



LIVING IN THE
STARTUP WORLD:
MINDSET THAT FITS THE
FUTURE OF BUSINESS



INTRO

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What is a startup?

“

... an entrepreneurial venture which is typically a newly emerged, fast-growing business that aims to meet a marketplace need by developing or offering an innovative product, process or service.

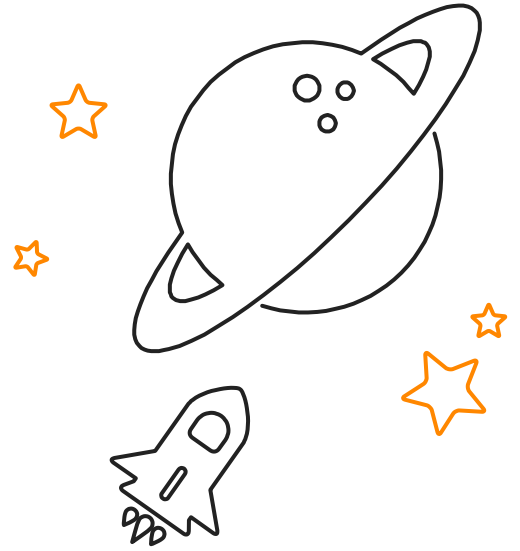
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The beginning of a startup

- ▶ A problem that needs to be addressed
- ▶ A brilliant idea to solve that problem
- ▶ Like-minded fellows
- ▶ Developing abilities
- ▶ Lack of money
- ▶ Pitching the idea
- ▶ Securing financial back up

AWESOME THINGS

that startups offer



Recreational facilities

Cool offices, ping pong tables, football tables and video game consoles



Dress culture & organizational structure

Informal and casual dress style, complete freedom to be yourself



Stock options

Employees are sometimes offered a stock option package



Other specifics

Flexible and instantly
responsive to market changes
work philosophy, top talent,
professional challenges



Most required skills at startups



**Sharp
logic**

**Quick
learning**

**Problem
solving**

Education's role in startups



Individual level

Knowledge
acquisition

A broad
perspective

Managing
processes

Company level

Science and
research

Market trends

Future strategy

Strategy strategy strategy

Two main approaches

Inside-Out

Relies on the core competencies of the company to drive change, product development and innovation

Outside-In

Relies on customer insights and external market orientation for product or service development

Inside-Out

Pros

Most people don't know what they want until you show it to them; short-term shareholder gains

Cons

Limited company's ability to notice and adapt to market changes; hard to create long-term shareholder value

Outside-In

Pros

Customers have more creative ideas than internal human resources; long-term shareholder gains

Cons

Risk the business will suffer if customers are not satisfied with the solutions provided; hard to create short-term shareholder value

Mindset that fits the future of business

Awareness of both thinking ideologies, their strengths and weaknesses, utilization of internal resources and empowering customers as main players of successful product management.



THANKS!

Any questions?