

TETUAN VALLEY

STARTUP SCHOOL SPRING 2012

Week3

#StartSpain

IN THE END, A SPARTAN'S TRUE
STRENGTH IS THE WARRIOR NEXT TO
HIM. SO GIVE RESPECT AND HONOR TO
HIM, AND IT WILL BE RETURNED

TETUAN VALLEY, MARCH 2012

TETUAN VALLEY

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TETUAN VALLEY

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Consultancy @ Labs, Does it make sense?

Posted by labscope on 03/11/2010

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These series of guest posts are written by the teams attending the Tetuan Valley Startup School 2010 Fall edition. This post is from the Labscope team, formed by José Ignacio Galarza, Carlos Hernando y José Antonio Leiva

In our last session at Tetuan Valley Startup School we shared some ideas to include in our business areas, that is technology consultancy for laboratories. Then, we made the question: Does it make sense? or rather, would laboratories welcome the opportunity to hire consulting services to a technology company?



Essentially, consultancy is only an executive hand with the necessary knowledge to complete a project successfully. It just resembles the rental of experience and work done. This is usually interesting in cases where such expertise is needed only at a specific time or it's not part of the core business. It's true though, at least in Spain, that consultancy doesn't have great prestige, many failed projects have left a general feeling of helplessness in clients who end up not finding the proper management and cross-experience they expected at hiring time. There is indeed a



tetuanvalley

Following

Hello world

10:10 AM Jun 12th from web

Name Tetuan Valley
Location Madrid, Spain
Web <http://www.tetuan...>
Bio Who says you cant have start-ups in Madrid?

11 following
7 followers

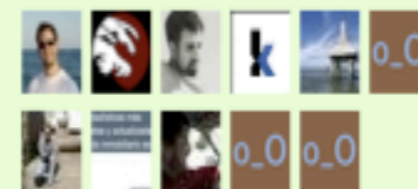
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Tetuan Valley

@tetuanvalley Bravo Murillo 244, Madrid

Not for profit pre-accelerator program rocking the entrepreneurial community worldwide! Are you a Tetuan Valley guy?

<http://tetuanvalley.com>

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RT @munozluis: Brilliant, brutal, honest advice from @tomaszse at #seedcamp
5 hours ago

tetuanvalley Tetuan Valley
RT @ceduardo: "Hire the right people, and compensate well." & "fire the wrong people, no matter the cost, no mercy" - @tomaszse #SeedCamp
5 hours ago

kmelan Katelyn Melan
Here it is! cc @luisriverag @jmcobian @madriemprende @viverocarabanch twitpic.com/7ov416

About @tetuanvalley

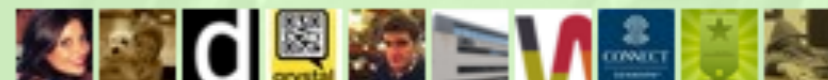
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Katelyn Melan

Analyst at Okuri Ventures • Studies at Universidad Pontificia de Comillas • Lives in Madrid, Spain • From Ellicott City, Maryland • Born on February 21 • [Edit Profile](#)



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What's on your mind?



Katelyn Melan

preparing to give the Tetuan Valley session tonight, nervous, but excited that Nathan D. Ryan will be there!

[Like](#) • [Comment](#) • 52 minutes ago



Katelyn Melan

va a jugar un partido de Fútbol 7 en Madrid



Martes 20hs. La Perla
en Timpik.com

Juega a tus deportes favoritos en tu ciudad, siempre que quieras y donde quieras. Simplemente busca tu evento, apúntate y ¡a jugar!

[Like](#) • [Comment](#) • 15 hours ago via Timpik



Katelyn Melan

THANKSGIVING AMERICAN FOOTBALL GAME

In Canal, 10PM on Friday (Ravens play on Thursday, sorry). If you want to play either tell me or sign up because I will not book the field until we are at least 14 people.

Sign up here: http://www.timpik.com/publicContent?inicioEvento=1&evento_id=7436



Thanksgiving American Football
www.timpik.com

Timpik.com, practica deportes de equipo en tu ciudad

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Friends (985)



Mike Neuberger
Centennial High



Angela Giuffrida
Northeastern

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Hasan Veldstra

10 mutual friends

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Event Invitations

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Velma Plays Recher

Sunday, December 4, 7:30pm-10:30pm



RSVP: [Yes](#) • [No](#) • [Maybe](#)

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Las mejores Marcas de Perfumes ahora en LetsBonus con descuentos de hasta un -70% ¡Apúntate ya!

Fuerza, pasión y energía

hairelmusical.es



Desde Broadway y Londres llega a Madrid Hair el Musical, premio Tony 2009 al mejor revival. Compra aquí tu entrada.

Master para Emprendedores



¿Quiéres emprender con éxito? Los expertos coinciden en que estar preparado es determinante para el éxito. ¡Asegura tu formación aquí!

Lo mejor de MANGO al 70%

misoutlets.com



Katelyn Melan

Analyst at Okuri Ventures Studies at Universidad Pontificia de Comillas Lives in Ellicott City, Maryland Born on February 21

Edit Profile View As...



You May Know See All

Hasan Veldstra 10 mutual friends Add Friend

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What's on your mind?

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Katelyn Melan va a jugar un partido de Fútbol Martes 20hs. La en Timpik.com

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Event Invitations See All

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Sponsored See All

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- Friends (985) Mike Neuberger Centennial High Angela Giuffrida Northeastern

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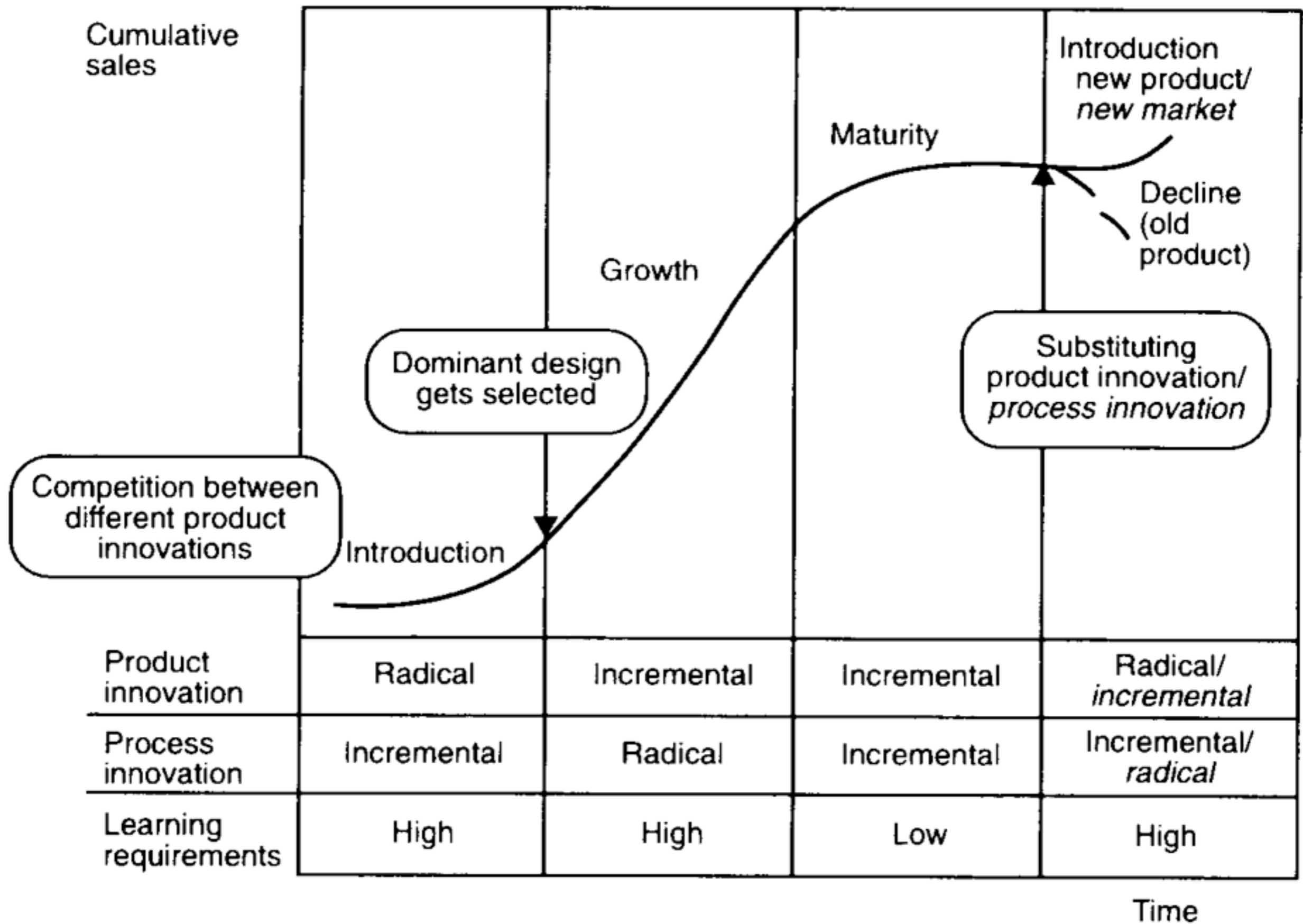
MANGO al 70%



PRODUCT

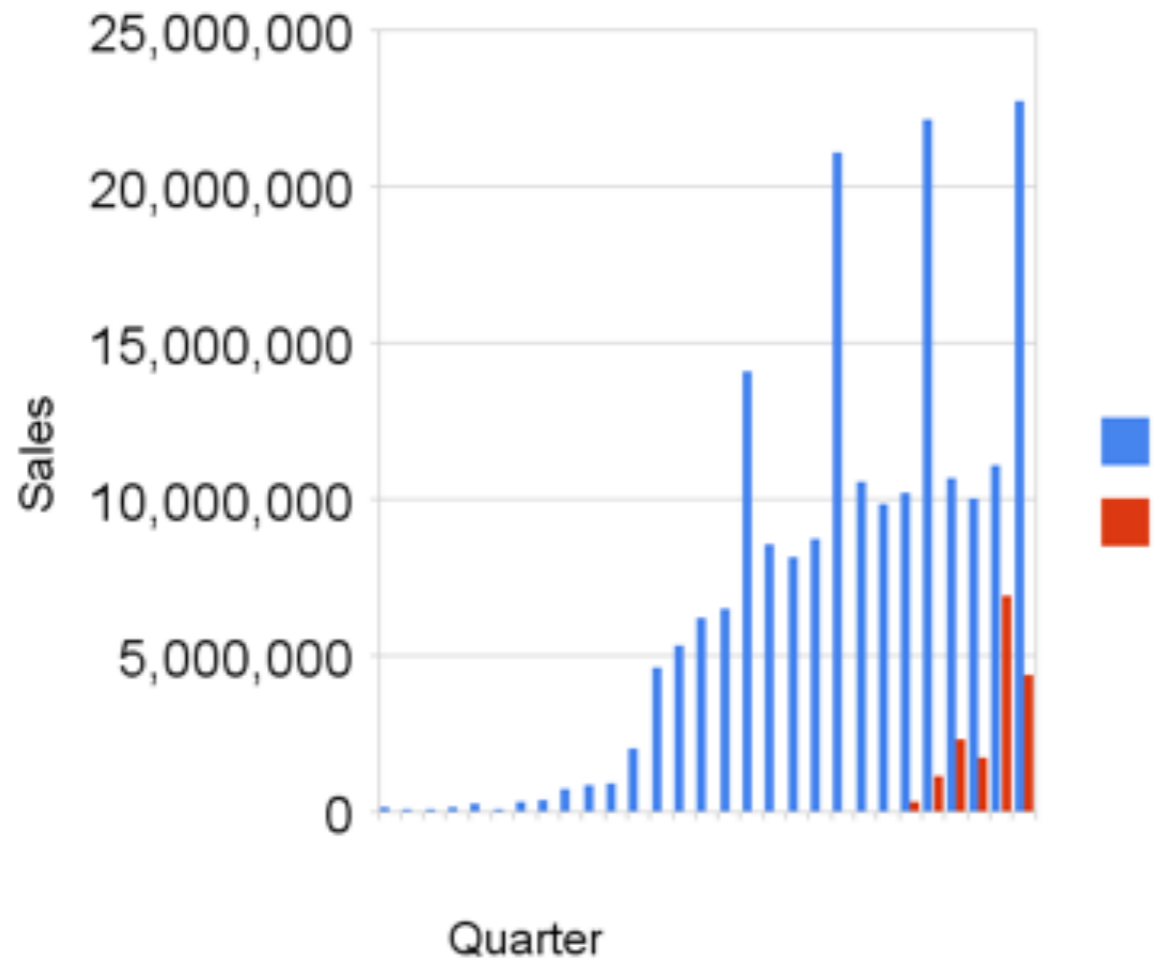
“Regardless of how well a studio is run, it's only as good as the product it produces.”

Vince McMahon

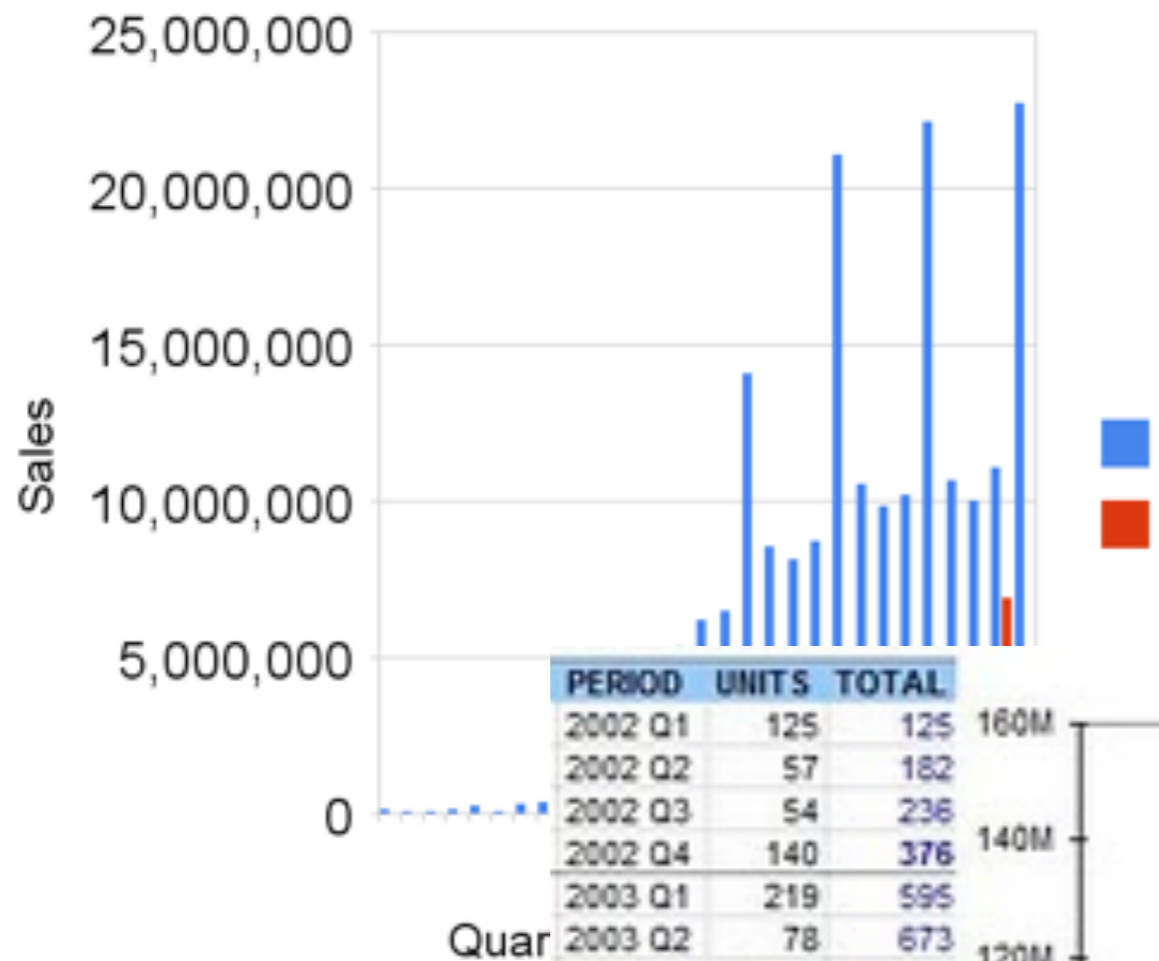


Source: Elaborated from [13]

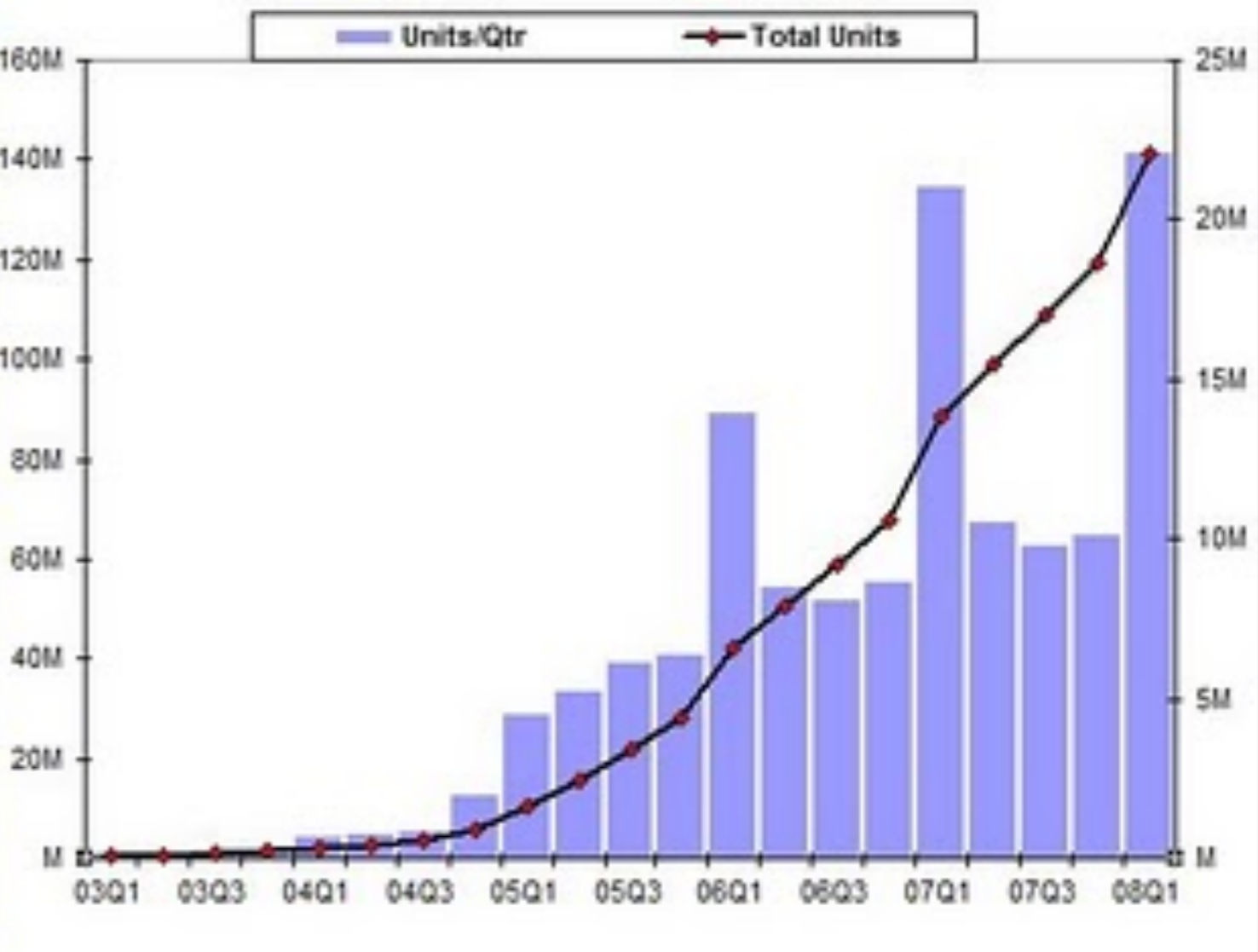
Apple iPod and iPhone sales, by quarter



Apple iPod and iPhone sales, by quarter



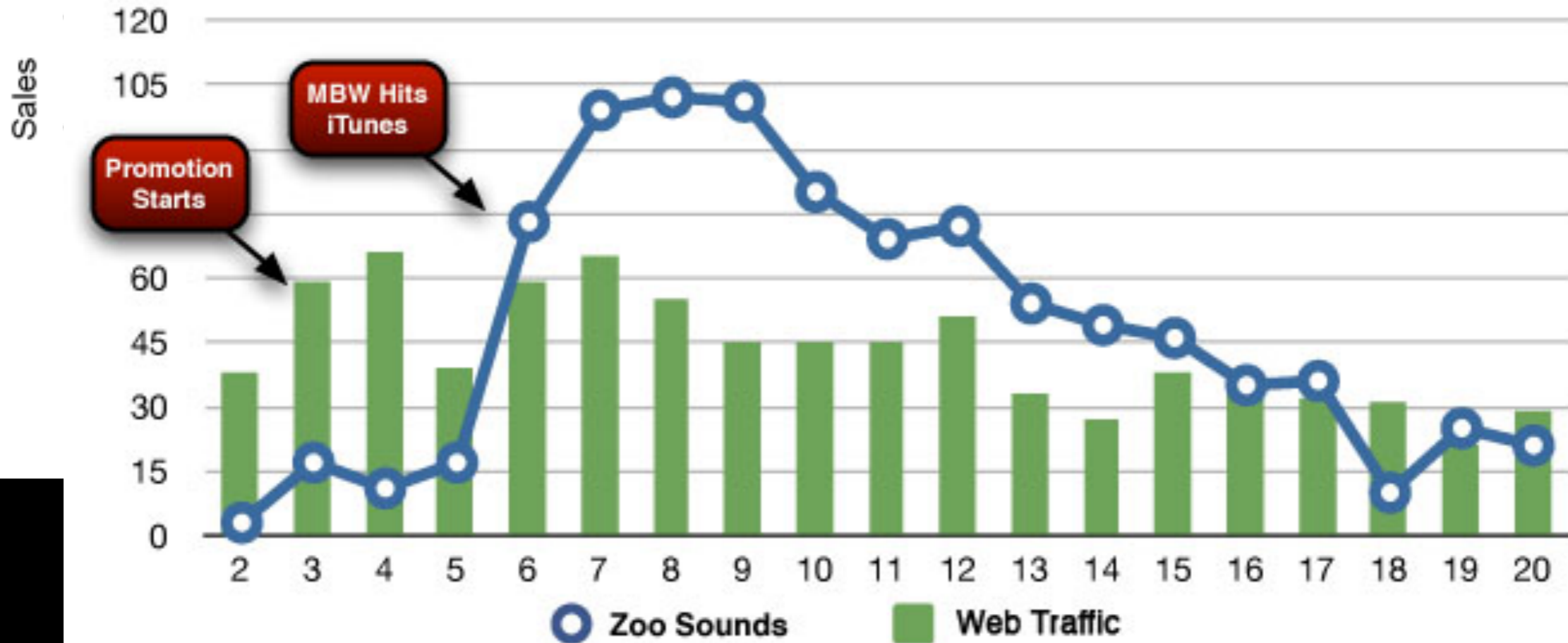
PERIOD	UNITS	TOTAL
2002 Q1	125	125
2002 Q2	57	182
2002 Q3	54	236
2002 Q4	140	376
2003 Q1	219	595
2003 Q2	78	673
2003 Q3	304	977
2003 Q4	336	1,313
2004 Q1	733	2,046
2004 Q2	807	2,853
2004 Q3	860	3,713
2004 Q4	2,016	5,729
2005 Q1	4,580	10,309
2005 Q2	5,311	15,620
2005 Q3	6,155	21,775
2005 Q4	6,451	28,226
2006 Q1	14,043	42,269
2006 Q2	8,528	50,795
2006 Q3	8,111	58,906
2006 Q4	8,729	67,635
2007 Q1	21,066	88,701
2007 Q2	10,549	99,250
2007 Q3	9,815	109,065
2007 Q4	10,200	119,265
2008 Q1	22,121	141,386



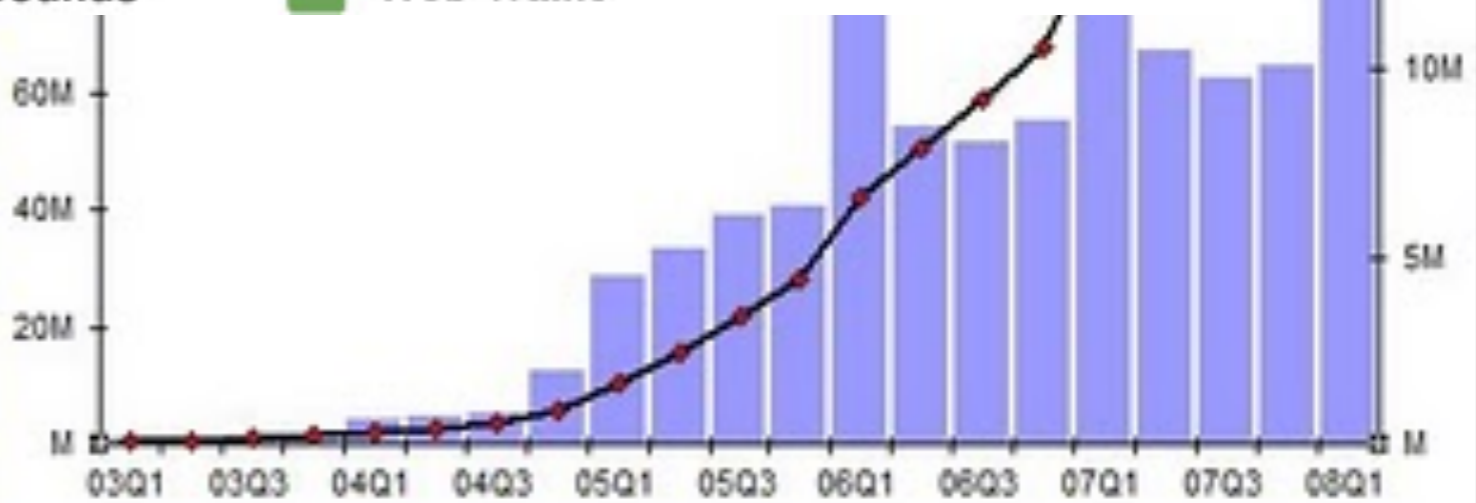
Apple iPod and iPhone sales, by quarter



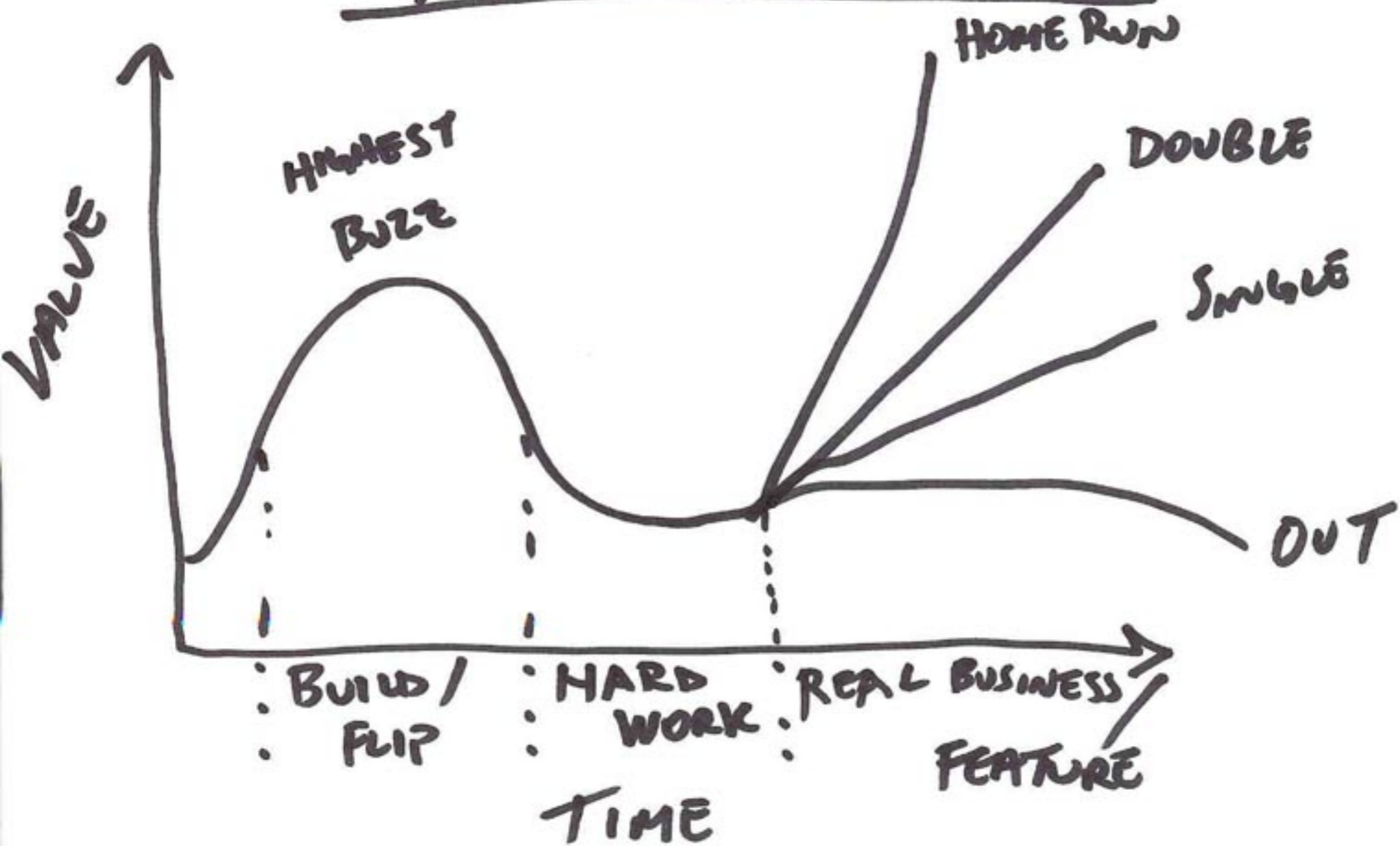
Web Traffic vs Units Sold

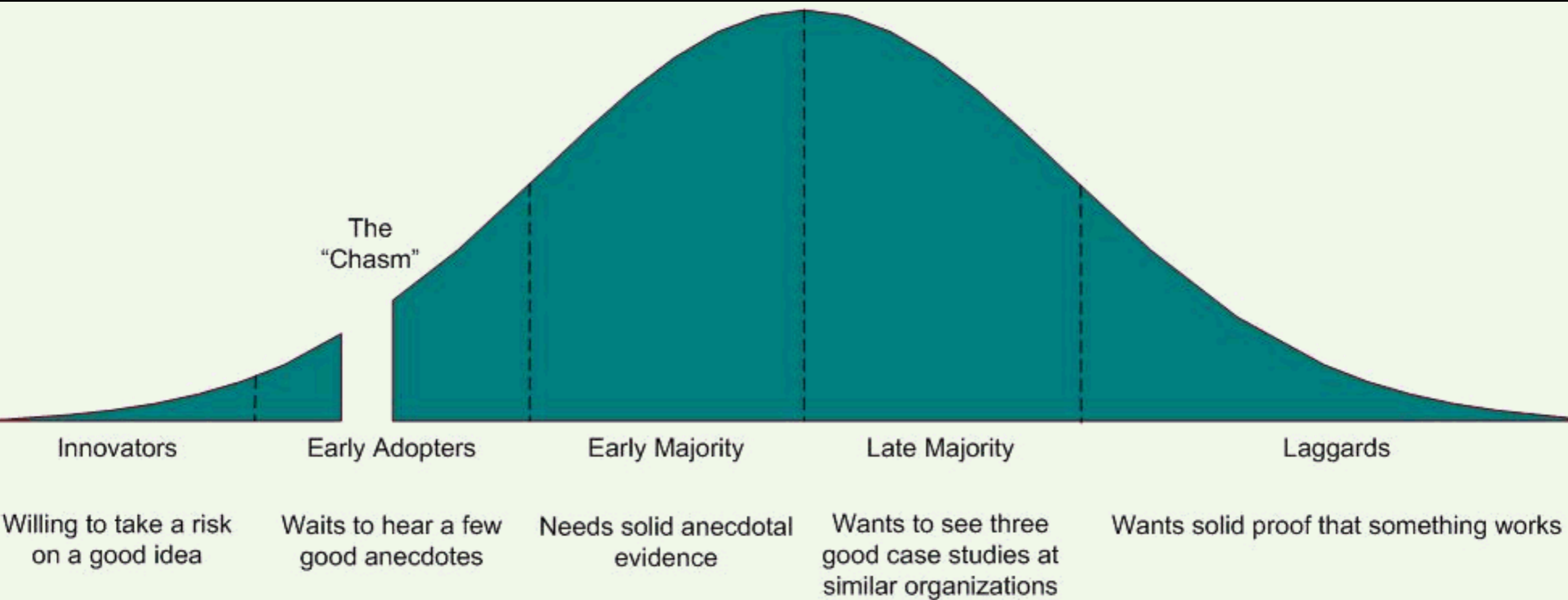


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BEYOND VC STARTUP CYCLE





A photograph of a woman and a child standing on a wide, ancient stone staircase. The woman, wearing a light purple cardigan and dark pants, stands on the right side of the stairs, holding the hand of a small child in a pink shirt and white cap. The stairs are made of large, weathered stone blocks and are flanked by stone pillars. The background shows more of the staircase and some greenery.

Continuous Development 5 steps



1. CONTINUOUS INTEGRATION

“The successful person makes a habit of doing what the failing person doesn’t do”

Thomas Edison

A wide-angle, fisheye photograph of a cluttered office. In the foreground, a large desk is completely covered with a chaotic pile of papers, folders, and documents. To the left, a tall wooden bookshelf is filled with numerous binders and folders. In the background, there is a desk with a computer monitor, a printer, and other office equipment. A window on the right side of the room provides natural light. The overall scene depicts a disorganized and overwhelmed workspace.

2. SOURCE CONTROL CHECK

The image is a composite of two scenes. The top scene shows a large military helicopter in silhouette against a bright, low sun, with its main rotor blades blurred from motion. A person is seen rappelling down a rope from the helicopter. The bottom scene shows a desert landscape at sunset with several silhouetted figures on the ground. One figure is running towards the left, another is kneeling, and others are in various positions. A barbed wire fence is visible in the background.

3. DEPLOYMENT SCRIPTS



4. REAL TIME ALERTS

IMPENDING DOOM

PSYC. 101 STUDY
SPEED CONTROL
DURING FLIGHT 9

-JANUARY 22, 2010
1:45 PM - 2:45 PM
-JANUARY 25, 2010
1:45 PM - 2:45 PM
-STUDENT HEALTH
ROOM 5

SYS RAM: 8.0 GB
24% 75%
1.92 GB 6.08 GB





5. ROOT CAUSE ANALYSIS

Improvement ...



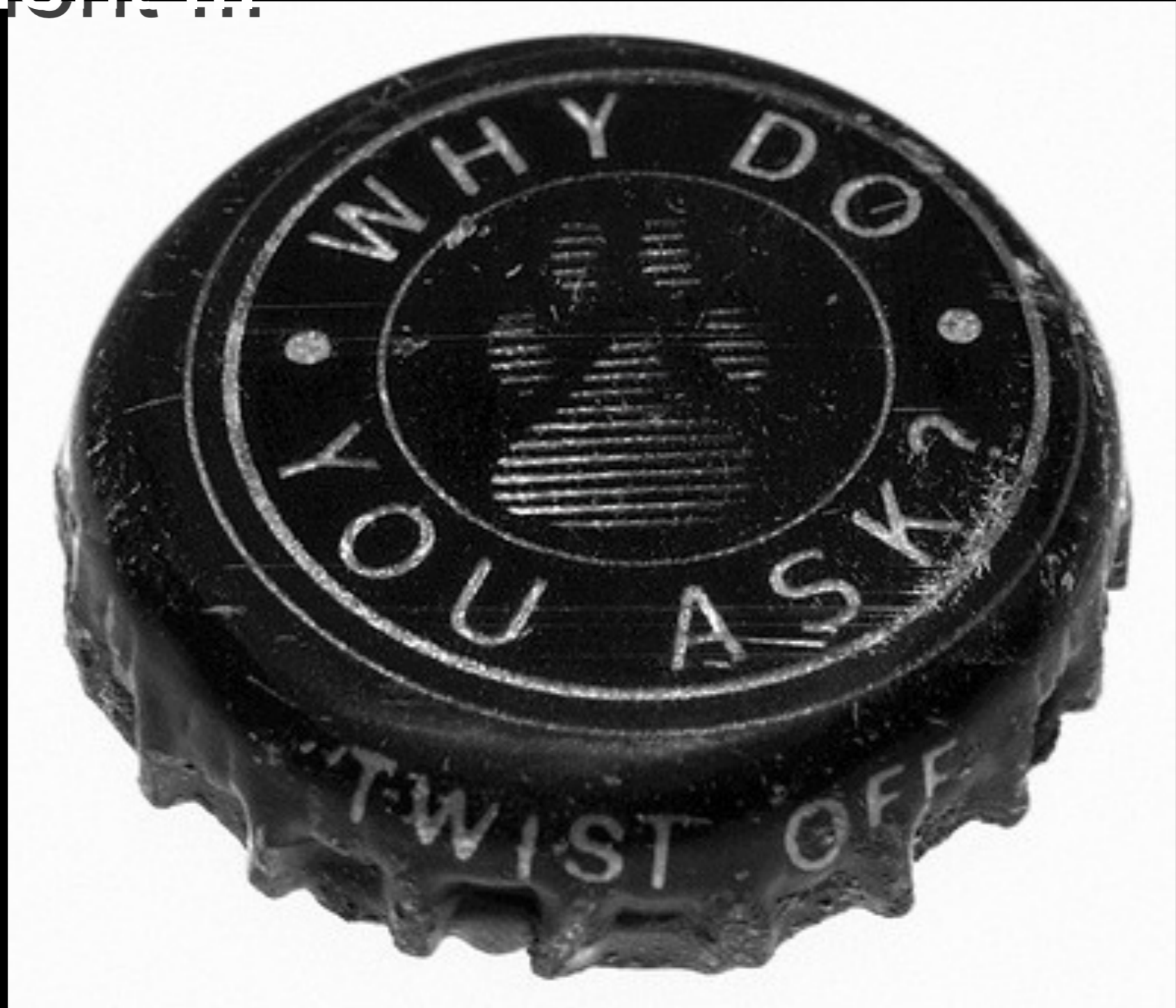


WHY

WHY NOT

Improvement ...

Improvement ...



Improvement ...





Improvement ...

Feedback



customer support



REDBREAST '08

A man with short brown hair, wearing a white button-down shirt, is sitting at a desk in an office. He is making a rude gesture with his right hand, pointing his index finger upwards and curling his other fingers. He has a slightly mischievous or defiant expression. In front of him is a white sign with the text "COMPLAINTS DEPARTMENT" printed in a bold, serif font. The background shows an office environment with shelves of papers, a red filing cabinet, and a wall-mounted light fixture.

**COMPLAINTS
DEPARTMENT**