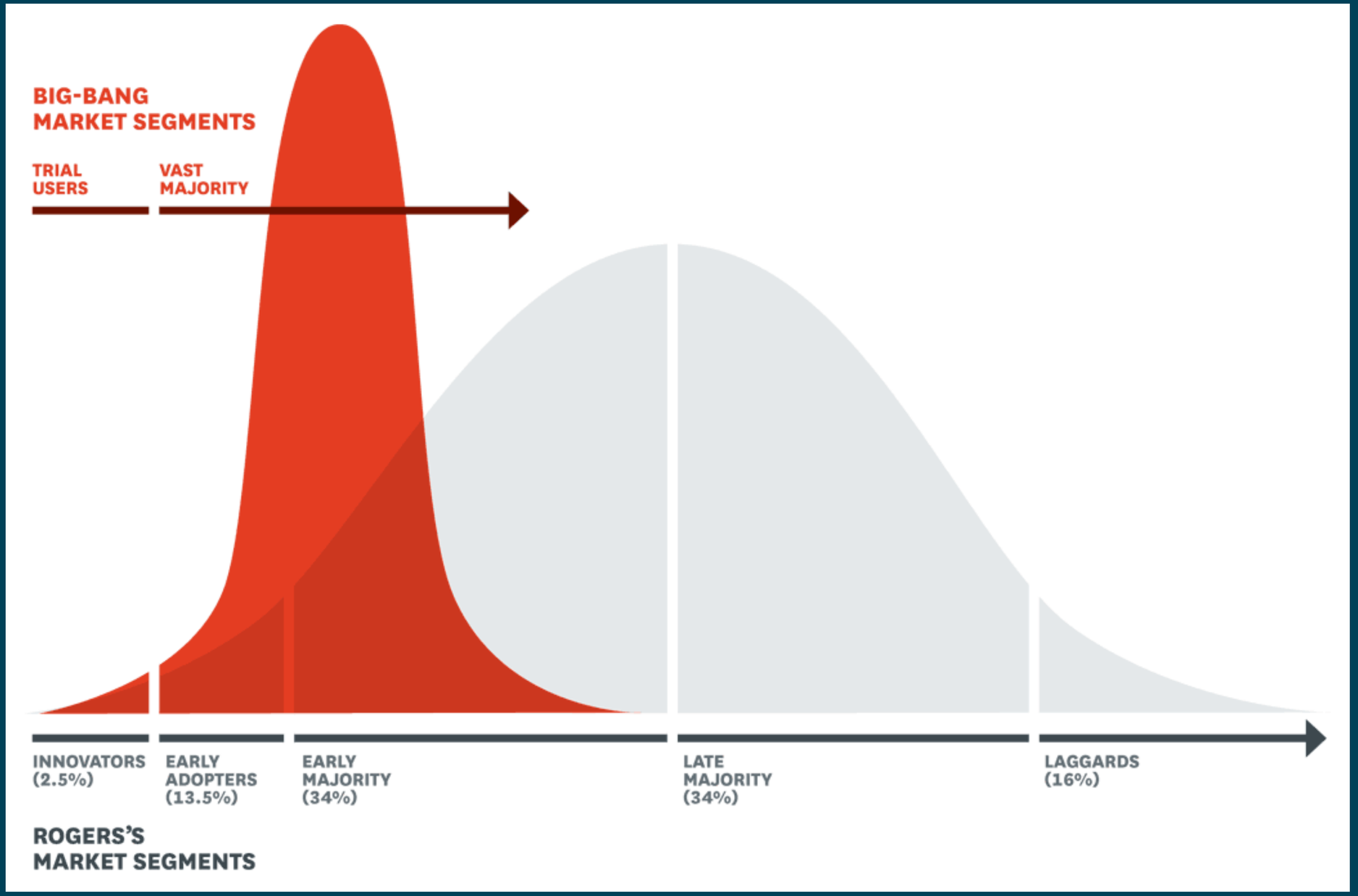
DEMATERALIZING



DEMOCRATIZING

Ray Kurzweil on singularityhub.com

Peter H. Diamandis and Steven Kotler



Larry Downes, Paul Nunes, Big Bang Disruption

the world´s **largest taxi service without owning any car**

the world´s long distance **telephone leader, without a network**

the world´s largest **content provider without own content**

the world´s largest **movie player without owning** any **cinemas**

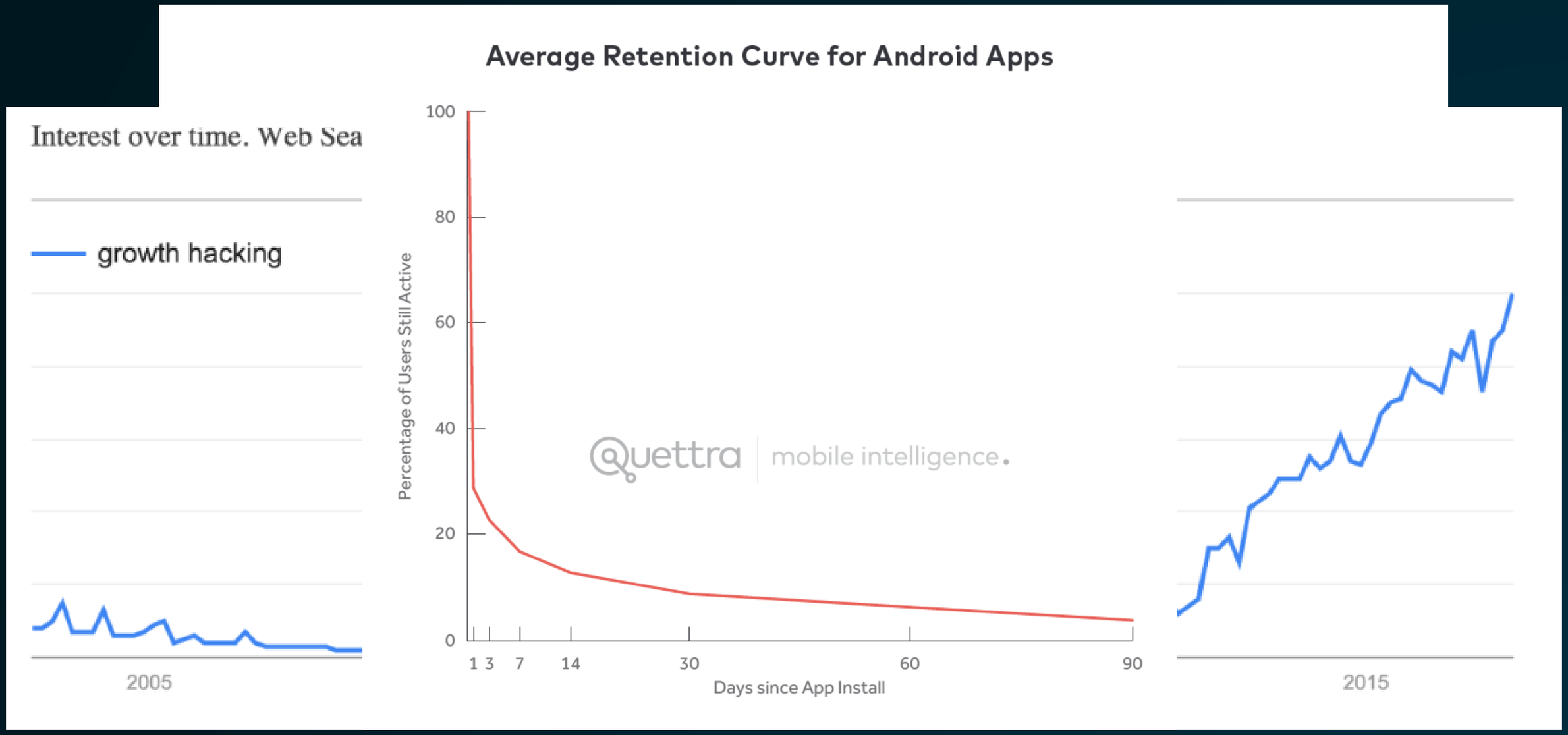
Germany´s **leading long-distance bus, without owning any busses**

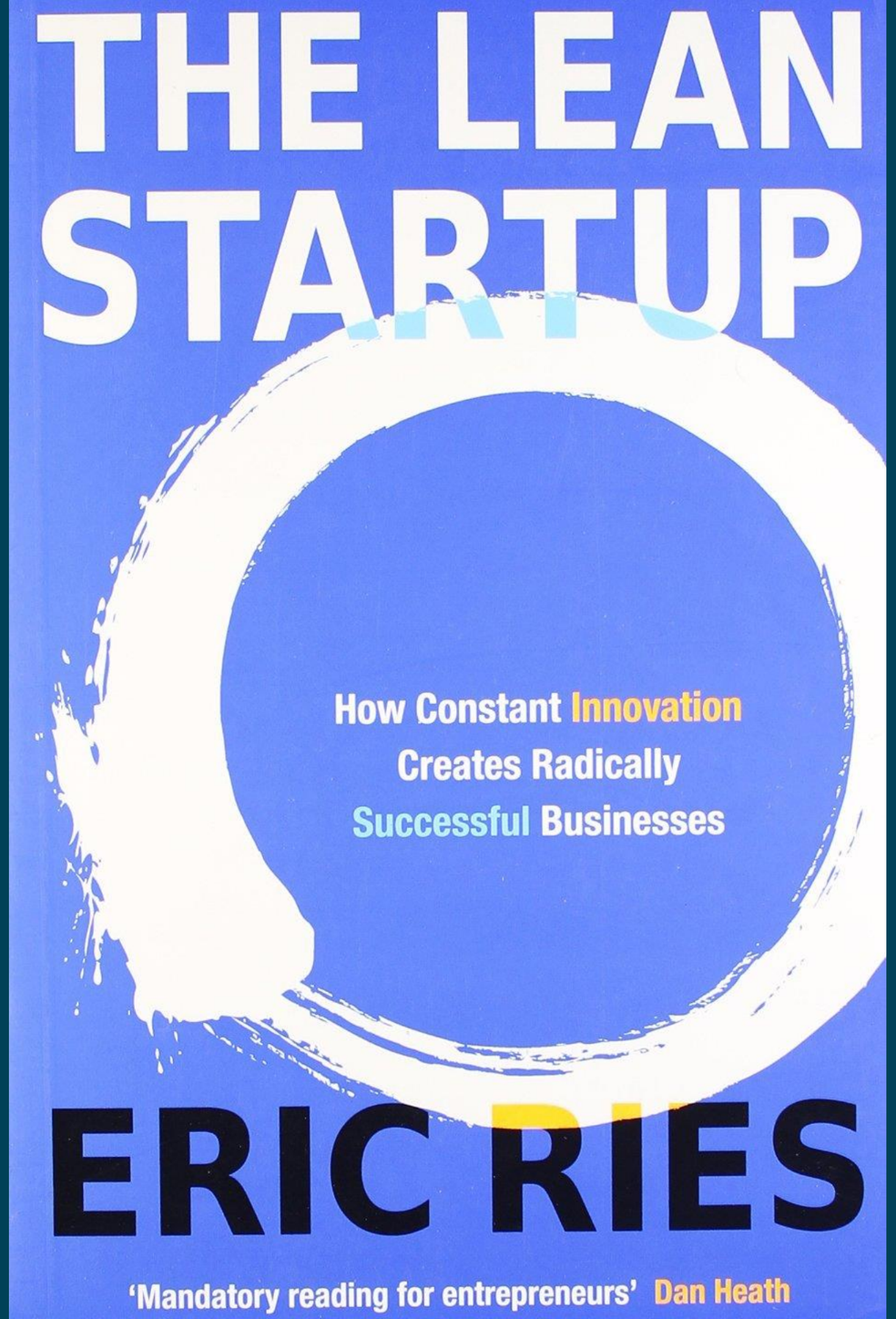
What’s their strategic framework?

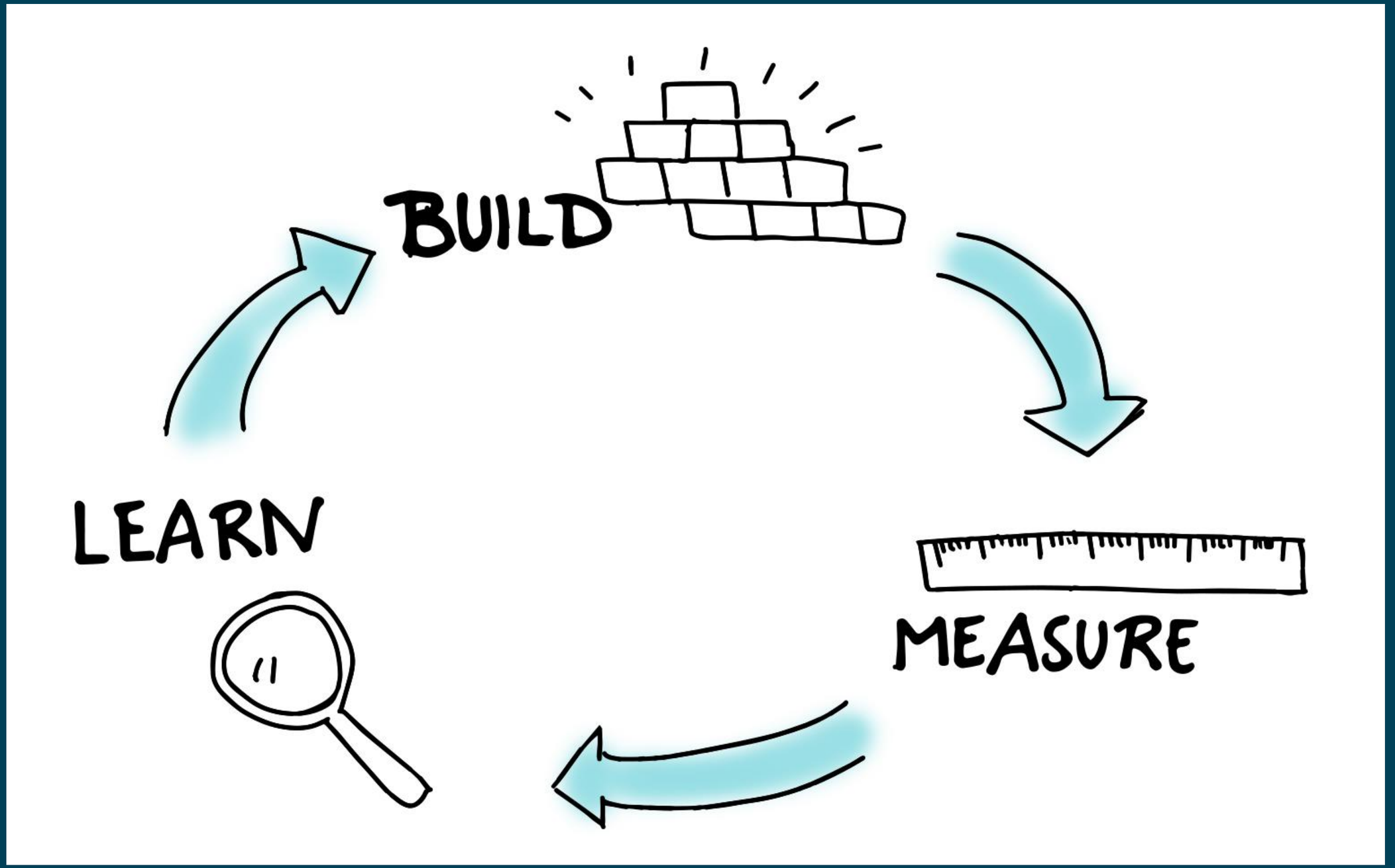
start up = growth

http://www.paulgraham.com/growth.html

Grow or…


Interest over time. Web Sea
growth hacking
2005
Average Retention Curve for Android Apps
Percentage of Users Still Active
100
80
60
40
20
0
1 3 7 14 30 60 90
Days since App Install
Quettra
mobile intelligence.
2015


THE LEAN STARTUP
How Constant Innovation Creates Radically Successful Businesses
ERIC RIES
'Mandatory reading for entrepreneurs' Dan Heath

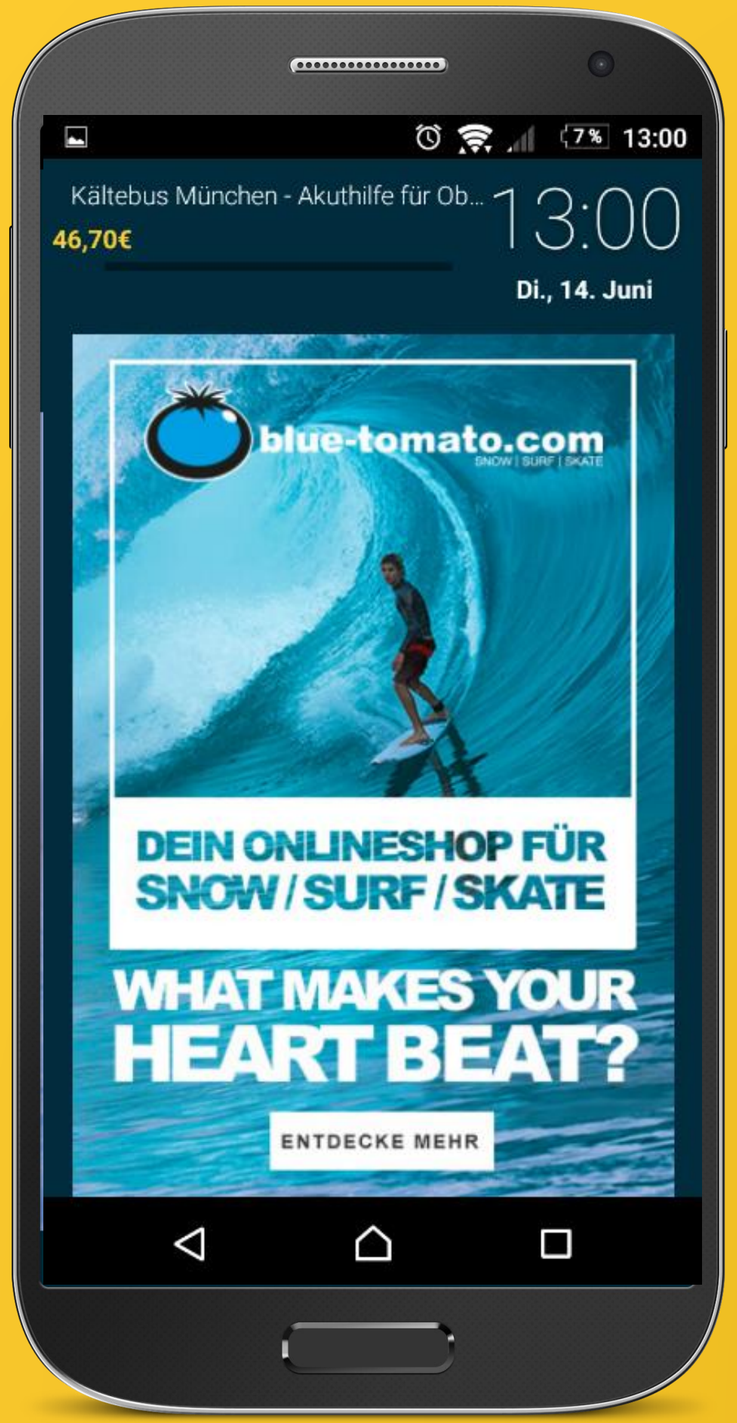

BUILD
MEASURE
LEARN

Leap of faith assumption

The two most important assumptions, the riskiest elements on which everything depends

VALUE

Socially conscious millennials will accept a novel way of mobile ads in return for collecting money for a social cause.



GROWTH

nate users will invite friends and fellow club members to support "their" project.

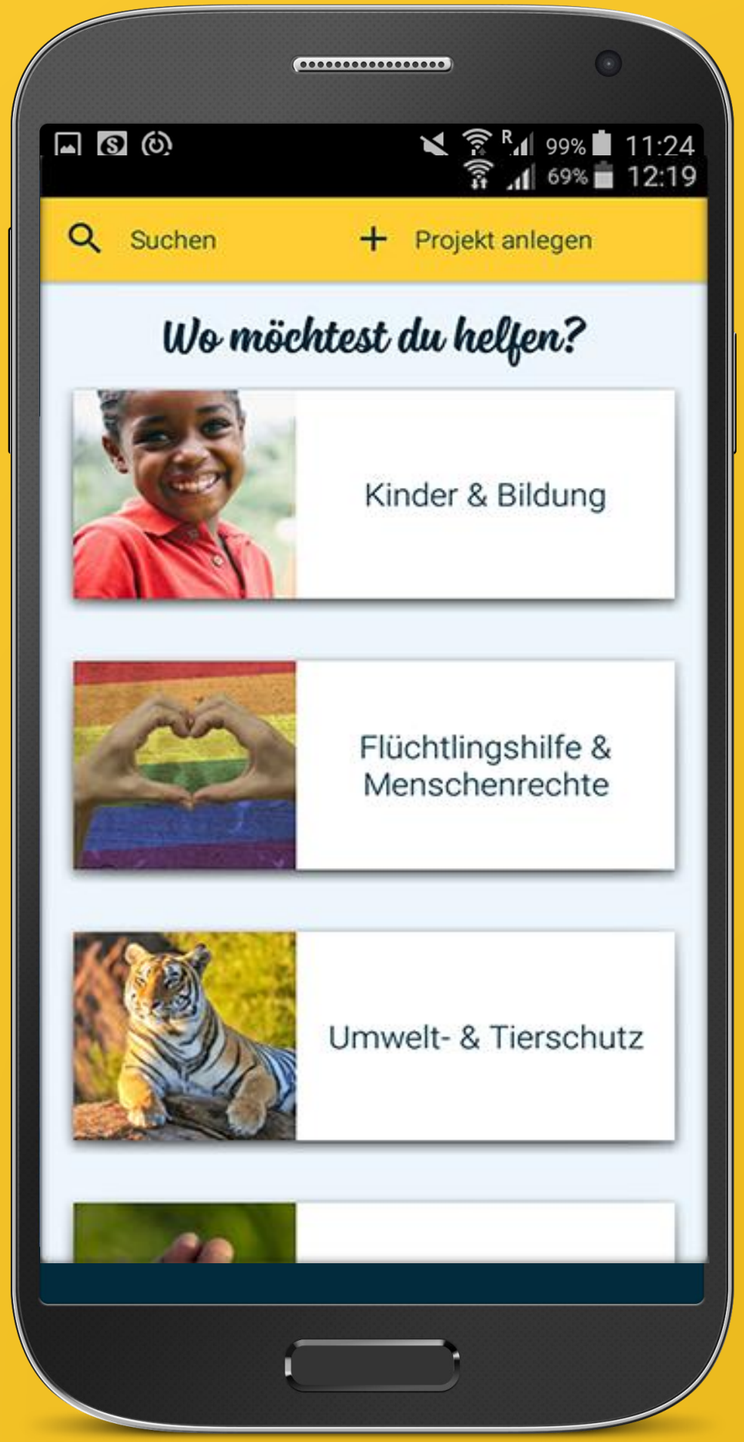
①

Download the app

Get it on Google play

②

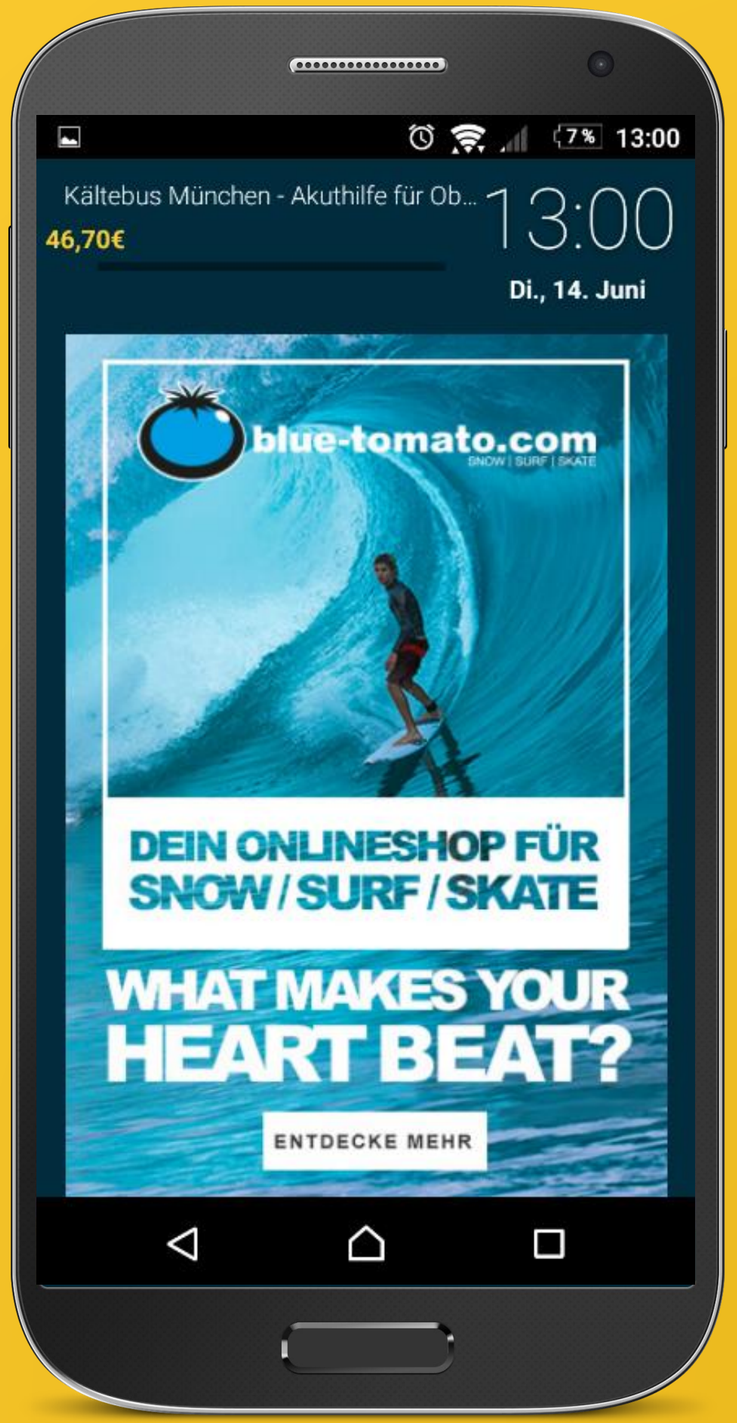
Choose YOUR project to support



nate

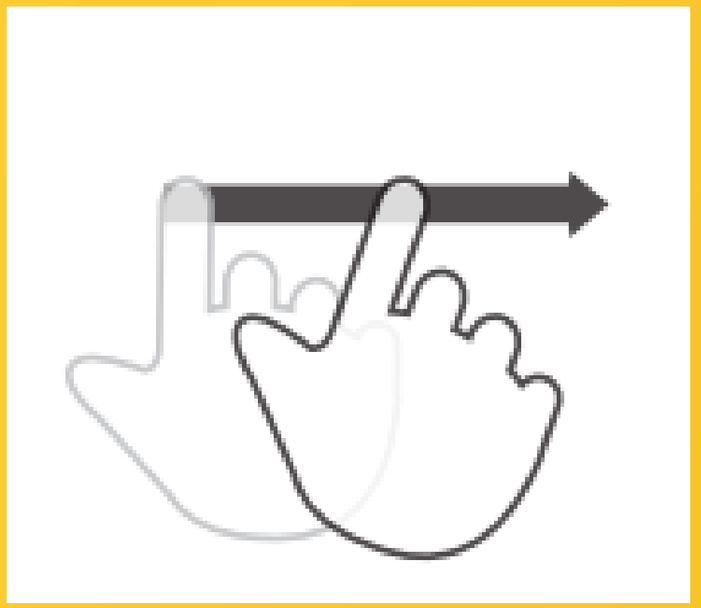
③

SEE ADS


7% 13:00
Kältebus München - Akuthilfe für Ob...
46,70€
13:00
Di., 14. Juni
blue-tomato.com
SNOW | SURF | SKATE
DEIN ONLINESHOP FÜR
SNOW / SURF / SKATE
WHAT MAKES YOUR
HEART BEAT?
ENTDECKE MEHR

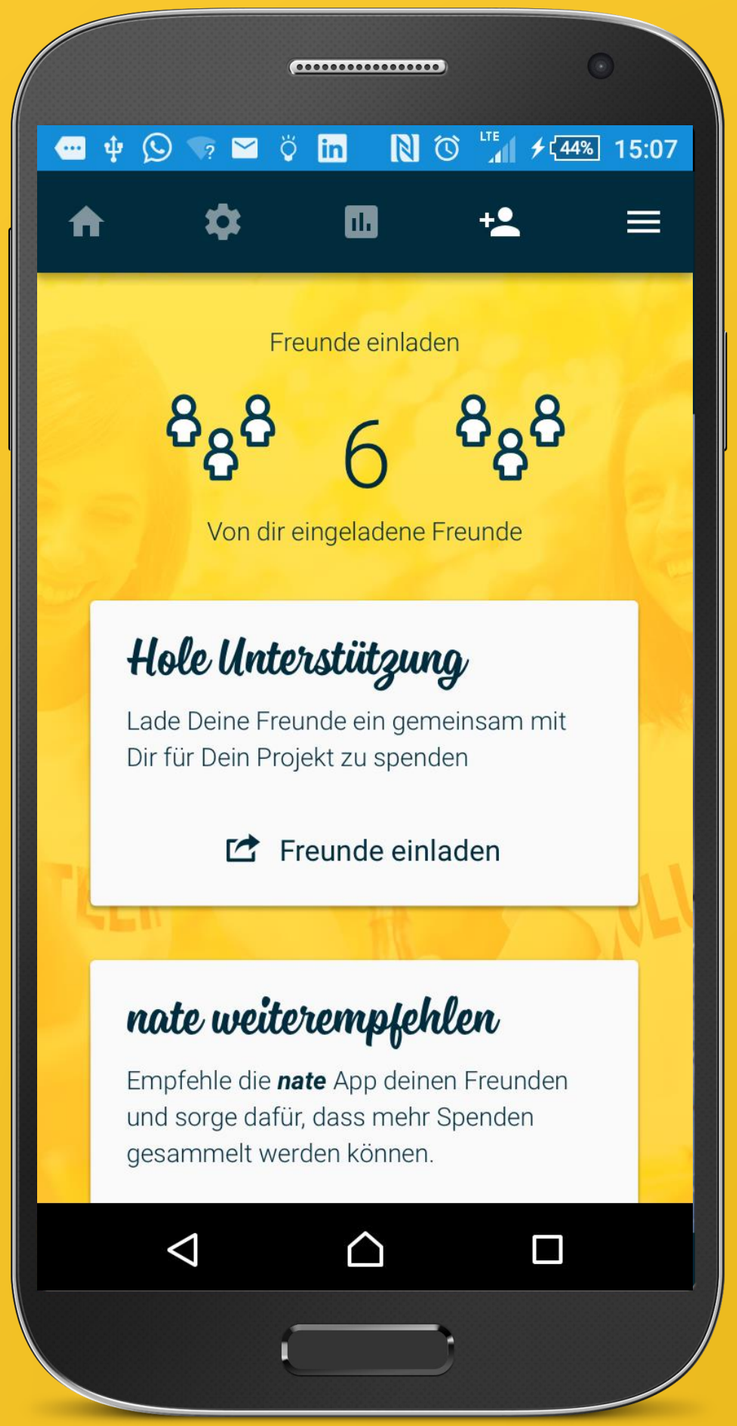
④

AND TURN THEM INTO DONATIONS



③

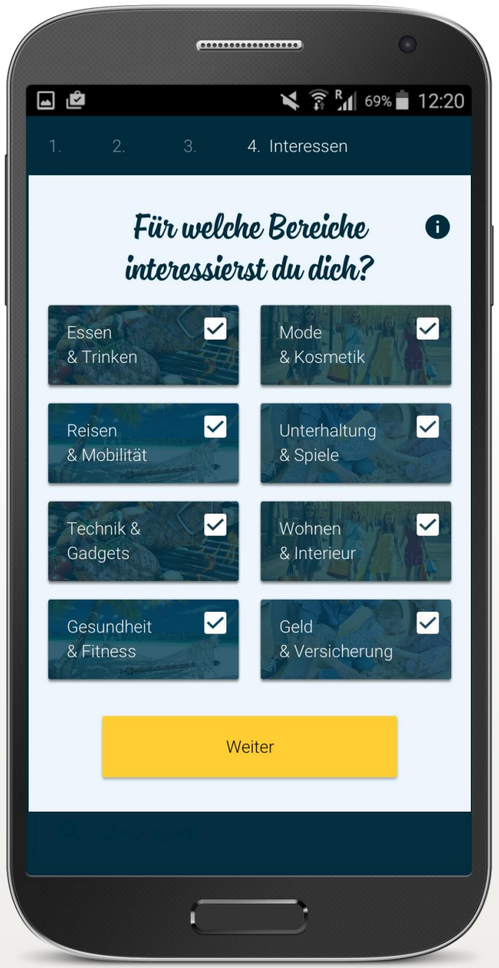
INVITE OTHERS TO JOIN



MAP vs. MVP?

Frequency

Interests



Projects

Transparency

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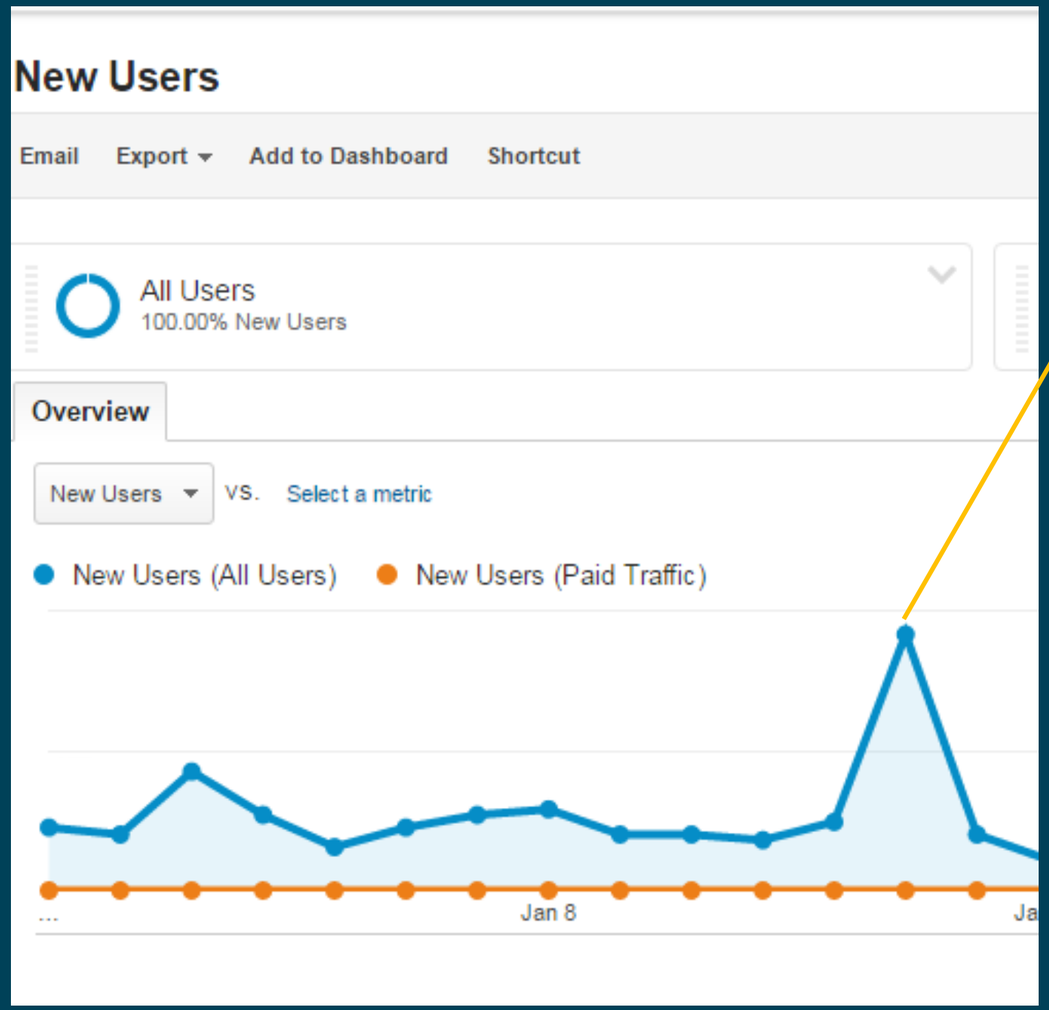
VANITY METRICS VS. VALIDATED LEARNING

CAUSE AND EFFECT ?



c© UNICEF Sweden & our own witt):

LEARN – fast!

Establish a baseline
iterate
Validated – Non Validated – Inconclusive
8%
11%
58%
22%

1. **Build and iterate** will help you differentiate.
2. **Value** is key, but not enough.
3. **Growth** and scale prevail.
4. **Retention** is the single most important thing for growth.
5. What's your **magic moment?**

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Groove Blog – http://www.groovehq.com/blog
Andrew Chen - http://andrewchen.co/recent/
Roger Dooley - http://www.rogerdooley.com/

Seth Godin – http://www.sethgodin.com/sg/
Neil Patel - https://blog.kissmetrics.com/
Derek Halpern – http://socialtriggers.com/
Björn Erkens - http://startuperfolg.com/

Daniel Pink –
The surprising truth about what motivates us
Irrational Labs –
Hacking Human Nature for Good (10 Workbooks)
Seth Godin – Purple Cow
Eric Ries – The Lean Startup
Larry Downs, Paul Nunes – Big Bang Disruption
Jaron Lanier – Wem gehört die Zukunft
Jack Trout/Rifkin – Differentiate or Die

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Danke

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ANDROID APP ON Google Play