

Turn an idea into reality



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Who are we?

- **Applifting** is a European software house of **120+ people**
- Specializing in **digital product creation**
From validation of your product, through MVP and scaling to successful business.
- No managers or salespeople, **just IT experts**
- **Teal organization**
We do not have managers. We value transparency and freedom.

**Came for business,
stayed for people.**





Who am I?

"I am a Certified Product Owner, Certified Scrum Master and Solution Architect with hands-on experience in development of products and building self-organized and motivated teams."

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Why is it so hard to be innovative?



You **do not need to have superpowers to be innovative.**
Anybody can do it.



Why do **so few dare to innovate** and why do even fewer succeed??

We are educated to do things right

During childhood we learned

*Challenging opinions of adults or even teachers **is dangerous.***

*We shall **do what we are told.***

*We should **fulfill expectations of authorities.** (teachers, parents, later bosses)*

Asking questions** is dangerous as it can **reveal a lack of knowledge.

*To be successful, we should **make no mistakes.***

Rule-breakers** are usually publicly **punished as bad examples.

Myths about failures

**Without talent,
you are doomed!**

**Smart people do not
struggle, they just know.**

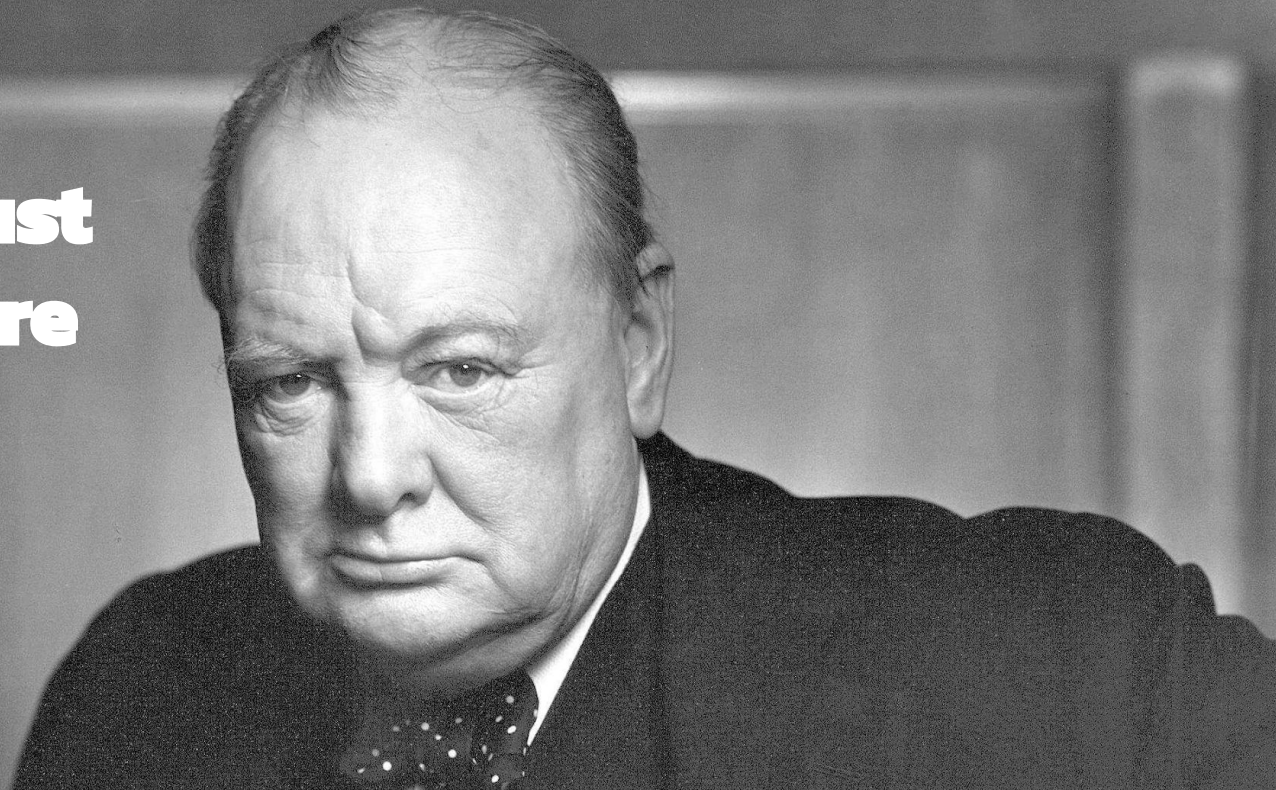
**Failure confirms lack of talent,
capabilities, hard work**

It is your task - figure it out.

Collaboration is cheating!

**If you work hard enough,
you will figure it out. Any
failure is your fault.**

Innovators must welcome failure



*Success is the ability to go from one failure to
another with no loss of enthusiasm.*

-- Winston Churchill



Innovators must welcome failures



*If your hypothesis are always correct,
you are not going to learn very much.
The maximum amount of information
is generated when the probability of
failure is 50 percent, not when the
hypotheses are always correct.*

*-- Tom and Mary Poppendieck,
Lean Software Development*

Myth about success

Innovation is not about winning the race or beating the competition.

Innovation is an infinite game and we cannot be number one or lead forever.

***We can't choose the game. We can't choose the rules.
We can only choose how we play.***


-- Simon Sinek, The Infinite Game



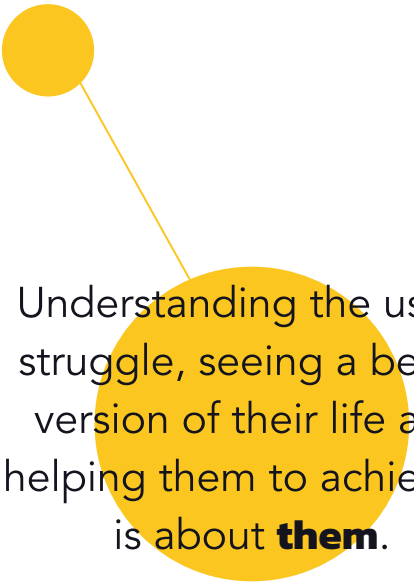
How to stay in the game

It is about delivering
continuous progress to our users.

It is **not about us** it is **about them**.



Obsession with
being #1, winning or
beating the competition
is about **us**.

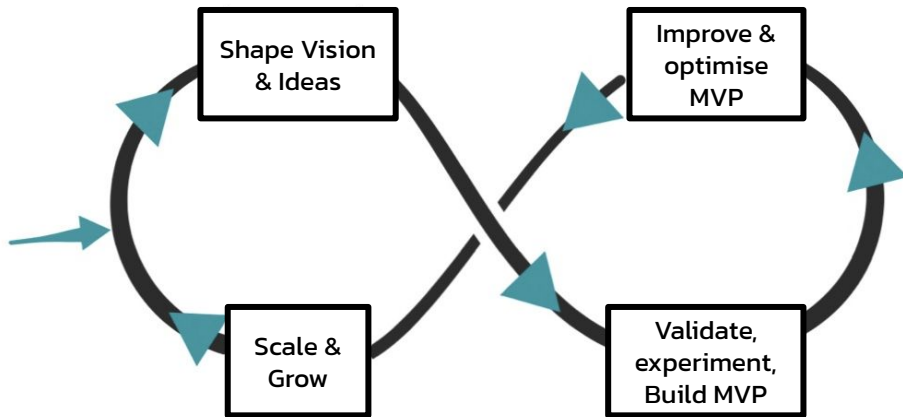


Understanding the user's
struggle, seeing a better
version of their life and
helping them to achieve it
is about **them**.

How to stay in the game

If we measure our success by our **ability to transform the life of the user into something better** we can keep doing this forever.

This is a recipe for perpetual success.



Take it to an action

2 Ingredients of innovation



Learn by failing

Don't be afraid to fail,
but fail fast, in a controlled
way and learn as much as
possible.



Think about users

Always keep value to your
users in mind, always seek to
deliver progress.

*Now let's have a look at some **techniques**.*

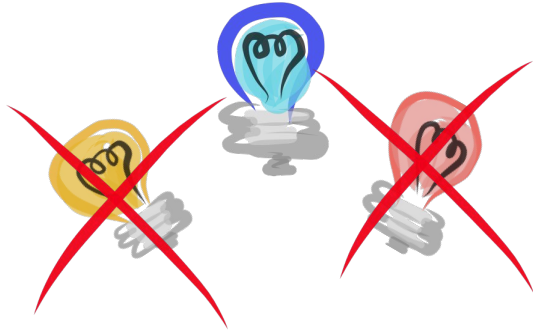
Start with the problem not solution



What is the struggle your idea will solve?

- Do you or someone you know have such a struggle?
- How many people may have such struggle & where can you find them?
- How do they solve their struggle today?
- What have they tried in the past & with what result?
- What do they stop using if they accept your offer and how much do they pay today for their current solution?

Cultivate critical thinking



Step out of your social bubble.



Seek people who
can give you other perspectives.



Validate your assumptions and hypotheses.



Be ready to abandon your own ideas.



Do not worry too much about procrastinating on your ideas
on your idea, it is not a waste of time, the idea is evolving.

Dealing with an unknown



Innovation requires us to deal with assumptions and hypothesis. **It is quite tempting to take a shortcut** and believe some hypothesis or assumptions are just valid.

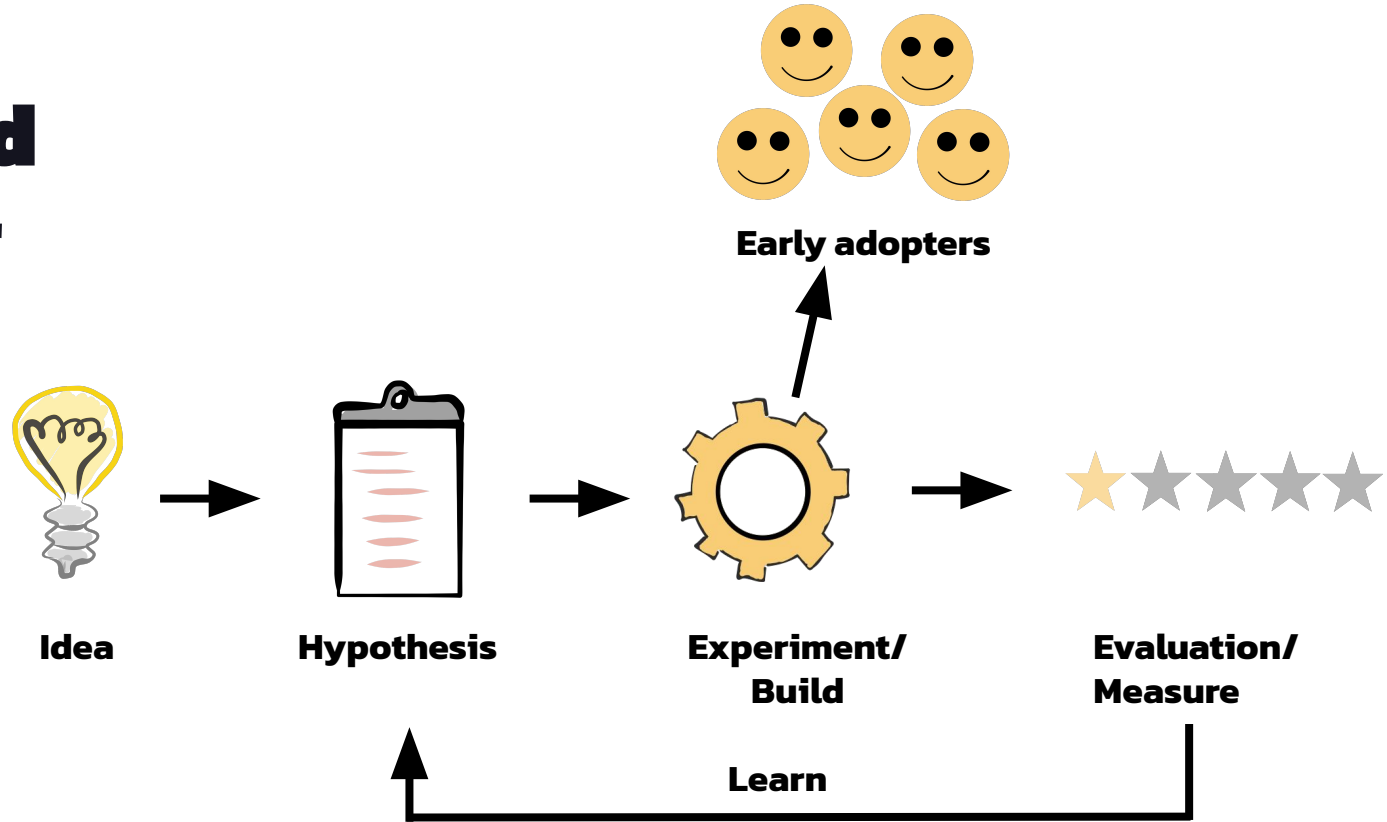


Make sure you take decisions based on validated facts.



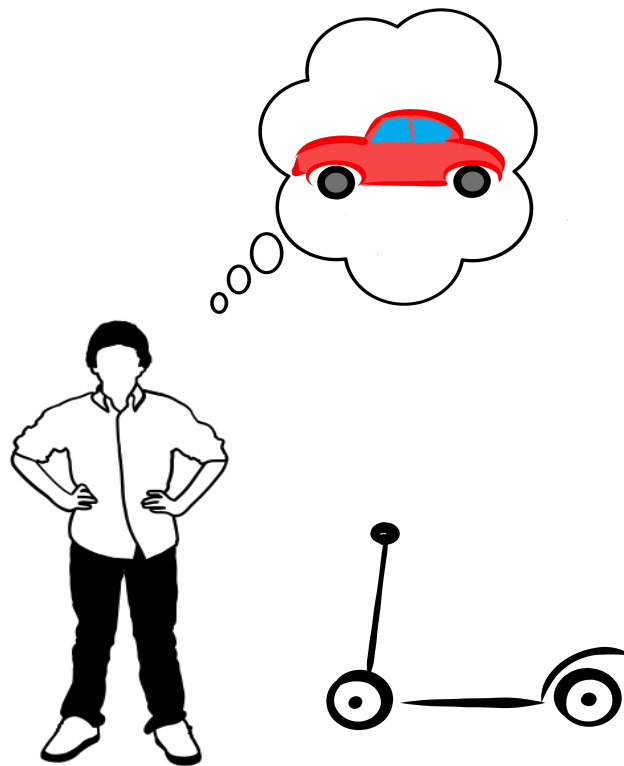
Investment in validation will pay back.

Validated Learning



Minimal Viable Product

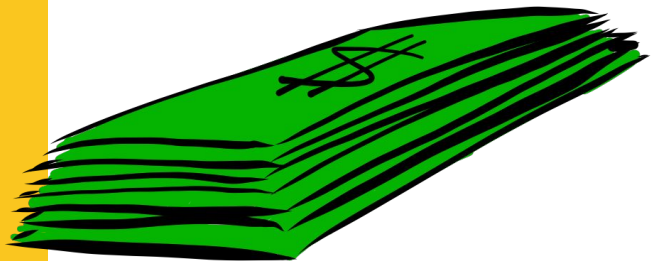
Think big. Start small.
Right, first time, is a myth!



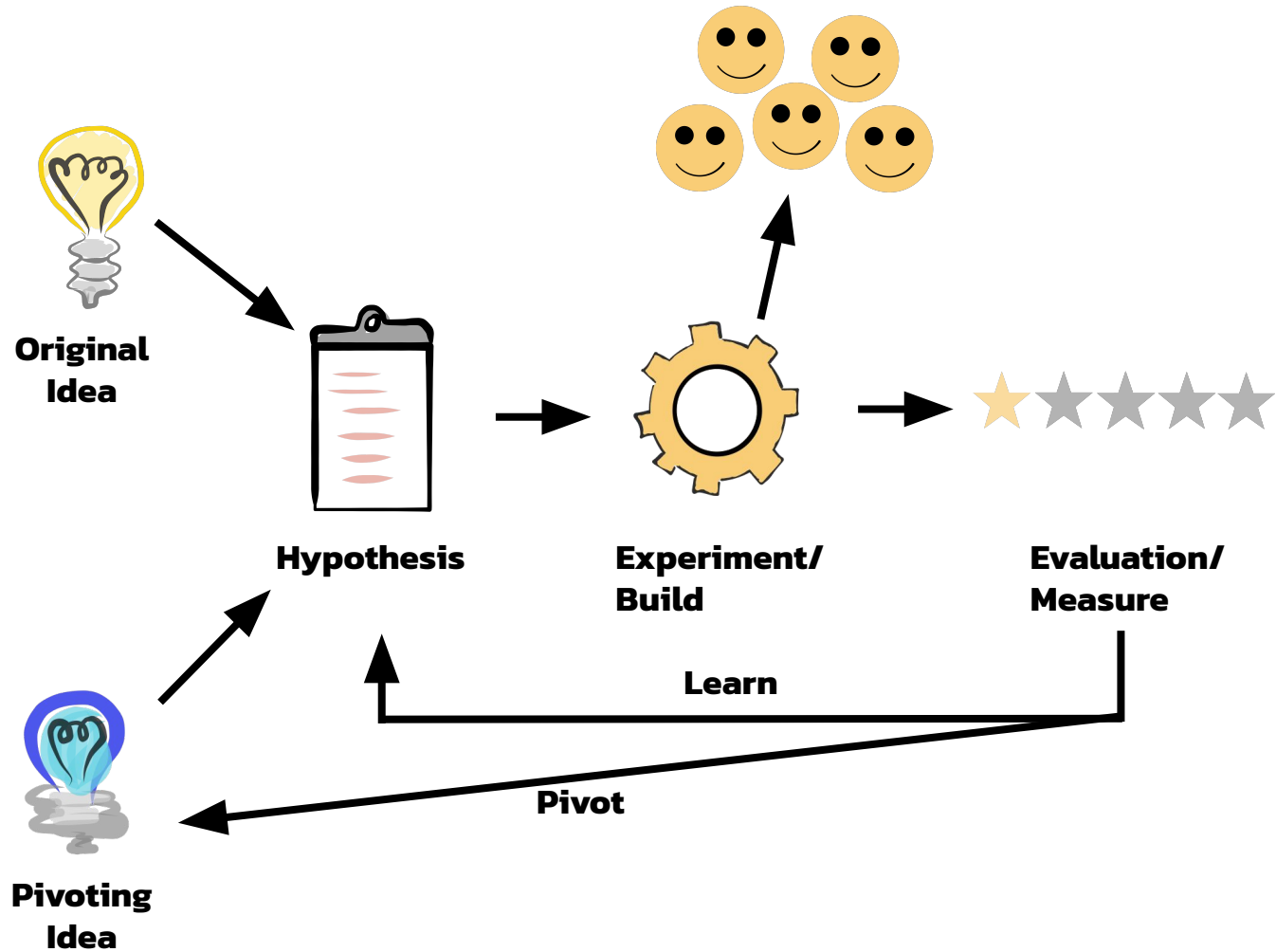
Monetization

If the product is not designed to be profitable, it is quite difficult to make it profitable later.

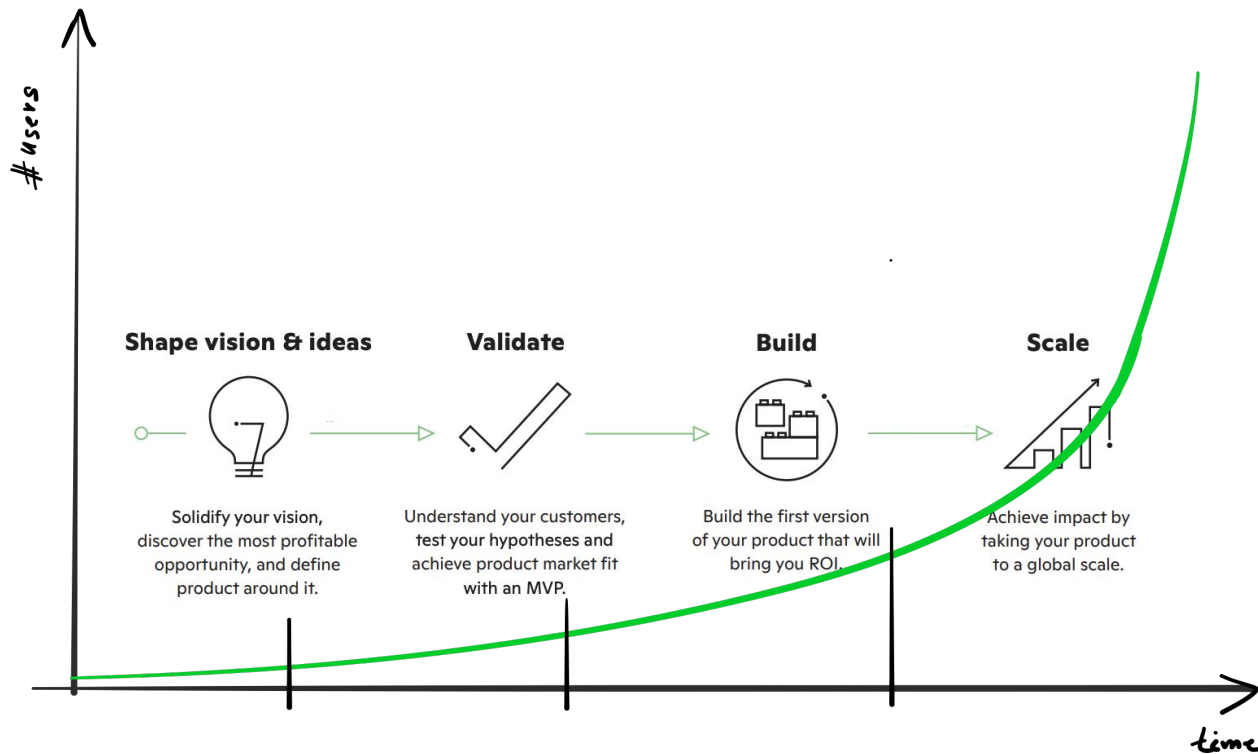
This aspect should be covered in the early stage and monetization strategies should be validated, as with any other hypothesis we have about the product.



Preserve or Pivot



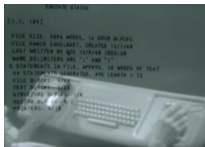
Scaling & hockey-stick growth



PC as an example of product development



Apple I 1976



Mother of all demos 1968



Atari 2600 1977



Apple II
1977 - 1993



Commodore 64 1982



IBM PC 1981



Compaq Portable
1982



Macintosh
1984



Macintosh
Portable
1989



PlayStation 1
1994



iMac 1997



Macbook
2006



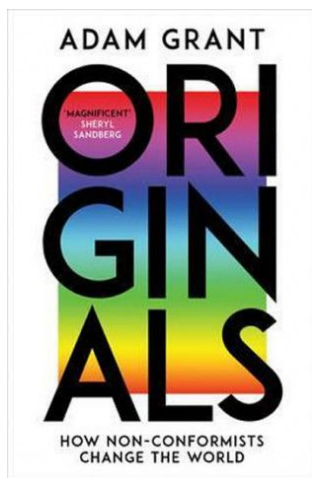
XBOX 1
2001

Techniques and theories, for further reading



Scrum Guide

Ken Schwaber & Jeff Sutherland



Originals

Adam Grant



Lean Startup

Eric Ries



When Coffee and kale compete

Alan Klement

Key points to takeaway

- 1) Formulate your product hypothesis, do not assume anything you do not know for sure.
- 2) Do not start with a solution, start with a problem
- 3) Use short iterations to experiment and validate your understanding
- 4) Improve your MVP interactively as you go and use it to build your first traction.
- 5) If you build a commercial product ask for money right from the beginning
- 6) Compare progress with your expectations and pivot if required

Digital Product Creation

Applifting offers Digital Product Creation service. We build a team for you which help you to transform your idea into reality.

Shape vision & ideas



Solidify your vision, discover the most profitable opportunity, and define product around it.

~ 1 month

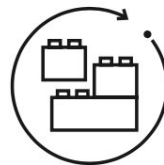
Validate



Understand your customers, test your hypotheses and achieve product market fit with an MVP.

~2 months

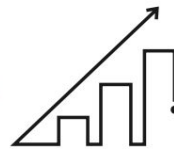
Build



Build the first version of your product that will bring you ROI.

3-6 months

Scale



Achieve impact by taking your product to a global scale.



Thank you again

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Book a free 20 min call with me.
bit.ly/call-martin-srb

Thank you

Q&A