

Being an Upstarta

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Open Query - MySQL Services No Emergencies

- free time
- time with my daughter
- sanity!
- privacy
- sleep
- mobile not going off all the time
- email staying within work hours/office

How about you?



1. Neither a borrower nor a lender be (ref:Polonius): no credit or external funding.
2. Work on the basis of a 0 budget.
3. Have a flexible business plan designed to explore, learn and adapt.
4. Pragmatic on Intellectual Property (IP): speed-to-market over protection. Share information. No software patents.
5. Put profitability before growth.
6. Set sensible and reasonable prices; not try to extract maximum \$ per customer.
7. Be different, disruptive, extraordinary: it makes no sense to sell the same as everyone else.
8. Eliminate/minimise impact to environment.
9. Focus on people (internal and external), prevent stress.
- 10.No spam. Not if you call it "email blast" either. Newsletter for clients is fine.

Disruptive Value Innovation

- “Is the (potential) client already trying to solve a problem that your product/service addresses?”

Differentiation

Low-end disruption

Have other products overshot the market?

What is good enough?

New-market disruption

Compete against non-consumption.

Strategy Canvas

Eliminate

Which of the factors that the industry takes for granted should be eliminated?

Reduce

Which of the factors that the industry takes for granted should be reduced well below the industry standard?

Raise

Which factors should be raised well above industry's standard?

Create

Which factors should be created that the industry has never offered?

Cool Books

- Clayton Christensen
 - The Innovator's Dilemma
 - The Innovator's Solution
 - Seeing What's Next
- W. Chan Kim and Renee Mauborgne
 - Blue Ocean Strategy
- Greg Gianforte
 - Bootstrapping Your Business
- Robert Cialdini
 - Influence: The Psychology of Persuasion
- Malcolm Gladwell
 - The Tipping Point
 - Blink