

# Reaching your success in the startup world

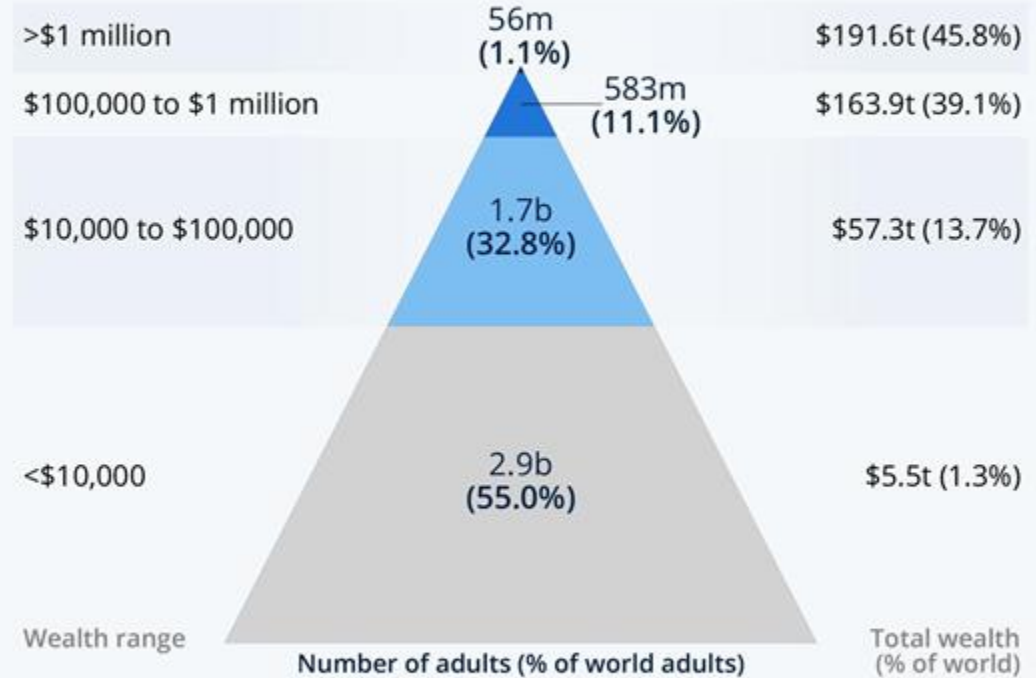
How not to raise venture capital?

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What could be a reasonable financial goal/financial independence?

# The Global Pyramid Of Wealth

An overview of global wealth distribution in 2020



Source: Credit Suisse 2020 Global Wealth Report



# How to make money/reach financial independence?

Inheritance (1 M EUR reachable) - it may not be enough like Kodak case, grandson problem **1+ M EUR reachable**

Marriage (gold diggers vs. strategic thinking) - **1+ M EUR reachable**

Illegality (go to Mexico and build a drug cartel) - **1+ M EUR reachable**

Well paying job (Google/Microsoft engineering manager) - **1+ M EUR reachable**

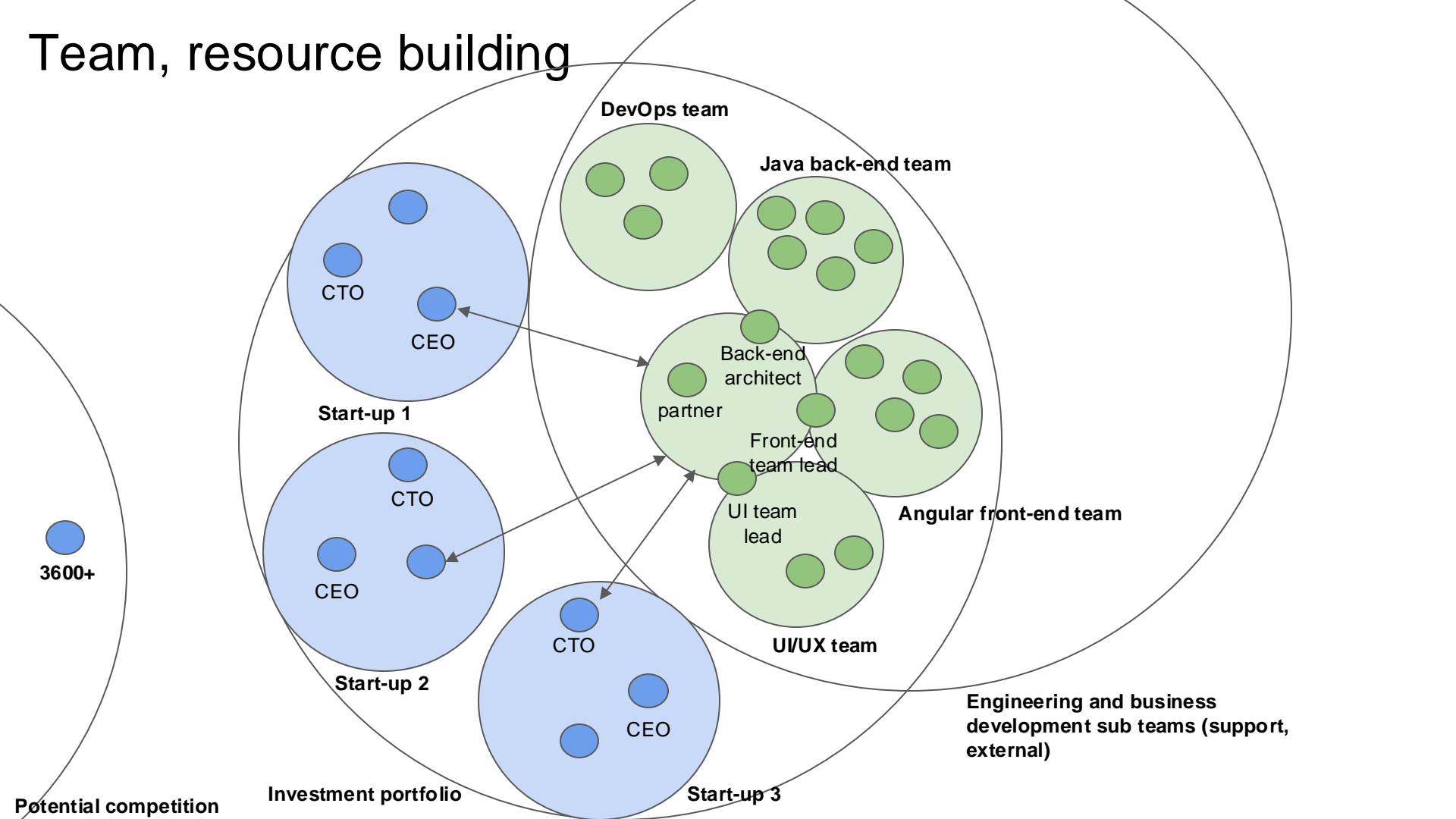
Applying for EU funds/ Applying for government contracts - **1+ M EUR reachable**

Building a consulting business (body shopping) - usually small business like dentist, construction companies, software developer companies, or bigger ones - EPAM - **1+ M EUR reachable**

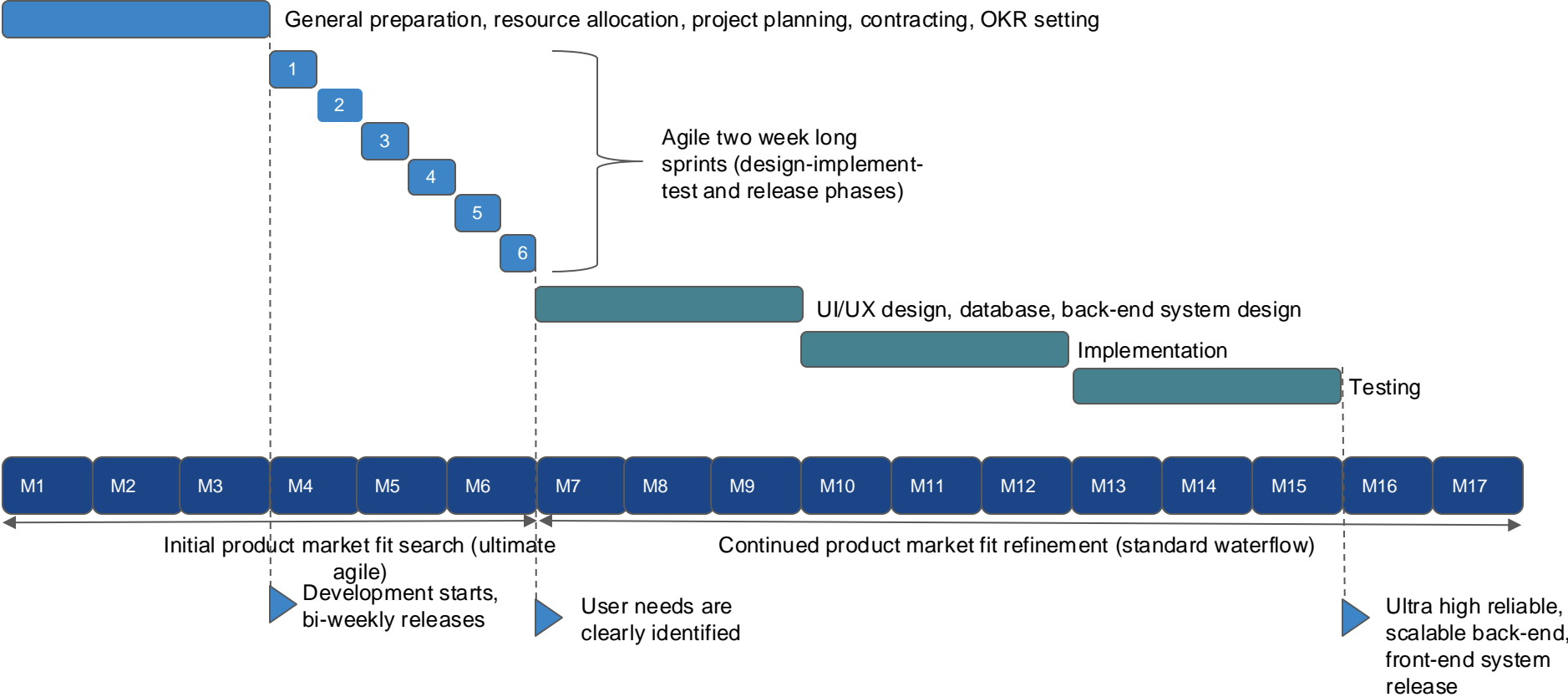
Building a product/service based business - Google, Apple, Microsoft, Facebook, Amazon, etc. - **100  
0+ M EUR reachable**



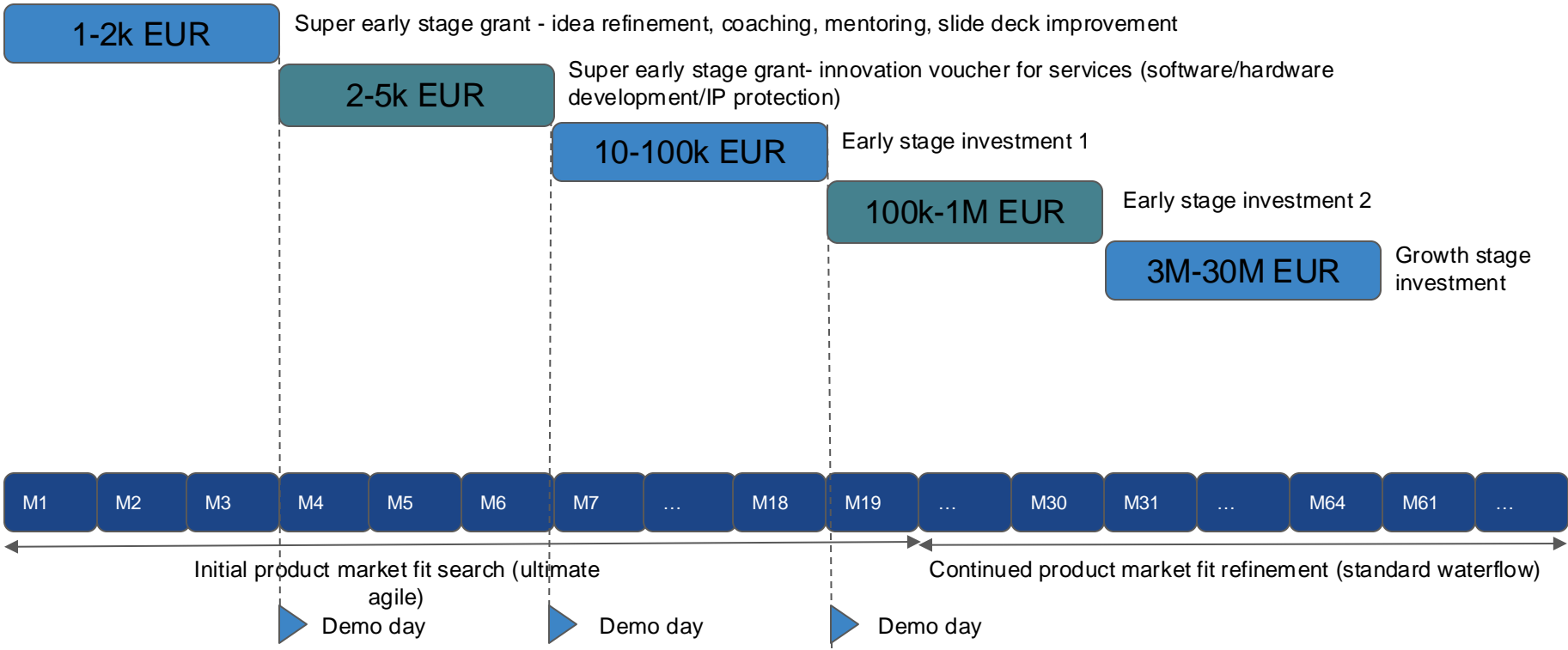
# Team, resource building



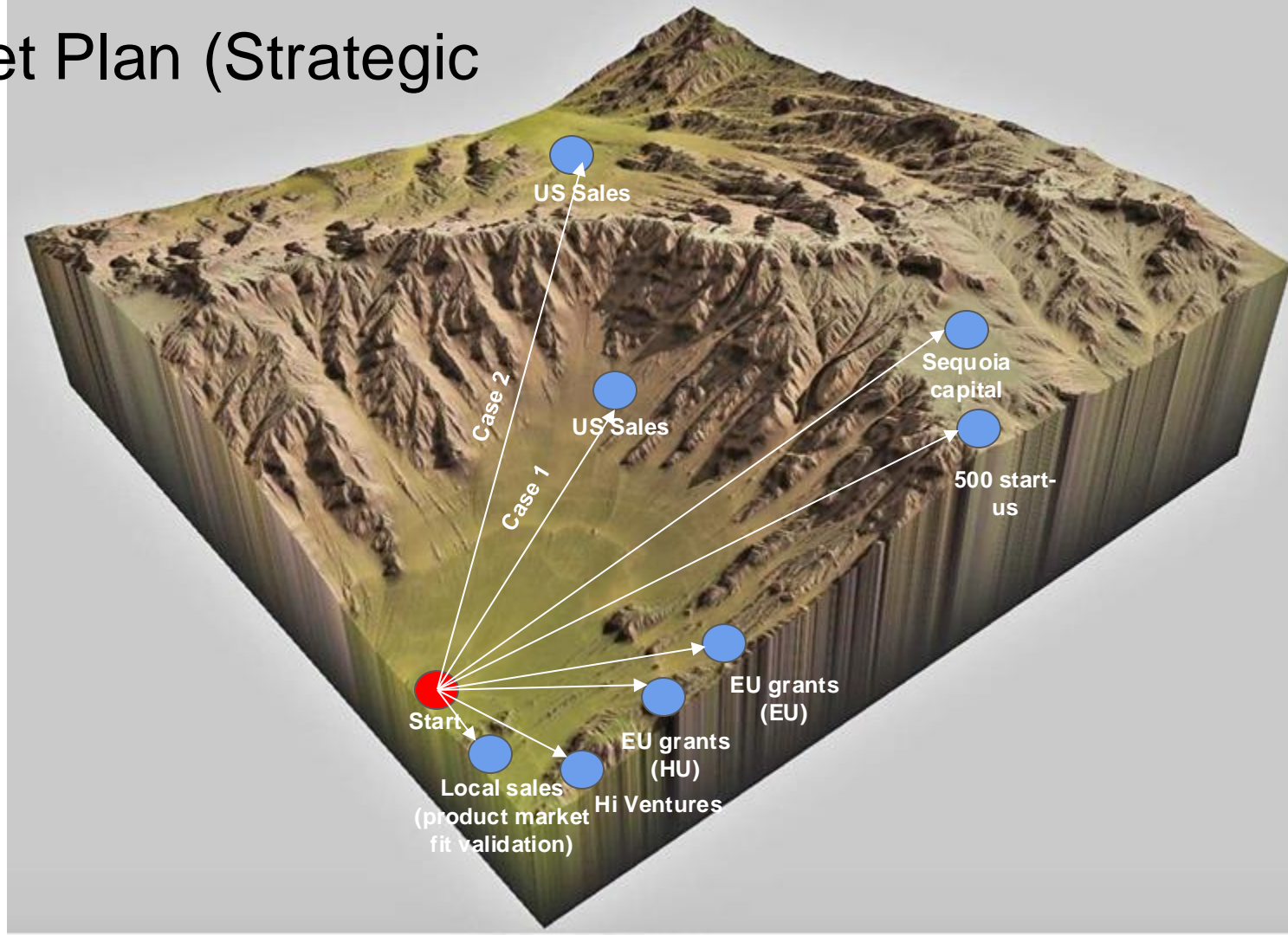
# Searching for product-market fit



# Investment ticket sizes



# Go to Market Plan (Strategic planning)

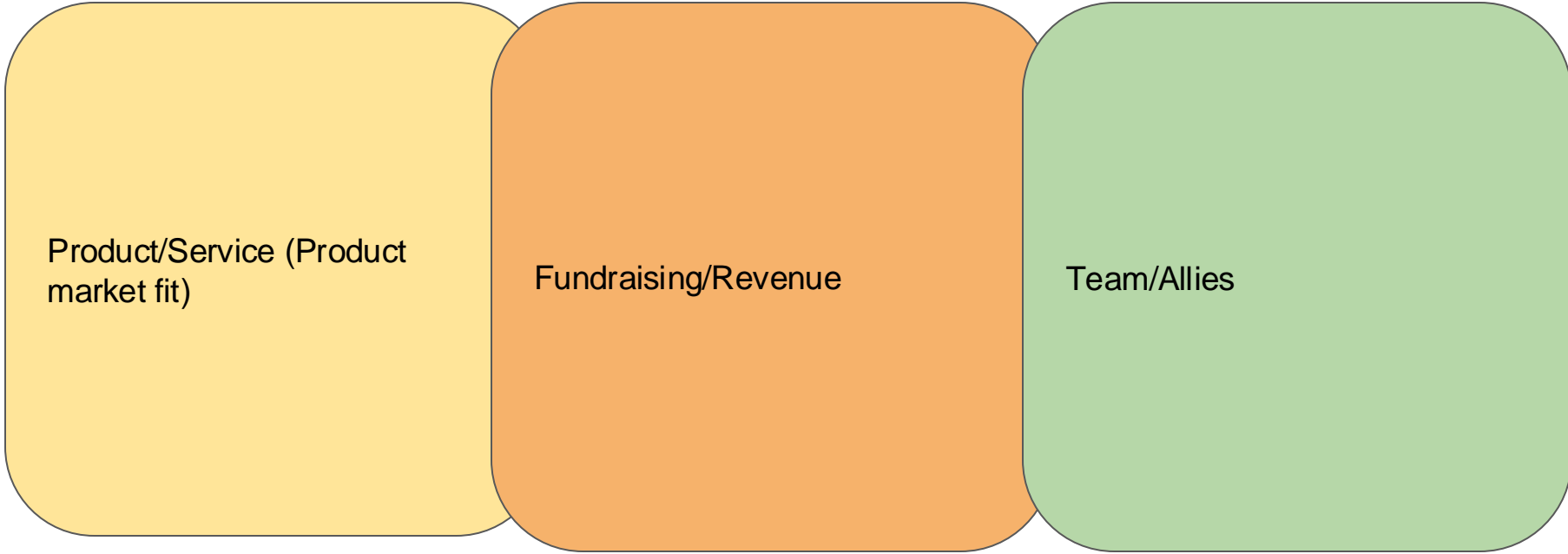




# OKRs (Objectives and Key results)

- Watch exchange app has on average 100.000+ daily logins
- Android app rated at 4.3 by 100k+ reviews.
- iOS app rated at 4.4 by 30k+ reviews.
- 1+ million downloads
- 5000 watches are being sold on a daily average
- Average EUR volume of daily transactions is 15 M EUR
- Over 50 000 daily watch searches
- Project team size is 15, 100% are seniors with 10+ years of expertise
- 2000 user stories has been implemented, 1200 UI diagrams has been designed, 1 million line of code has been written
- System availability 99.95%+ (downtime is less the 4.38 hours/year)
- 50+ microsevices, around 200+ instances in production environment

3 battles has to be win (or at least maintain the position) to be successful



Product/Service (Product market fit)

Fundraising/Revenue

Team/Allies

Thank you for your attention.