



WELCOME TO THE STARTUP REVOLUTION



Google for Entrepreneurs



Wroclaw, September 27th 2012

@luisriverag



W. SEAKONE.COM



COLOGNE, GERMANY
**EUROPEAN
PIRATE
SUMMIT**
10.-11. SEPTEMBER 2012



I.

STARTUPS?

A green rectangular sign with rounded corners and a white border is mounted on a wooden post. The sign features the word "ENTERING" in a white, bold, sans-serif font at the top, and the word "Startup" in a larger, white, bold, sans-serif font below it. The sign is set against a background of dense green trees and a clear blue sky. A utility pole with wires is visible to the right of the sign.

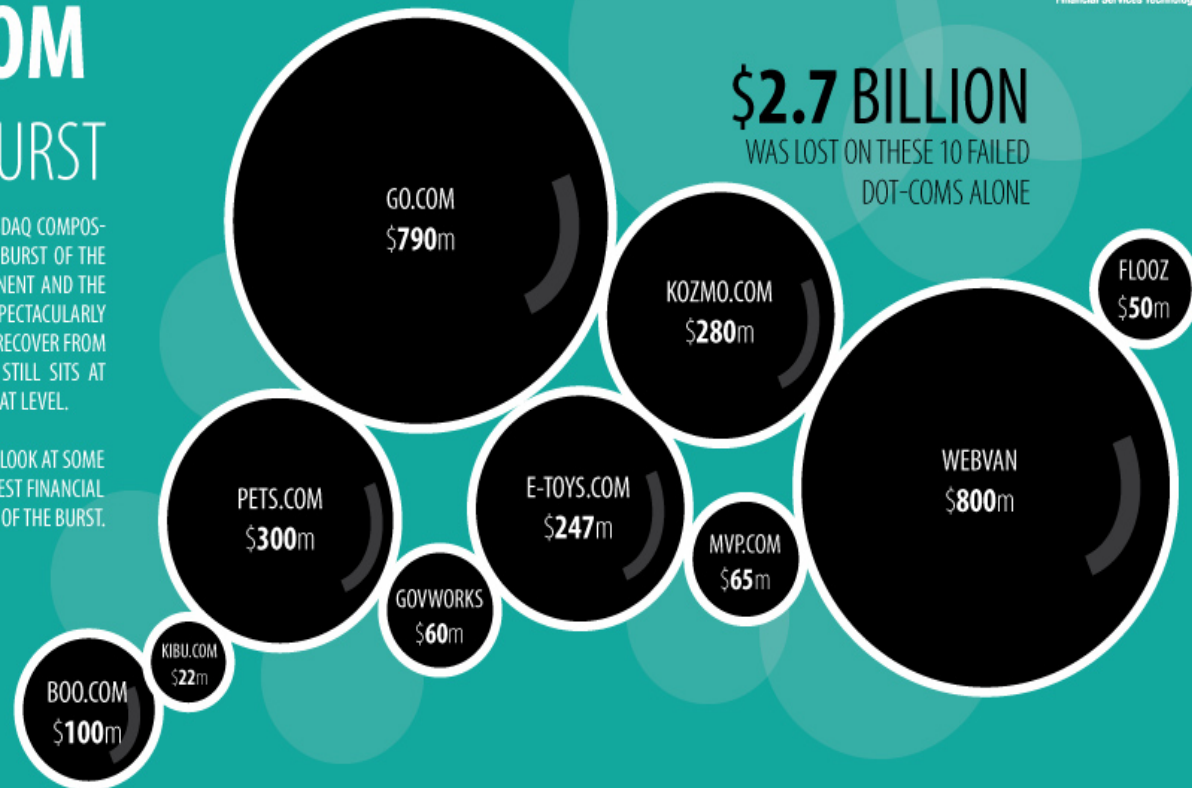
ENTERING
Startup

THE YEAR THE DOT-COM BUBBLE BURST

ON 10 MARCH 2000, THE NASDAQ COMPOSITE PEAKED AT \$132.52. THE BURST OF THE DOT-COM BUBBLE WAS IMMINENT AND THE NASDAQ WOULD CRASH SO SPECTACULARLY THAT IT WOULD NEVER FULLY RECOVER FROM THE BURST. EVEN TODAY, IT STILL SITS AT ABOUT 54 PERCENT BELOW THAT LEVEL.

HERE WE TAKE A LOOK AT SOME OF THE BIGGEST FINANCIAL LOSSES OF THE BURST.

\$2.7 BILLION
WAS LOST ON THESE 10 FAILED
DOT-COMS ALONE



EARLY 00 OCT 00 NOV 00 DEC 00 JAN 01 FEB 01 MAR 01 APR 01 MAY 01 JUNE 01 JULY 01 AUGUST 01

\$1.65 TRILLION

THE COMBINED VALUE OF THE 6 BIGGEST TECH-COMPANIES
IN 1999. THAT WAS 20% OF THE US'S GDP.

50%

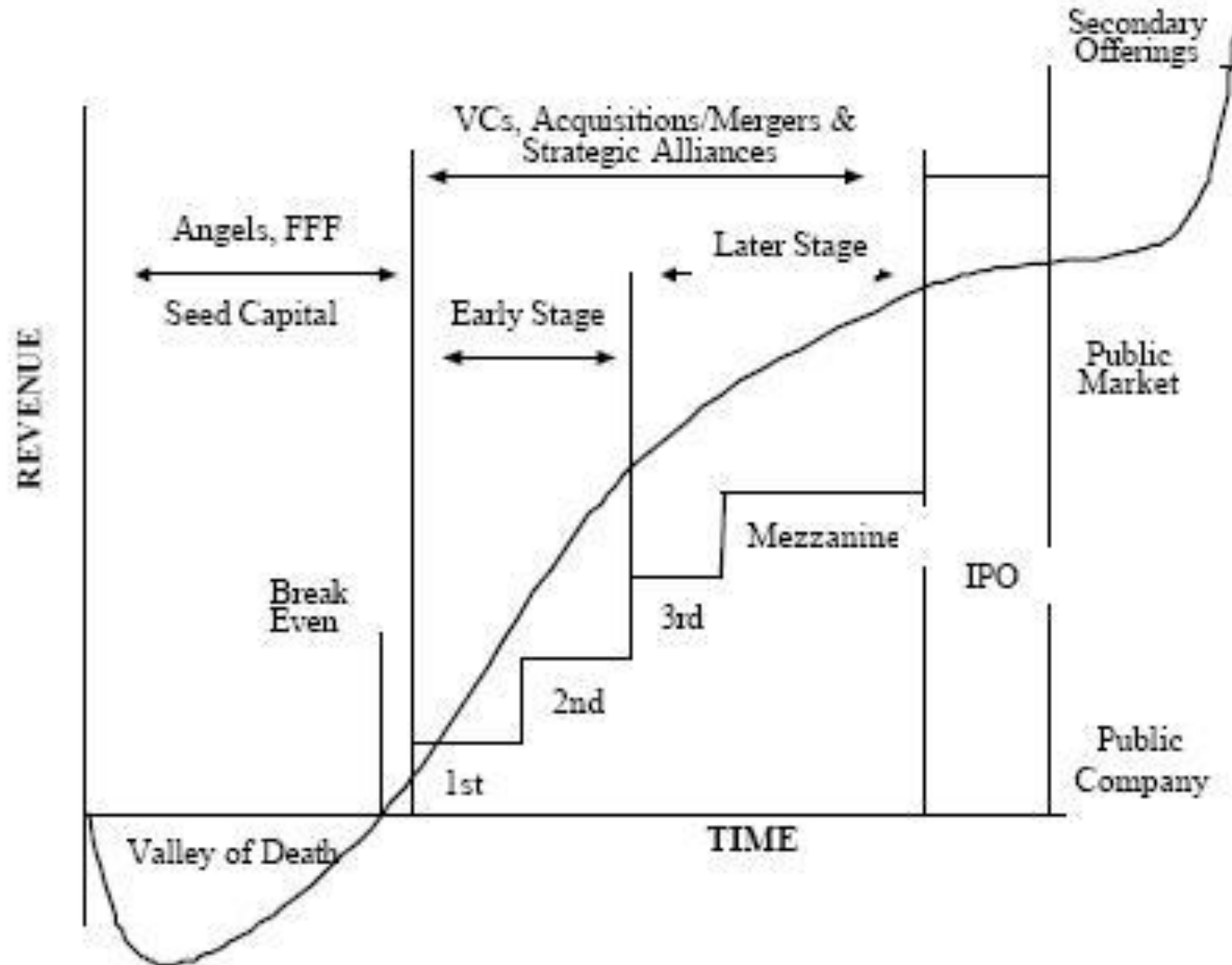
ESTIMATED PERCENTAGE OF
DOT-COMS THAT SURVIVED THE BURST

\$5 TRILLION

IN MARKET VALUE OF TECHNOLOGY COMPANIES
WAS WIPED OUT BETWEEN 2000 AND 2002

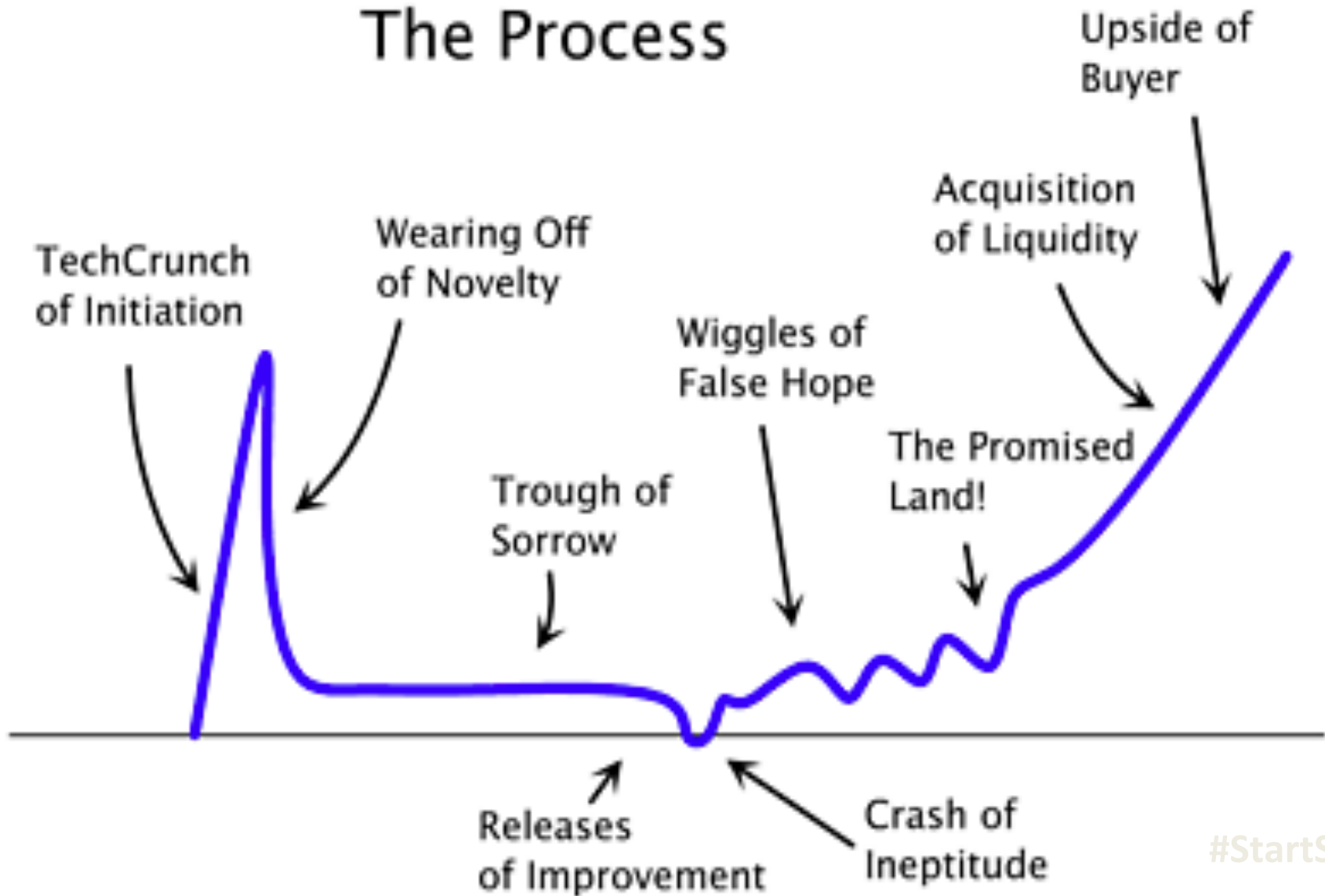


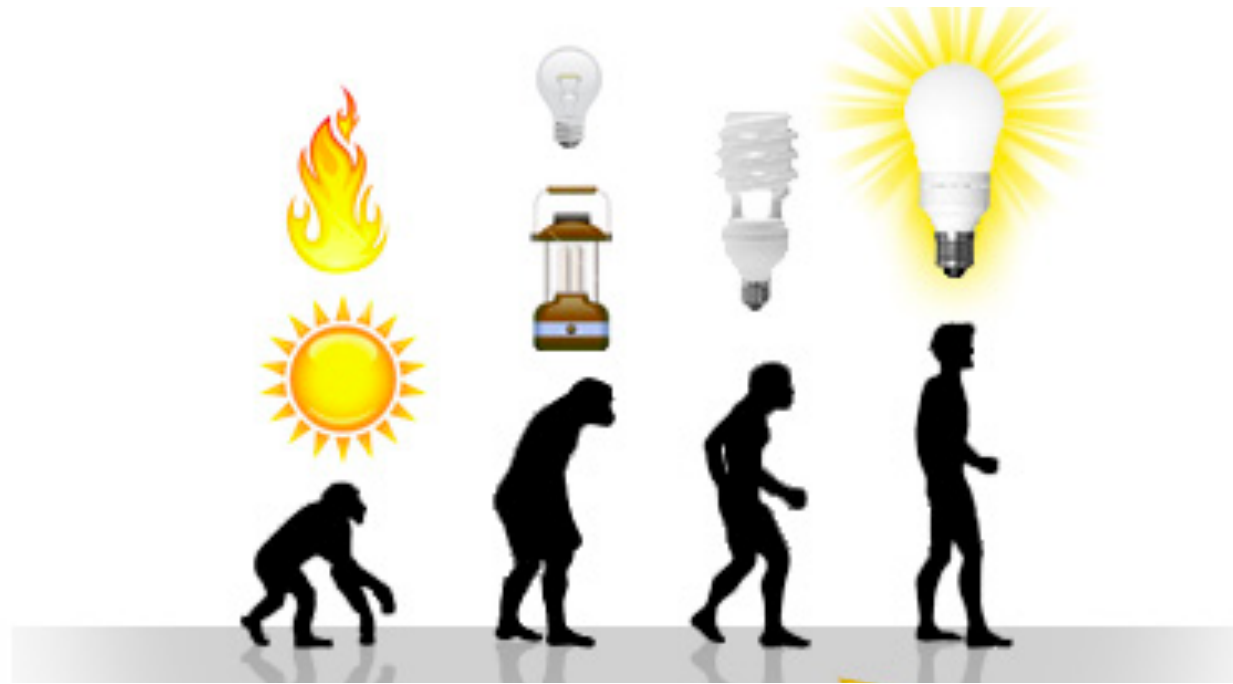
A white fairy tale



A black fairy tale

The Process





startup

=

scaling

startup

=

investable



II.

THE STARTUP REVOLUTION



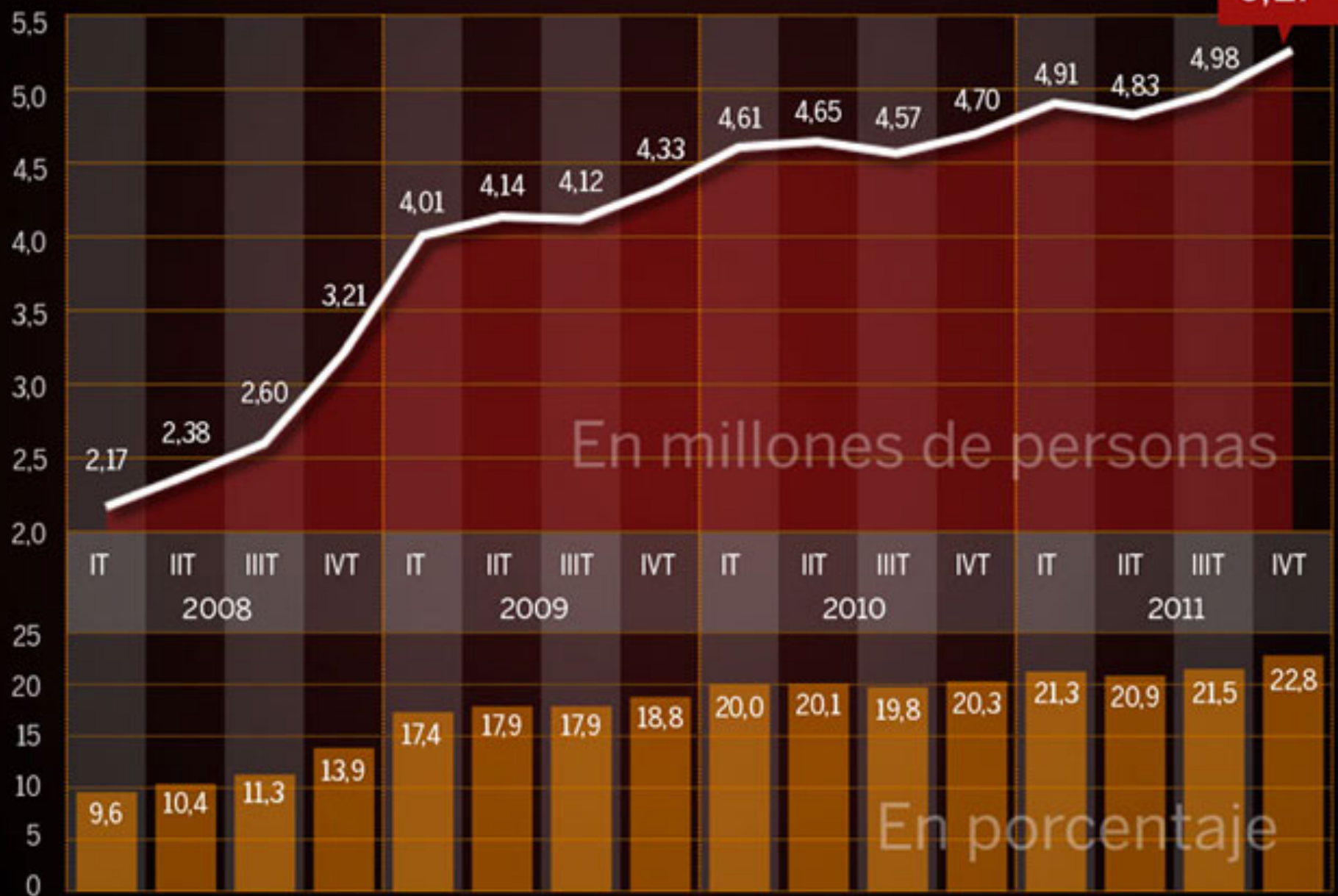


送禮最靚

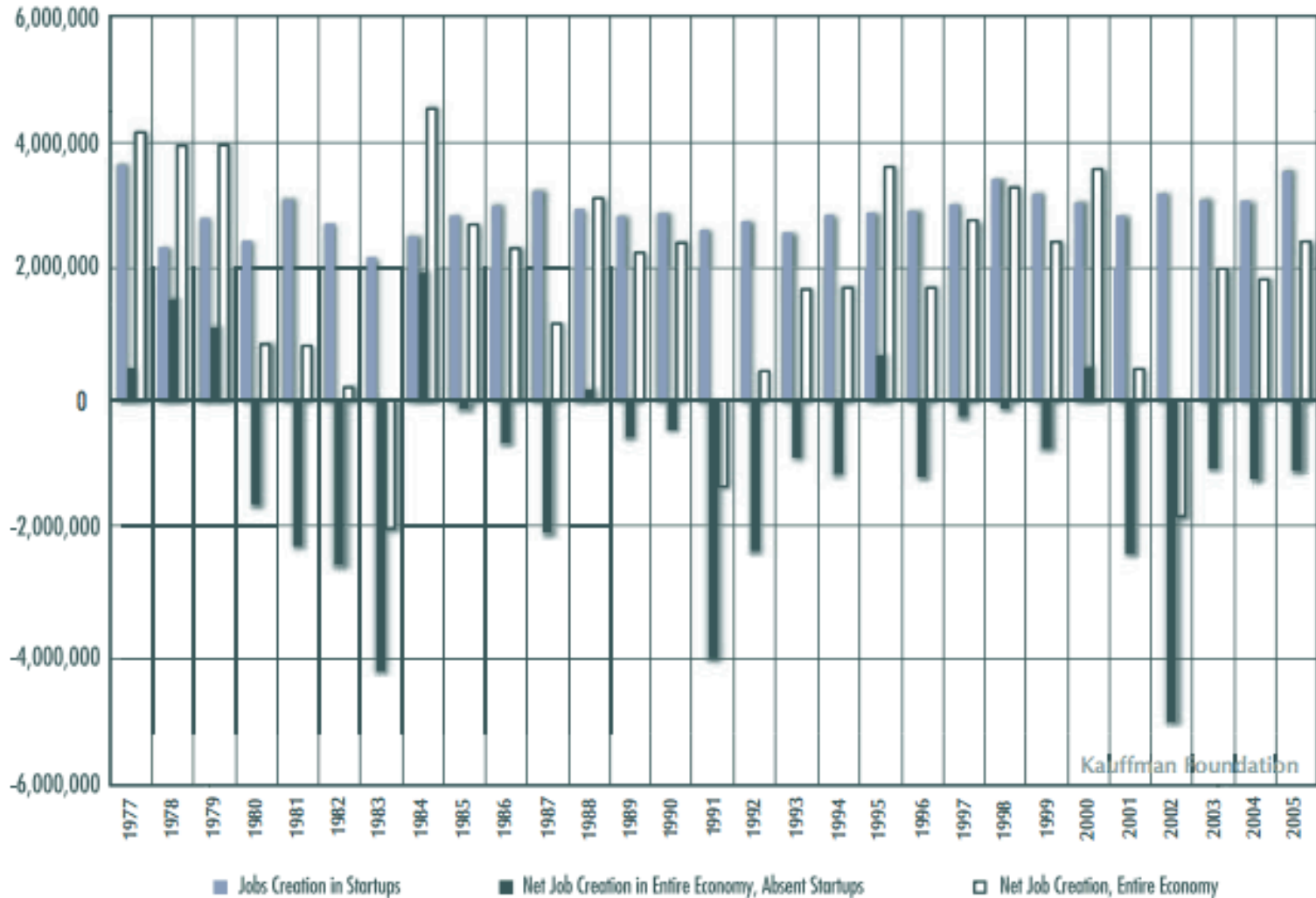


ESPAÑA SUPERA LA COTA DE LOS 5 MILLONES DE PARADOS

Evolución del paro en millones de personas y en porcentaje.

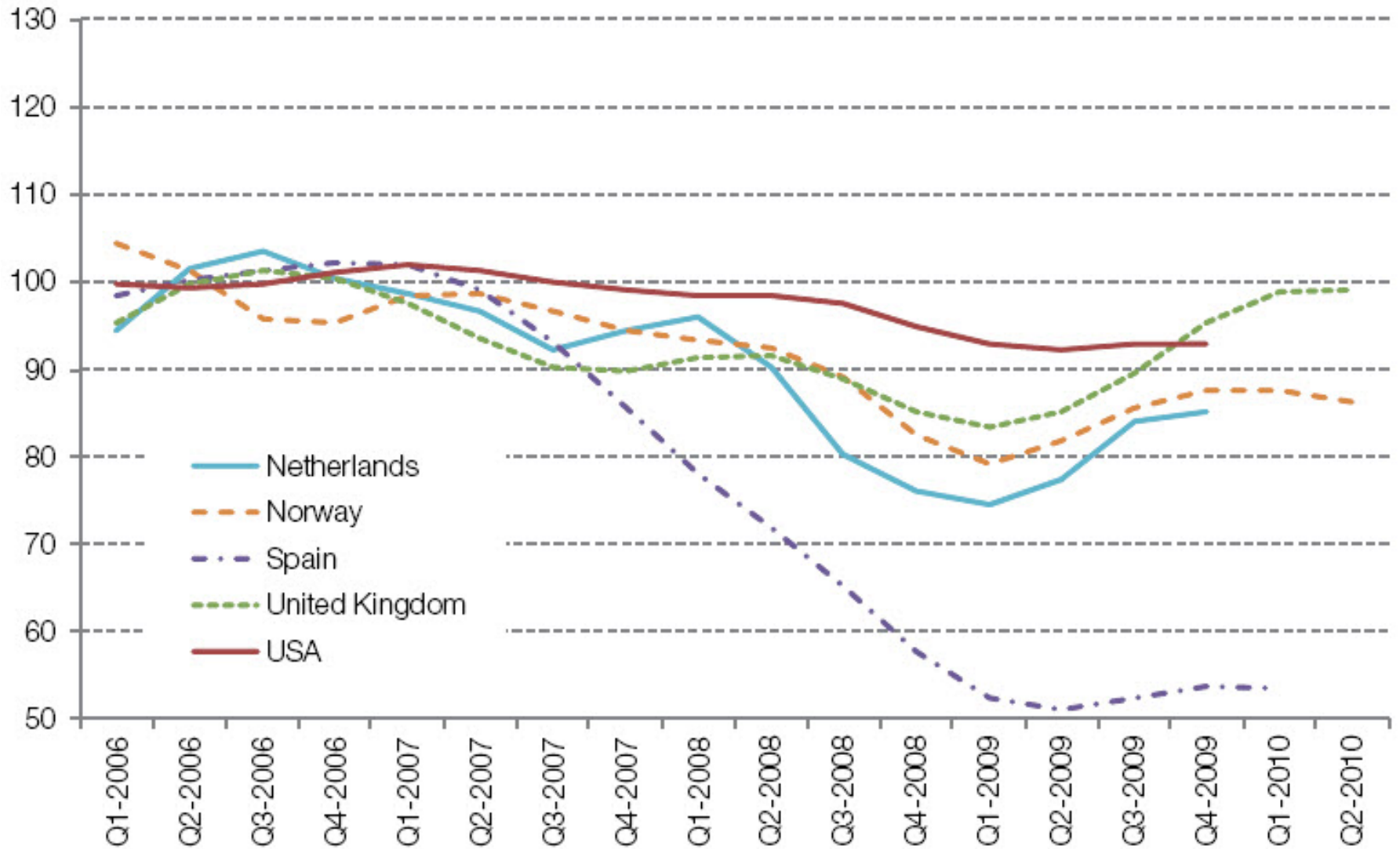


Where Will the Jobs come From?



Source: <http://www.kauffman.org/research-and-policy/where-will-the-jobs-come-from.aspx>

Number of New Enterprises, 2006=100













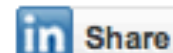
UNIVERSALE DESCRIZIONE DI TUTTA LA TERRA CONOSCIUTA FIN QUI






Why are there not more Spanish startups? OkuriSpaces aim to change that

by [Marina Zaliznyak](#)
on October 19, 2009



19 Comments 

[Spain] You don't often hear start-ups bursting forth from Spain and flourishing abroad. Nowhere near compared to what you see appearing from other European countries such as Germany, UK and France, among others. Why not? Others have noticed this dearth of activity, and there are increasing numbers of initiatives geared specifically toward driving the Spanish start-up scene.

After a lot of planning, **Okuri Ventures** along





ADVISORY
SERVICES

ENTREPRENEUR
TRAINING

INVESTMENT AND
SUPPORT SERVICES

CONTACT
INFORMATION

MANAGEMENT
TEAM

BLOG

Turning innovative ideas into successfull companies

We support investors, education centres and entrepreneurs to increase the chances of success for startups through our different services.

For further information about us you can download our [corporate presentation](#).



We are fostering the local startup scene with our Seed Fund and Business Angel School

[further information](#)



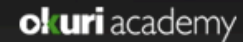
We are cofounders of the leading accelerator program in Europe

[further information](#)



We manage Tetuan Valley Startup School, the only non-profit preaccelerator

[further information](#)



We offer investor and entrepreneur training programs

[further information](#)



TETUAN VALLEY

Make your ideas happen at Startup School VI

Get from idea to prototype in 6 weeks paying no fees or equity with the pre-accelerator that will get you started or force a reboot. [Click here to learn more](#)

Dates: Wednesdays March 7th to April 11th from 19h00 to 23h59.
Spring application deadline: February 19th, 23h59



Discover how to profit with hackers at Startup Spain Angel School

Our 1 day workshop is the first Business Angel program in Spain engineered for Executives and Family Office managers that want to ride the next Internet wave and change the Spanish economy. [Click here to learn more](#)



Join the rebel alliance at our coworking spaces in Madrid

Do you need an office for your startup? Spaces available free in Carabanchel thanks to Madrid Emprende and at 99 EUR per month in Tetuan thanks to Okuri Spaces. [Click here to apply now](#)

Attend our next events in Tetuan and Carabanchel

We organize many sessions for entrepreneurs to learn, network and share in our coworking hubs. Space is limited and most events are completely free, so please check and register at Ticketea as early as possible if you want to join us.

Share your vision on how to Startup Spain

Startup Chile, Startup America and Startup Britain have new competition coming up! To stay up to date follow us on twitter @startspain or share your ideas though the form at StartupSpain.com

RSS Feed

Supporting Organizations



startup bootcamp

The European Startup Accelerator

Startups

Our portfolio of stars and the earth they're moving

Mentors

We have the very best of the best

Details

The program, the dates, the deal and the contract

Blog

Our thoughts on startups and everything else

[Copenhagen](#) | [Dublin](#) | [Amsterdam](#) | [Madrid](#) | [Berlin*](#) | [London*](#)

*coming in 2012



Make your ideas happen.

Get from Idea to prototype In 6 weeks paying no fees or equity.

[Apply now to Startup School VII](#)



What is Startup Spain?

A private effort to replicate the success of what organizations like the Kauffman Foundation are achieving at Startup Chile and Startup America. To develop new financing options for startups in Spain, our first initiative aims to help traditional investors screen, evaluate and add value to seed internet projects, in a joint effort with Madrid Emprende. [Read more ...](#)

"Screw it, lets do it."

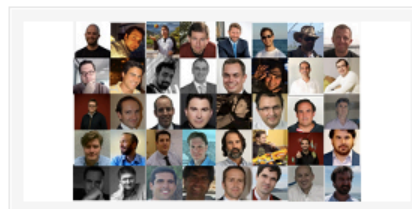
-Richard Branson

Co-Investors



5 of the leading Spanish Venture Capitalists will co-invest with our Fund that plans to import startups from the best accelerators.

Mentors



Many of the brightest entrepreneurial, corporate and investment professionals from the top accelerators will work hard with you to help accelerate your company into raising a Series A

Partners



Did you know that over the last decade 100% of net new jobs in the U.S. have been created by companies less than 5 years old? Many organizations are supporting our efforts to kickstart

III.

STARTING UP

Welcome to
NOBODY CARES
population: 6 billion

A close-up photograph of a sumo wrestler in a blue mawashi (loincloth) looking down with a serious expression at an opponent in a green mawashi. The scene is set in a sumo ring with a dark background. A semi-transparent blue banner is overlaid across the middle of the image.

PICK YOUR FIGHT



Think different.

#startspain



DREAM



CISMITYM

#StartSpain

<p>Problem</p> <p>Top 3 problems</p>	<p>Solution</p> <p>Top 3 features</p>	<p>Unique Value Proposition</p> <p>Single, clear, compelling message that states why you are different and worth buying</p>	<p>Unfair advantage</p> <p>Can't be easily copied or bought</p>	<p>Customer Segments</p> <p>Target customers</p>
<p>Key Activity</p> <p>Activity that drives retention/revenue</p>	<p>Channels</p> <p>Path to customers</p>			
<p>Cost structure</p> <p>Customer Acquisition Costs Distribution costs Hosting People, etc.</p>		<p>Revenue Streams</p> <p>Revenue Model Life Time Value Revenue Gross Margin</p>		

TOUGH QUESTIONS

Customer Lifecycle / Conversion Behavior



TOUGHER QUESTIONS



THE TEAM

DEFEND YOUR POSITION

Entrepreneur

Private
Investor

Fund
Manager

Salary

ROI

ROI

Dividends / Exit

Exit / Dividends

Exit

ROI

Salary,
entertainment

Raise next Fund

A brown t-shirt is shown. At the top center, there is a red Hanes tag with the text 'Hanes Tagless & 1 x/xx/xx' and 'MADE IN USA'. A large white graphic is printed on the front of the shirt. The graphic consists of the word 'TEAMWORK' in a large, white, serif font, underlined. Below the underline, the phrase 'Is a lot of people doing what I say' is written in a smaller, white, sans-serif font. The entire graphic is tilted upwards from left to right.

MANAGEMENT

TEAMWORK
Is a lot of people doing what I say

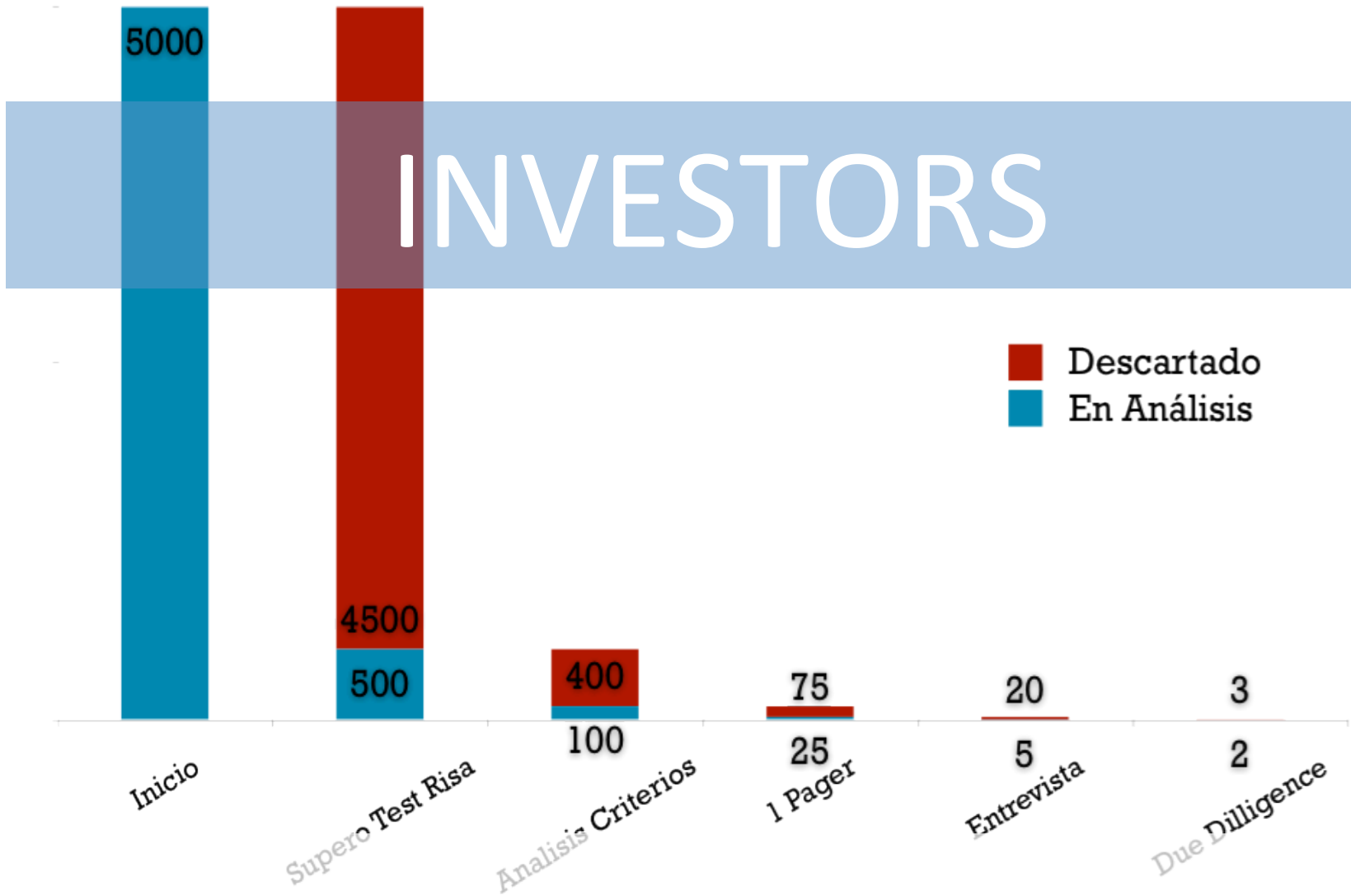
CLIENT SATISFACTION

**COMPLAINTS
DEPARTMENT**

PAPERWORK



INVESTORS



SHARING

$$1 / (1-n)$$



@luisriverag

www.okuriventures.com

www.tetuanvalley.com

www.startupbootcamp.org

www.startupspain.com