



H Y L E

Innovation management



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Market entry



Frank Hysa

Senior Innovation Manager & Founder

- Ph.D. in Management
- 4 International universities
- Startup Advisor
- 23 paesi visitati
- EIT- European Innovation & Technology Institute
- Startup Weekend, Founder Institute, Lean Startup Machine Mentor



My global journey



Italia & USA, 2012-16



USA, 2015-2016



Italia, 2017-2018



All around the world, 2017



Italia, 2018

HYLE



1. LET'S CLARIFY

HAVING A GREAT PRODUCT/SERVICE
IS NOT ENOUGH

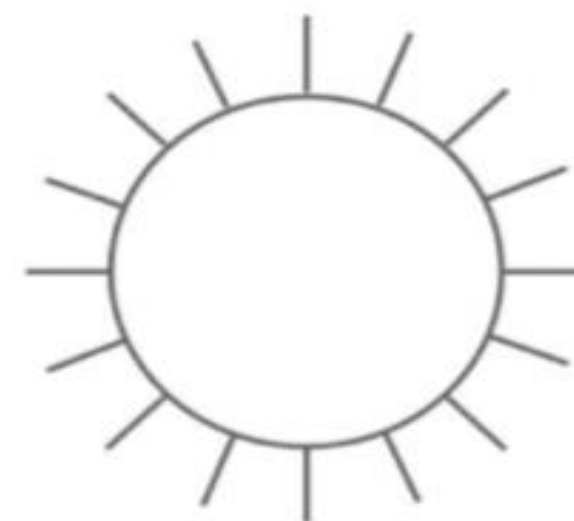
2. HOW TO GET TO THE MARKET

- **BUYER PERSONAS**
- **ZERO COST STRATEGY – INBOUND MARKETING**
 1. Positioning: marketing plan, SMM, influencer MKT, etc.
 2. Digital Identity
 3. Seo
- **WEB MARKETING & OUTBOUND MARKETING**
 1. Google & Facebook ads
- **MARKETING AUTOMATION**

PERSONA CANVAS

TREND NEGATIVI

Influenze Negative dall'Esterno



TREND POSITIVI

Influenze Positive provenienti
dal proprio Ambiente

GRATTACAPI

Criticità in ambito
professionale e lavorativo



BISOGNI

Cosa Desidera ardentemente
questa Persona

OPPORTUNITÀ

Aspetti Positivi in ambito
Professionale e Lavorativo

PAURE

Questioni e Convinzioni Personali

NOME _____

RUOLO _____

SPERANZE

Aspirazioni ed Obiettivi
di Crescita Personale



3. S.M.A.R.T. GOALS





4. WEB MARKETING STRATEGY

- **KEY RESOURCES:** Chief Marketing Officer & Chief Growth Officer
 - **VALIDATION:** a/b testing, KPIs, traction, etc.
- **MARKETING:** SEO, content & email marketing, SMM, adv
- **TOOLS:** google analytics, Hotjar, SEOZoom, Google Forms, etc



5. FUNNEL AARRR





5. FUNNEL AARRR

JUST BEING ONLINE= YOU DO NOT EXIST



6. BRANDING

- **BRAND POSITIONING**
 1. An eye-catching logo
 2. A identifying claim
 3. Online & multi-channel presence
 4. Partnerships with influencers and experts
 5. Offline events



7. SEO

- **SEARCH ENGINE OPTIMIZATION**

**INCLUDES THOSE ACTIVITIES THAT ALLOWS OUR WEBSITE TO
BETTER PERFORM OUR ONLINE POSITIONING**

7. SEO STRATEGY

WE HAVE TO SHOW GOOGLE THAT **OUR CONTENT** IS THE BEST THAT THE USER COULD FIND ONLINE:

- **Relevant**
- **High quality**

HOW?

1. Understanding what the user is looking for
2. Defining what content to provide
3. Using specific tools

7. SEO STRATEGY

WHAT ARE SEO GOALS?

1. **Visibility** – brand awareness is crucial for a startup
2. **Website traffic:** new users, bounce rate, page visualizations, time of stay, page of landing/page of destination, etc
3. **ROI**



8. SOCIAL MEDIA STRATEGY

1. **Multichannel** – create an integrated communication
2. **Brand identity**
3. **Warming up:** – your users during product launch
4. **Get feedbacks** – larger community
5. **Build a community**
6. **Adopting ads**
- 7.



8. SOCIAL MEDIA STRATEGY - Phases

1. **Analysis** – create an integrated communication
2. **Defining goals**
3. **Channels management**
4. **Content management**
5. **KPIs** – measure your results



9. LANDING PAGE

1. **Layout** – simple
2. **Tone of voice** – simple, direct & without borders
3. **Persuasive**
4. **Trust** – provide through specific references
5. **CTA** – call to action



10. DIGITAL PR

1. **Partnerships** – blogs, journals, etc.
2. **Influencers**– of your industry

11. RECAP

NO MATTER IF YOU ARE SELLING A PRODUCT OR A SERVICE:
ALWAYS DO **A/B TESTING** OF SEVERAL CHANNELS, FOCUS ON:

1. **Content** – write relevant, fluent and authoritative articles
2. **Industry influencers** – choose the right people for each contest / event in order to increase the catchment area
3. **FB Ads** – Sponsor the articles by targeting the audience based on your activity
4. **Email mktg** – create flows that are in line with the CTA you want to reach and use profiled users
5. **Hotjar** – monitor data and performance



12. PITCH

**WITH A BRIEF, CONCISE AND DIRECT PITCH THE
IMPOSSIBLE BECOMES POSSIBLE**



12. WHAT IS AN ELEVATOR PITCH

THE ELEVATOR PITCH TAKES NAME FROM THE ENGLISH TERM “ELEVATOR” BECAUSE THE GOAL OF THIS STRATEGY IS TO PRESENT YOUR OWN IDEA IN 30 SECONDS



13. WHAT IS AN ELEVATOR PITCH

**BEFORE SELLING A STARTUP WE MUST KNOW HOW
TO SELL OURSELVES**



14. WHY IS IMPORTANT TO PITCH

THE PITCH IS MEANT TO OBTAIN FINANCING AND IT IS MAINLY FOCUSED TO: CONVINCING AN INVESTOR BY PROVIDING A CLEAR IDEA OF THE ENTREPRENEURIAL IDEA; PARTICIPATE IN CONTEST AND COMPETITION



15. HOW TO DELIVER A PITCH

1 Be **SHORT AND SIMPLE**: declare who you are, what you want, what you offer, why you chose that investor and how you can work together

2 **INTRODUCTION**: sell yourself in a few steps

3 **Emphasize the value you offer**

4 **Include links and pictures**

5 **Quote the results**

6 **Make sure you haven't forgotten anything**

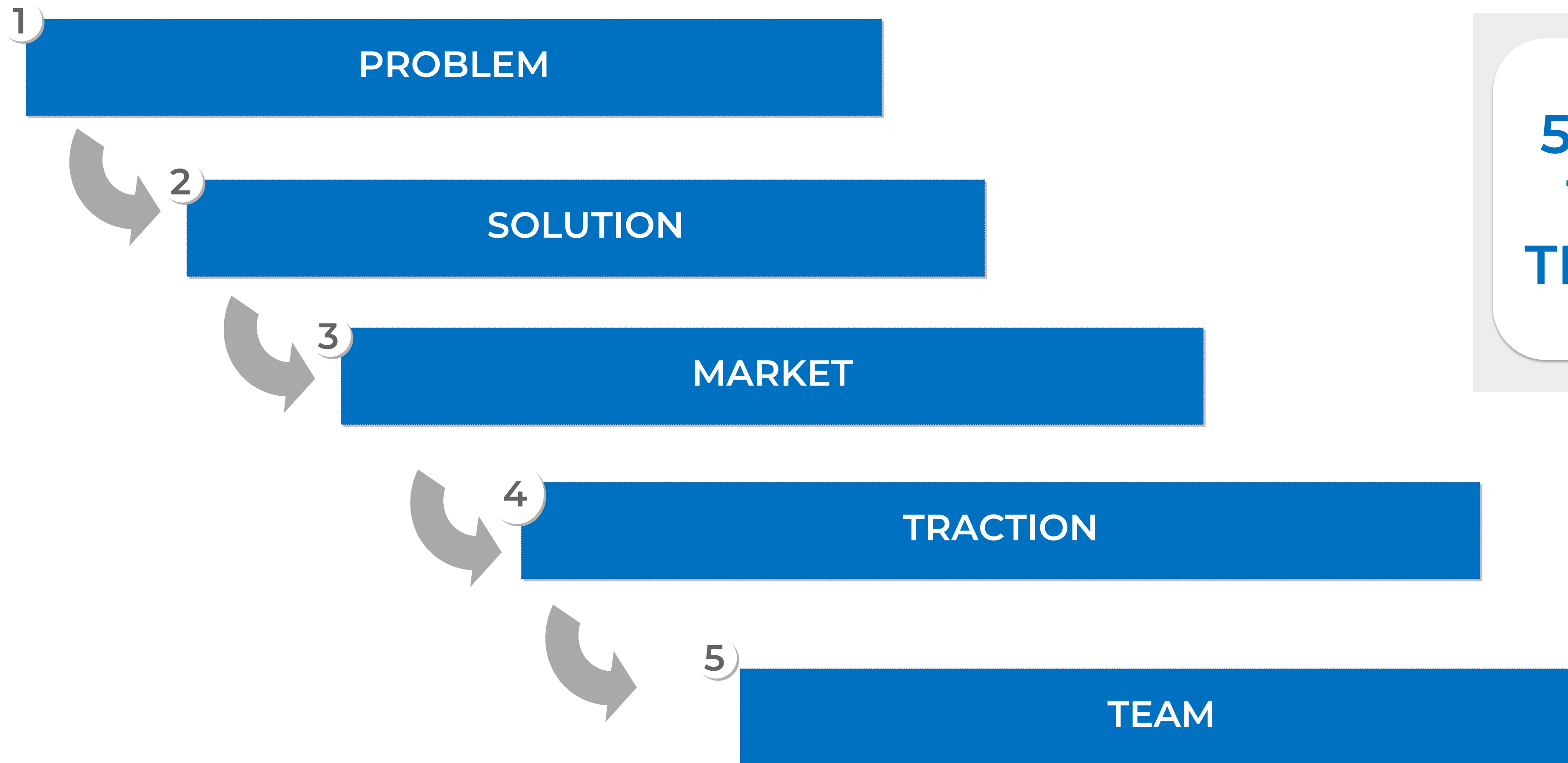
6 KEY CONCEPTS

15. HOW TO DELIVER A PITCH

The **Pitch deck** is a synthetic document of the startup, of its product or service, of its business model, used to introduce itself to investors, to a potential partner or to an audience. **Guy Kawasaki'S** pitch deck is among the winning ones to convince investors



15. HOW TO DELIVER A PITCH



5 KEY POINTS
TO ENGAGE
THE INVESTOR

16. PITCH

- Need
- Solution
- Technology
 - Market
- Business model
 - Team
 - Roadmap
- Competitors
- Wow moment
 - Funding
 - Contacts

WE ARE WHERE

THE M
500 Million
Number of ris
covered worldw

**GET YOUR
MICRO POLICY
WHEN YOU NEED IT**

Poleecy is an ecosystem for selling insurance micropolicies to everybody using the smartphone

www.poleecy.com

September 2018

Poleecy



17. KAWASAKI'S METHOD

Kawasaki's
method in 11
slides





18. NEED-SOLUTION-TECHNOLOGY

- **Need:** in the first part it is necessary to identify the problem / need of the intercepted market, also indicating the first / secondary needs
- **Solution:** what the startup is able to offer to satisfy the market and its needs
- **Technology:** the technology used to develop the product. It is preferable to always use a carrier technology to stand upright on a specific sector



19. MARKET-BUSINESS MODEL-TEAM

- **Market:** the market where the startup wants to address its products or services. It is important also to define if we are addressing a mass market or a niche
- **Business model:** explain clearly how the business works and how we make money
 - **Team:** define the key people of the startup



20. ROADMAP-COMPETITORS-WOW MOMENT

- **Roadmap:** linear map of the goals reached and strategy ahead
 - **Competitors:** define our competitors and positioning
- **WoW moment:** the moment where a potential investor/client falls in love with our product/service.
Better if we have strong metrics



21. FUNDING & CONTACTS

- **Funding:** define clearly the money you are raising and what would give in exchange
 - **Contacts:** team contacts (it's your CTA)



22. DO NOT DO THAT WITH INVESTORS

1. We don't have competitors
2. We have 5 companies - 3 startups launched and on the free time we do trading online



23. CASE STUDY: AIRBNB

**UNO OF THE BEST MARKET ENTRIES
STRATEGIES**



Welcome

1

AirBed&Breakfast

Book rooms with locals, rather than hotels.

This is a PowerPoint reproduction of an early AirBnB pitch deck via Business Insider @
<http://www.businessinsider.com/airbnb-a-13-billion-dollar-startups-first-ever-pitch-deck-2011-9>

YLE



Price is an important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.



A web platform where users can rent out their space to host travelers to:

**SAVE
MONEY**

when traveling

**MAKE
MONEY**

when hosting

**SHARE
CULTURE**

local connection to the city



Market Validation

4

Couchsufing.com

660,000

total users²

Craigslist.com

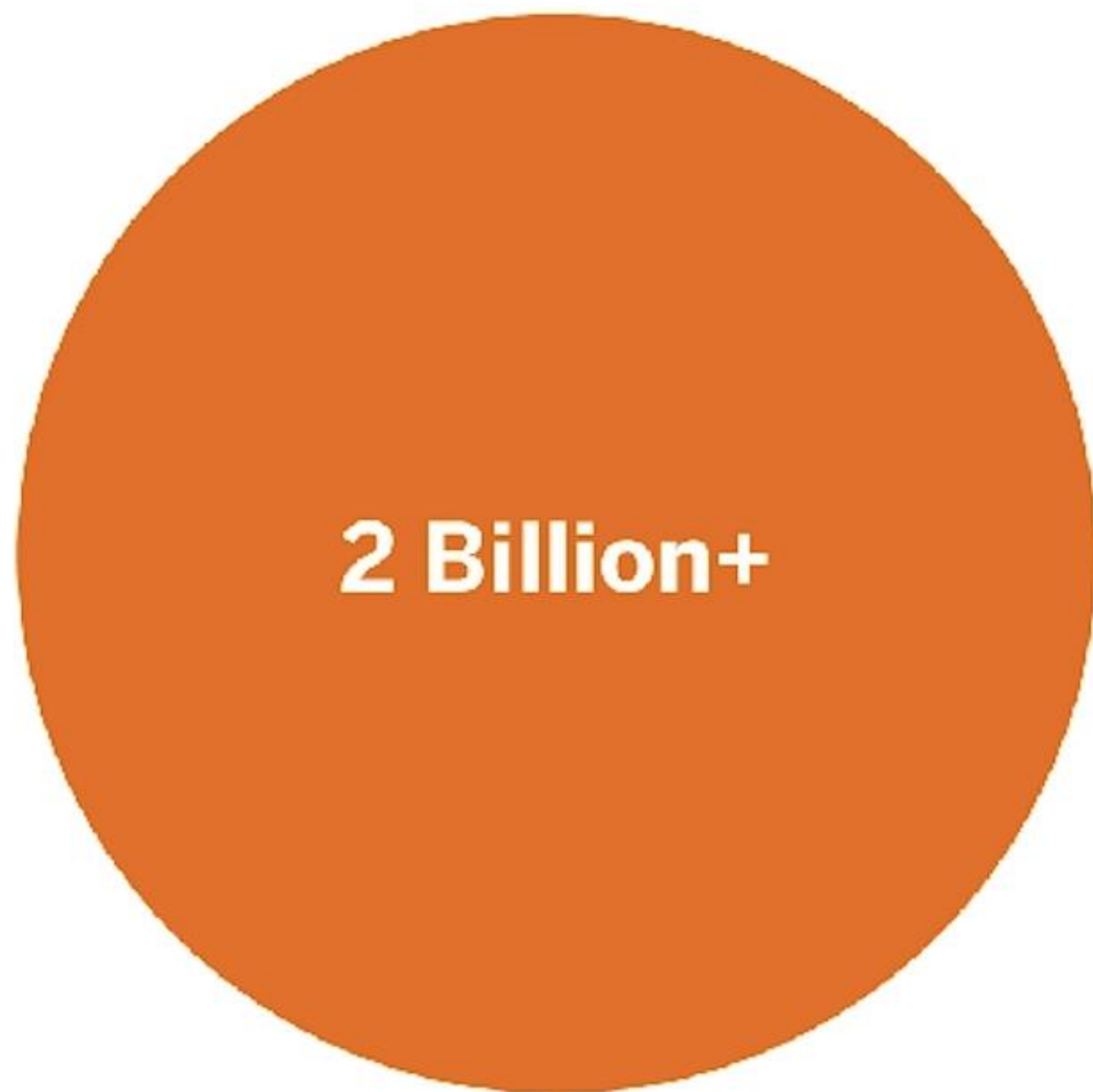
50,000

temporary housing listings per
week in the US. 07/09 – 07/16²



Market Size

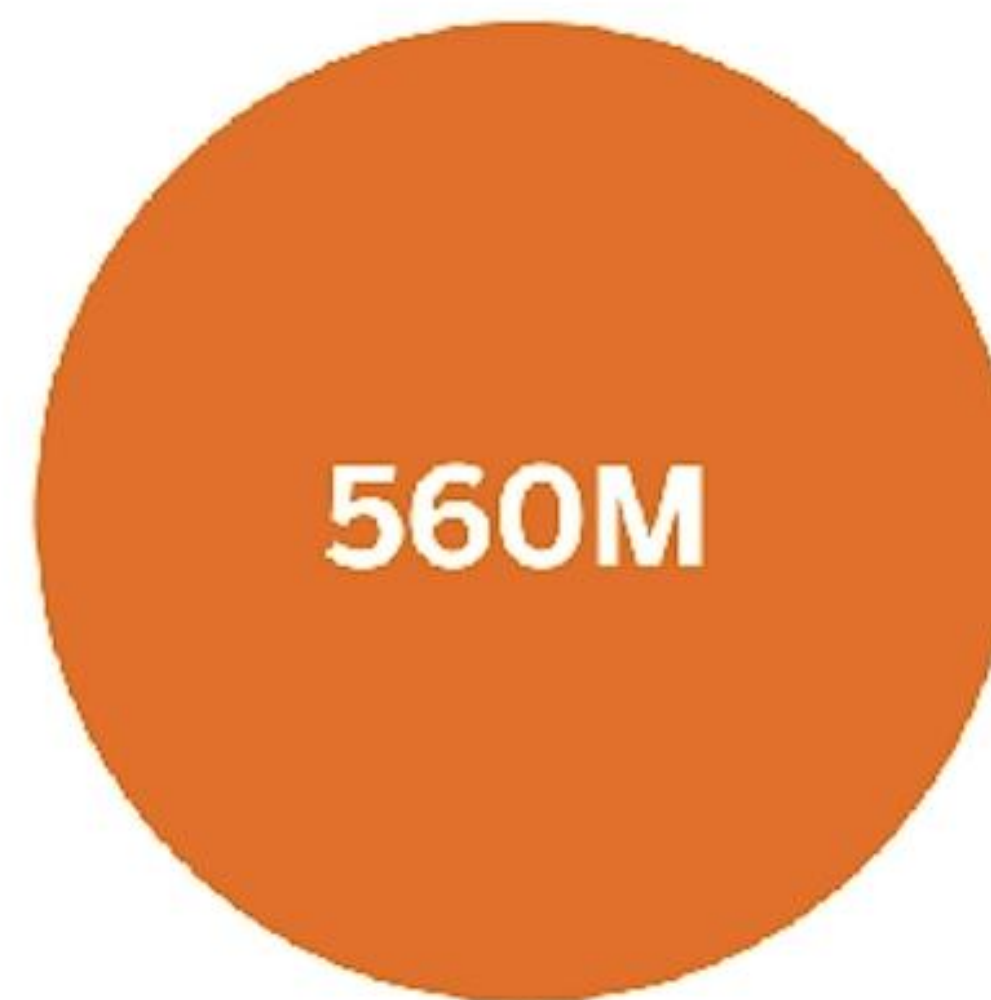
5



TRIPS BOOKED (WORLDWIDE)

Total Available Market

source: Travel Industry Association of America & World Tourism Organization



BUDGET&ONLINE

Serviceable Available Market

source: comScore



TRIPS W/AB&B

Share of Market

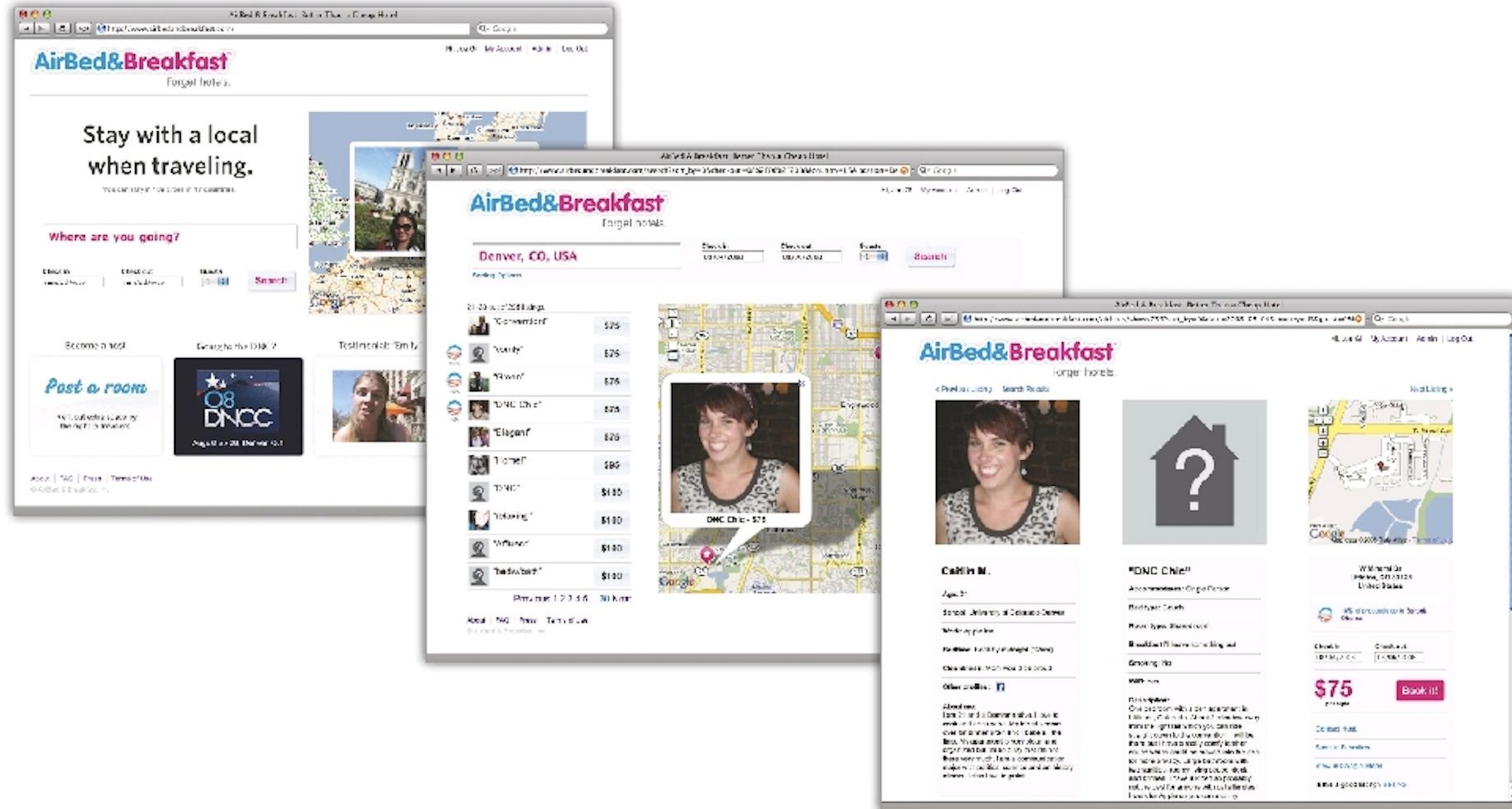
15% of Available Market



Product

6

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



Business Model

7

We take a 10% commission on each transaction.





Market Adoption

8

EVENTS

target events monthly

- Octoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- Mardi Gras (800,000)

with listing widget

AirBed&Breakfast	
	"DNC Chic" \$75
	"Elegant" \$75
	"Hamel" \$95
	"DNC" \$100
	"relaxing" \$100

[see all for "Octoberfest"](#)

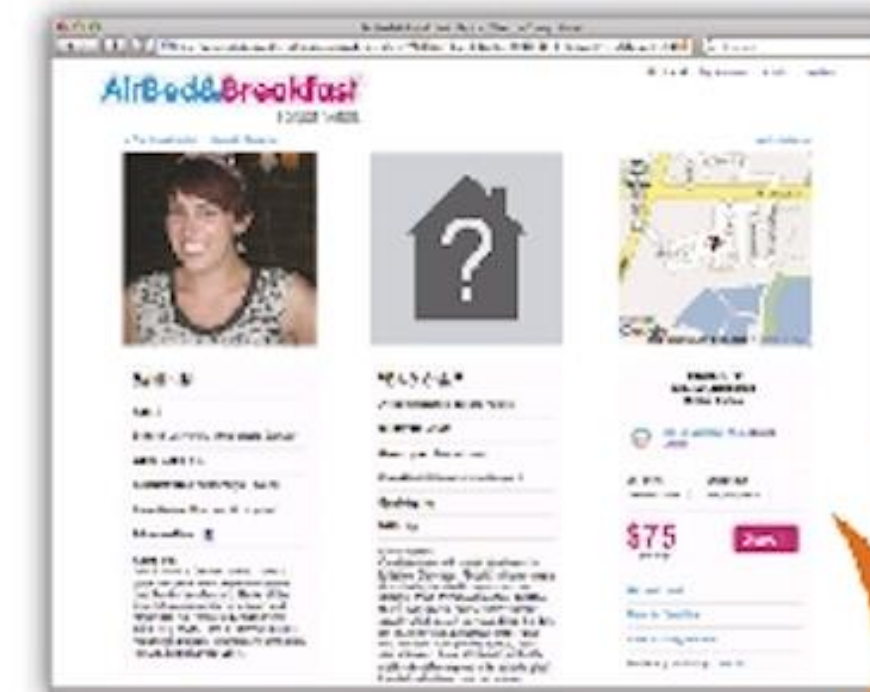
PARTNERSHIPS

cheap / alternative travel



CRAIGSLIST

dual posting feature





Competition

9

AFFORDABLE



craigslist



AirBed&Breakfast™



OFFLINE TRANSACTION



ONLINE TRANSACTION



rentobi.com
short term housing & vacation rentals



EXPENSIVE



LE



Competitive Advantages

1st TO MARKET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

HOST INCENTIVE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

LIST ONCE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

EASE OF USE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

PROFILES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

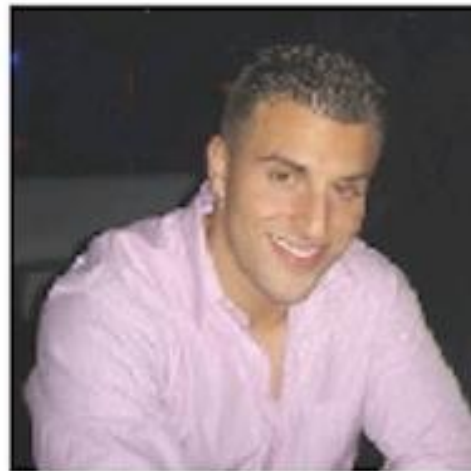
DESIGN & BRAND

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.



Joe Gebbia, User Interface & PR

Entrepreneur and designer. Holds a patent for his product, CritBuns®. A graduate of the Rhode Island School of Design (RISD), has dual BFA's in graphic design and industrial design.



Brian Chesky, Business Development & Brand

Founder of Brian Chesky, Inc, industrial design consultant. A graduate of the Rhode Island School of Design (RISD), has a BFA in industrial design.



Nathan Blecharcyk, Developer

Created Facebook Apps "Your neighbors" (75,000 users) and "Rolodextrous", recently launched "Identified Hits". A graduate of computer science Harvard, Nate has worked at Microsoft, OPNET Technologies, and Batiq.



"AirBed & Breakfast is a fun approach to couch surfing."



www.webware.com

"Think of it as Craigslist meets Hotels.com, but a lot less creepy."



www.joshspear.com

"A cool alternative to a boring evening in a hotel room."



www.mashable.com

"AirBed's fee-based service could help alleviate concerns about quality of accommodations."



www.springwise.com



User testimonials

13

"AirBed&Breakfast
freaking rocks!"

Josue F, Washington, DC



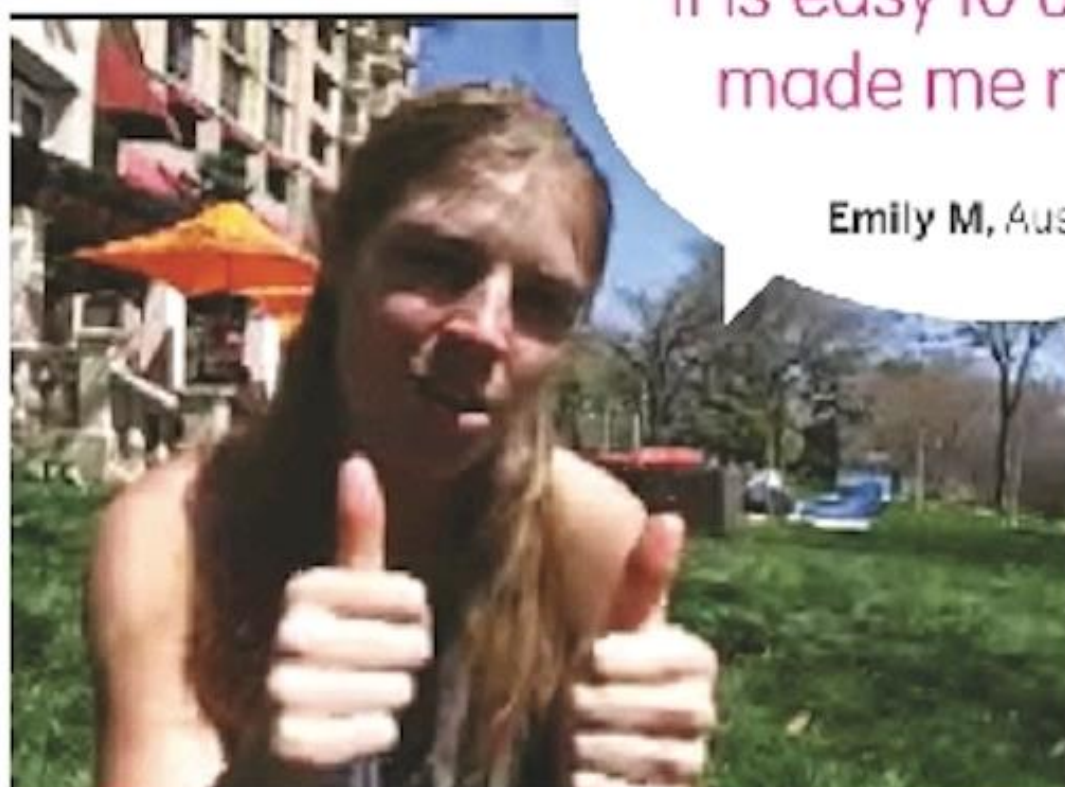
"I found something in
my price-range, and that's
what really enabled me
to come to the conference."

Jason R, Atlanta, GA



"A complete success.
It is easy to use and it
made me money."

Emily M, Austin, TX



"It's about the ideas,
the interactions, the
people. You don't get
that in a hotel room."

Dan A, Ontario, Canada



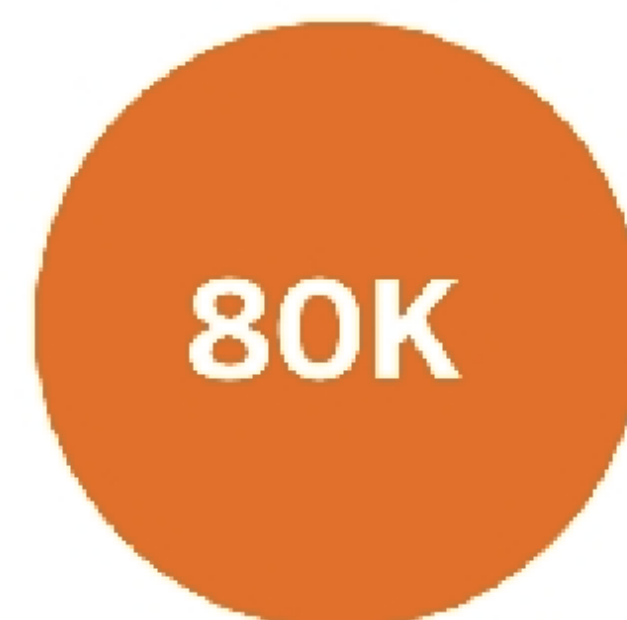


We are looking for 12 months financing to reach 80,000 transactions on AirBed&Breakfast.



ANGEL ROUND

initial investment opportunity



TRIPS W/AB&B

avg \$25 fee



\$2M

REVENUE

over 12 months





Frank Hysa

Senior Innovation Manager & Founder

*Our failures are known,
Our successes are not*



#KEEPHYLING

**“Nothing is created, nothing is lost,
everything changes”**



Frank Hysa, Ph.D.

Senior Innovation Manager & Founder @HYLE

Strategy Chapter Director, Startup Grind

Public Speaker @Frank Hysa

Email: frank@hyle.one

aka

Ready to answer you!