

START-UPs or STAY-UPs?

Silvija Seres

Oslo University Entrepreneurship Course

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The socialite's startup world

**In 1990 everyone wanted to be a DJ,
in 2000 it was web-designer,
now it is an entrepreneur.**

Join Lady Gaga and Justin Bieber.

The Road To Success



what people think
it looks like



what it really
looks like

The 10 DOs

1. Do not compromise on people.

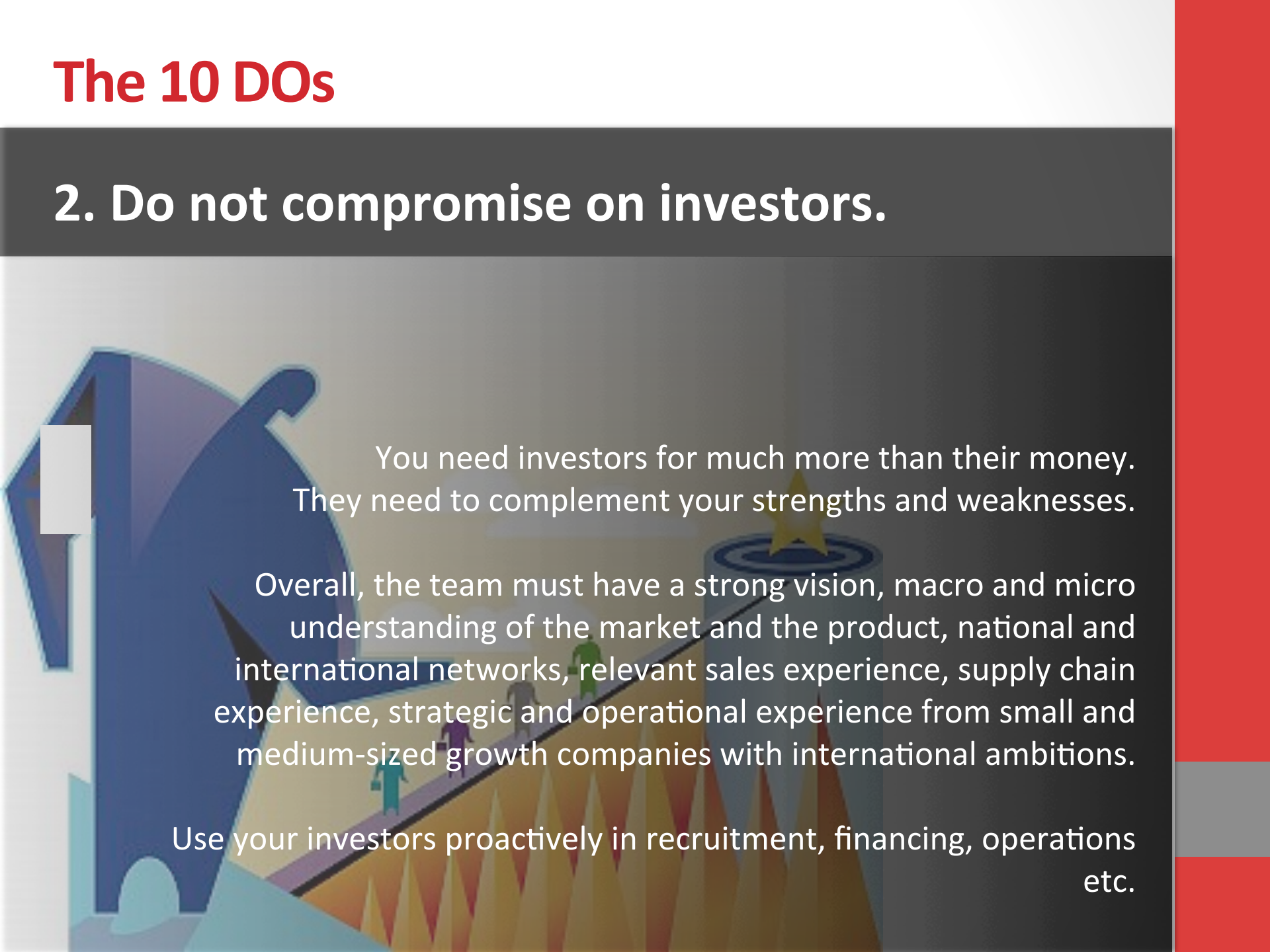


Talented people have a strong gravitational field.
They attract talent and other resources.

To compete on a global basis you need the best talent.
Invest in people and share the benefits of ownership.
Grow both effective teamwork and strong individualists.
Accept eccentrics but not negativism.

The 10 DOs

2. Do not compromise on investors.



You need investors for much more than their money.
They need to complement your strengths and weaknesses.

Overall, the team must have a strong vision, macro and micro understanding of the market and the product, national and international networks, relevant sales experience, supply chain experience, strategic and operational experience from small and medium-sized growth companies with international ambitions.

Use your investors proactively in recruitment, financing, operations etc.

The 10 DOs

3. Think big from the start.

An abstract graphic featuring a magnifying glass with a red handle and a blue frame. The lens is focused on a blue circular area. The background is a mix of green, blue, and orange, with binary code (0s and 1s) and a globe-like pattern. The text is overlaid on the right side of the image.


Do not limit yourself geographically just because it seems safer.
Use rigorous strategic focus,
and be realistic about your unique capabilities.

Think of the company as a world leader in its niche,
even when it is small; it is the only way to become global eventually.

Accept challenges; the impossible has the highest value,
everyone can get the easy stuff.
Accept risk and make room for it.

The 10 DOs


4. Dare to be poor in the beginning.



It makes you to see and solve problems in new ways.
It provides less room for activities and forces you to prioritize.
You must find business models that work,
based on aggressive sales growth and strict cost control.
Do not become a slave of public funding.

The 10 DOs

5. Communicate vision.



Communicate a large and clear vision. Create enthusiasm.
Relate to the mega trends,
and set up big goals that utilize these trends.
Say no to many alternative possibilities,
in order to focus on the best and biggest projects.
Positioning yourself for the future, not the present.
Be unique.

The 10 DOs

6. Love sales.



- Launch the product or idea as early as possible in order to understand customer needs.
- Use feedback to continuously improve product and business model.
- Think of the sales process as a competition.
- Have real respect for your customers.

The 10 DOs

7. Love your product.



Love your technology or services.

Understand it fully, so you can talk to your team with credibility.

Take on a real commitment to innovation.

Think long term and industrially.

Be concerned with making a product or service that is used and has a social value to the world, rather than the commercial aspects.

Invest sufficiently in innovation.

Communicate the results of your innovation and its relevance.

The 10 DOs

7. Think about the road, not just the goal.



Love the hard entrepreneurial life despite all the challenges.
Love the competition, the feeling of being on a unique mission.
Know that if you hold out long enough, with the right partners,
you can succeed despite the tough odds.
Accept personal risk, and manage it in a constructive way.

The 10 DOs

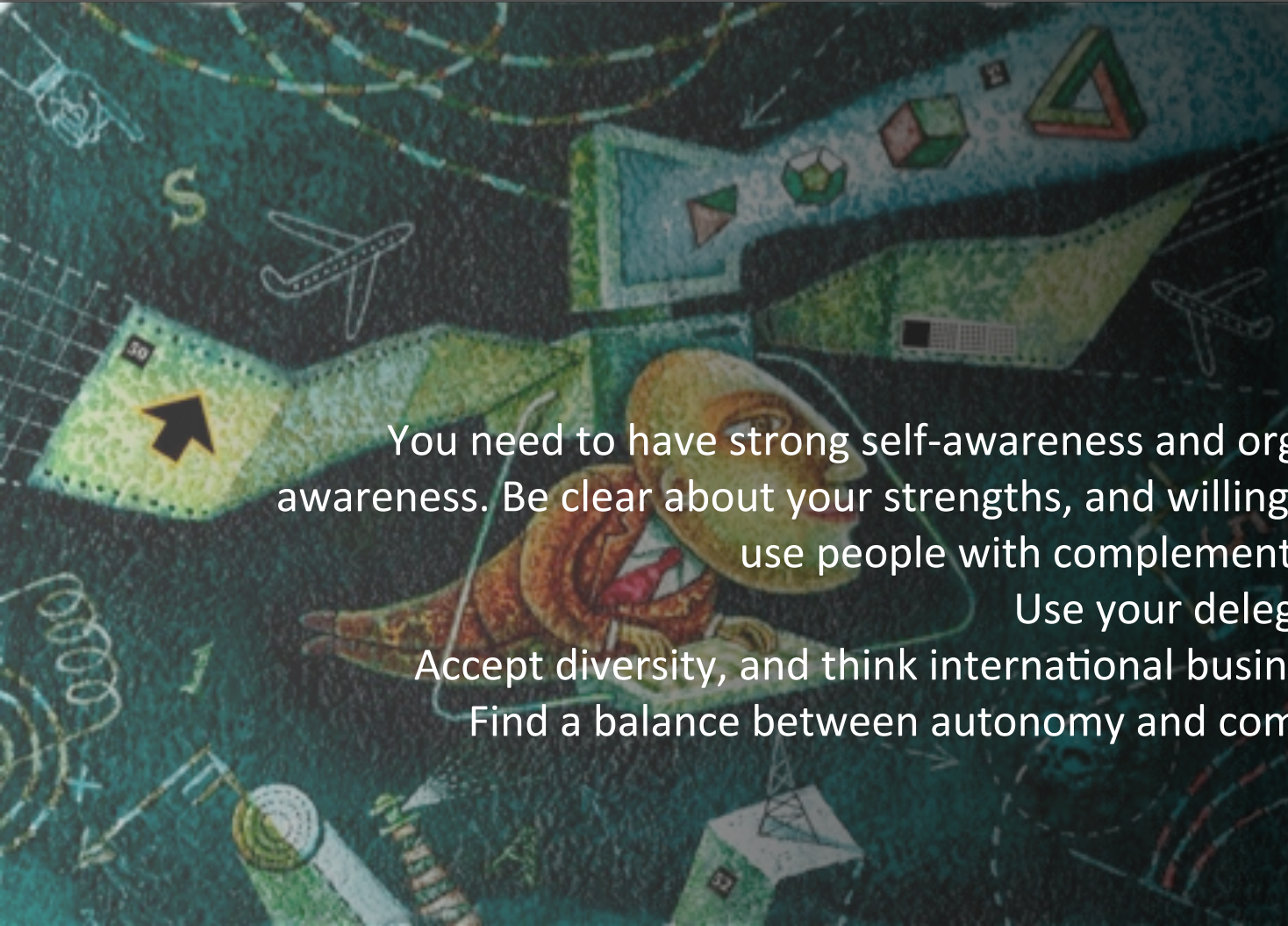
9. Build positive long-term relationships.



Be a credible leader with effective decision making,
learning and problem solving ability.
Take good care of the people around you.
Leave little broken glass and creates a loyal follower base.

The 10 DOs

9. Know yourself.

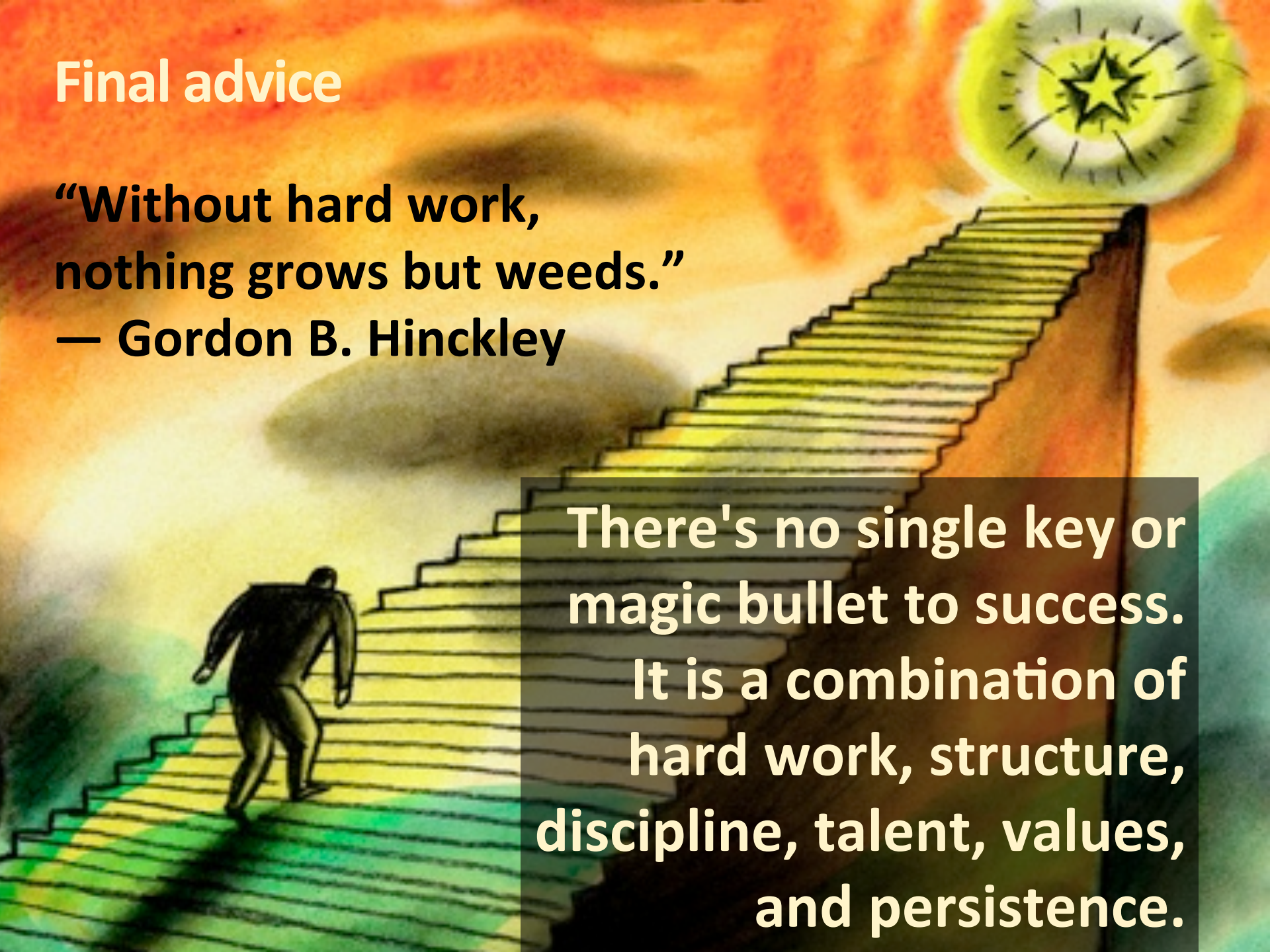


You need to have strong self-awareness and organizational awareness. Be clear about your strengths, and willing to find and use people with complementary talents. Use your delegation skills. Accept diversity, and think international business growth. Find a balance between autonomy and common goals.

Final advice

**“Without hard work,
nothing grows but weeds.”**

— Gordon B. Hinckley

A person is shown from behind, climbing a long, colorful staircase that leads up towards a bright, glowing star in a cloudy sky. The staircase is composed of many steps, each with a different color, creating a rainbow effect. The person is wearing a dark jacket and pants. The sky is filled with soft, white clouds, and the overall scene is bright and hopeful.

**There's no single key or
magic bullet to success.
It is a combination of
hard work, structure,
discipline, talent, values,
and persistence.**

Thank you!

For more inspiration about careers and management:

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