Digital Transformation of the World Economy
Seminar 3

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04.03.2019

Seminar Plan

1) Q&A on Lecture materials
2) Team presentations
3) Startup team: roles and values
4) Startup proposal: Target audience & market
5) Case studies "Digital startups: Means and Goals"

Startup Teams

№	1	2	3	4	5	6	7
Name							
Members	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.

Startup Team

? **Why we need a team?**

Whom do you need in a team? (And whom not...)

How to build a team?

How to force/motivate/engage a team to work?

Startup Team

1) 1 – 10: Jack of all Trades (Handymen)

2) 11 – 50: Managers, Constructors, Improvers

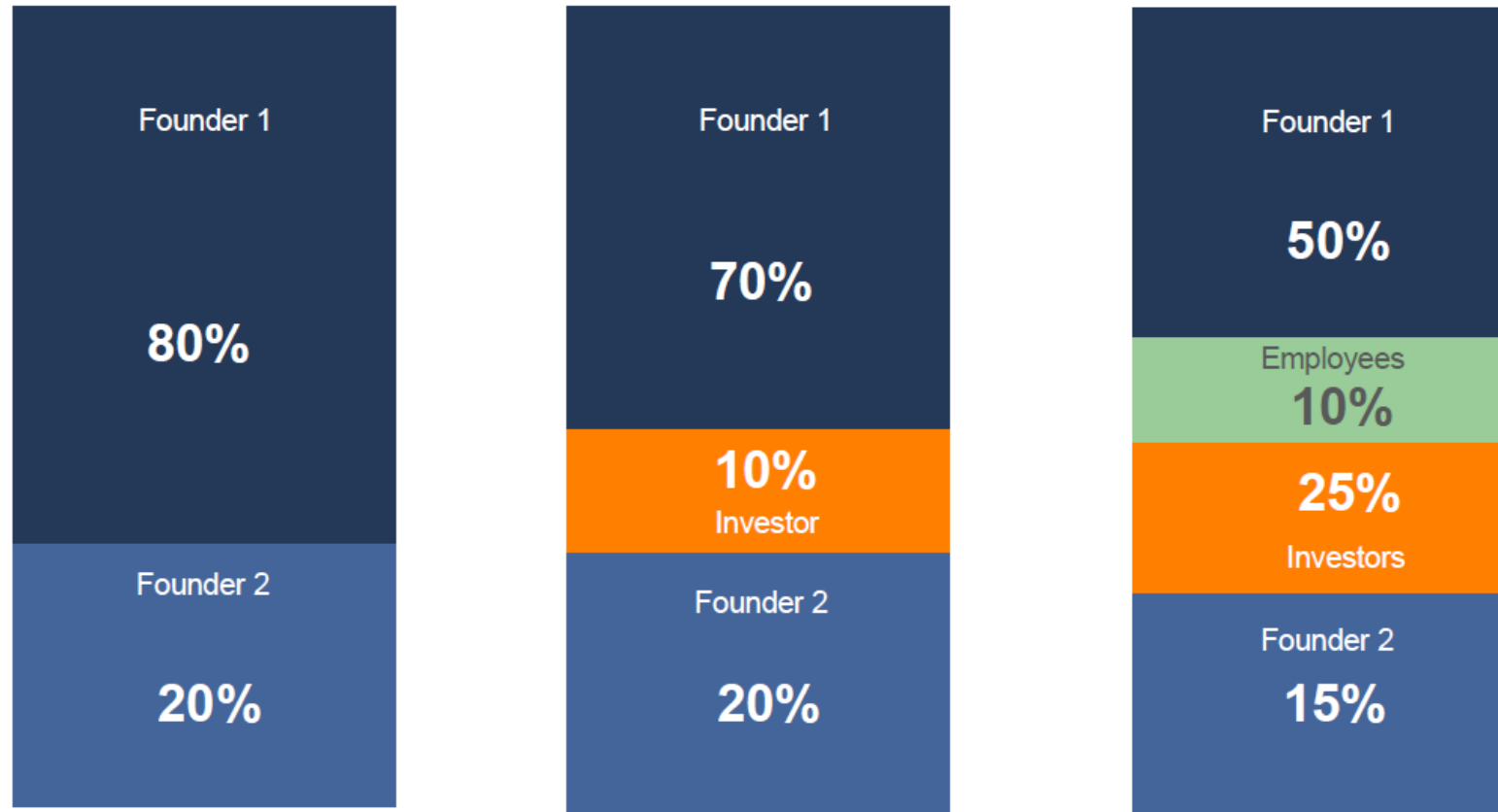3) 51 – 200: Experienced Managers and Specialists

4) 201+: Narrow Specialists

Startup Team

Principals of teambuilding for startups:

1. The founder is the first responsible
2. Don't delegate recruiting tasks
3. People come and go...

4. Interest is the best motivation!

Seminar Plan

Source: HSE, Department of Innovation Management

Target Audience & Market

1) Who is my client?

2) Why it is necessary to define the target audience?

3) What is the target market?

4) Why competitors matters?

Target Audience & Market

Target Audience & Market

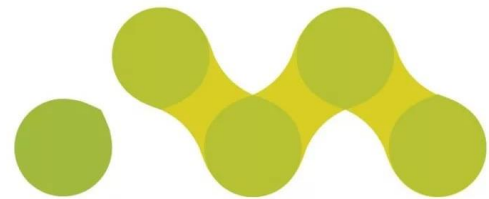**Consumer's Dilemma:**

Consumer Benefits

**Consumer Pains**

Case Studies

- **Company**: [Grabr Inc.](#)

- **Sector**: Consumer Technologies (C2C/P2P)

- **What is doing**: Simple and reliable way to find travelers who buy and deliver the necessary things from any country in the world.

- **[Promo Video](#)**

Case Studies

- **Company**: Motorica

- **Sector**: Healthcare & Engineering (B2C)

- **What is doing**: Explores and develops technologies at the interface of medicine and robotics. Released two types of prostheses of the upper limbs.

- **Promo Video**
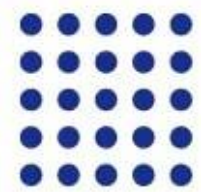
Case Studies

- **Company**: [Brandquad](#)

- **Sector**: IT Services (B2B)

- **What is doing**: Solve problems of optimization and distribution of the product catalog and marketing information of the largest manufacturers and brands.

- **[Promo Video](#)**

brandquad

Case Studies

More cases for the home assignment

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[Forbes Ranking 30 under 30](#)

Thank you!