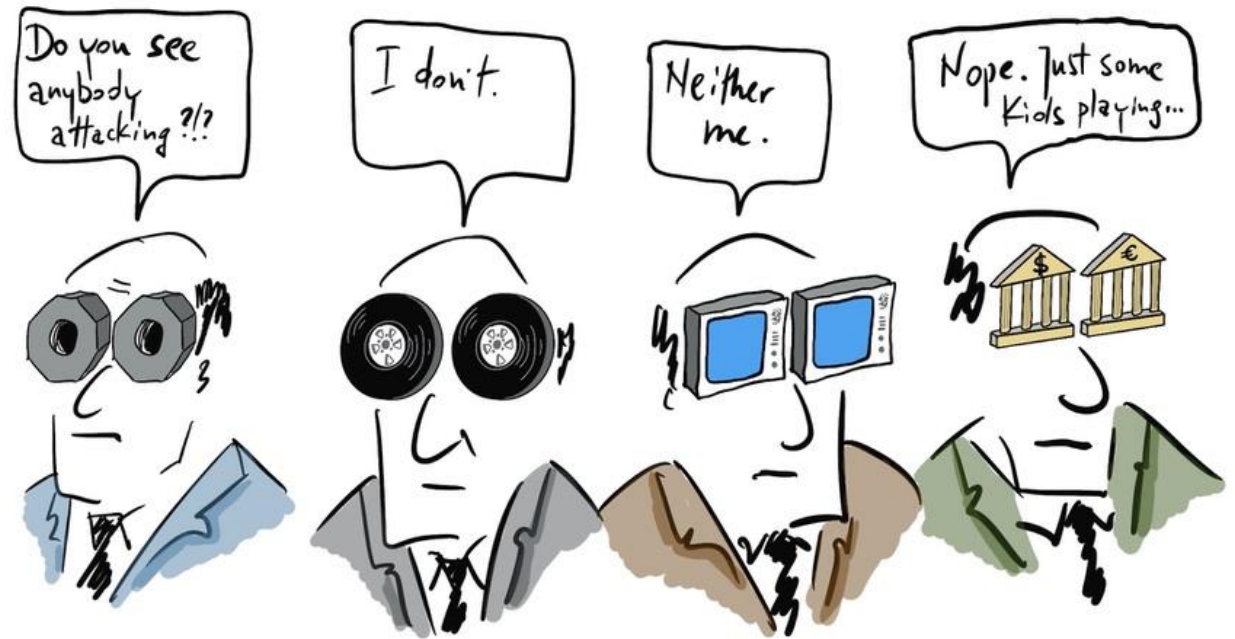


Ignoring the change is
ignoring the future

If you drive while
watching the rear
mirror, you will drive
slow or even crash

Do we utilize our assets
(money, partners,
customers)? What
would a startups do, if
they had them?

PAST SUCCESS IS THE STRONGEST REASON NOT TO CHANGE



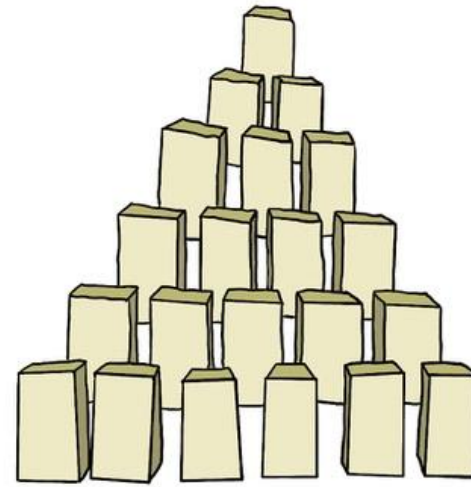
© JAN MYSZKOWSKI

Is our structure the best for the changing world?

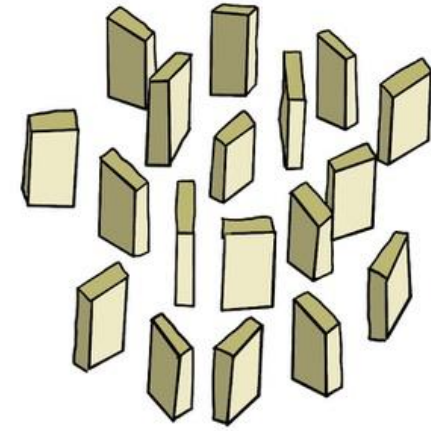
Is it design to produce innovation or to ensure control?

If hit by crisis, does it collapse or does it adapt?

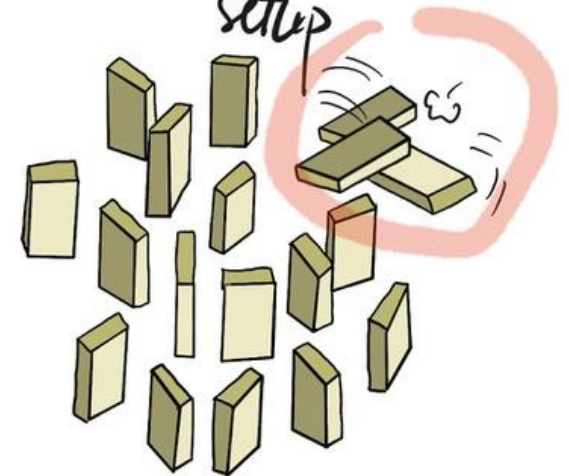
THE WAY YOU STAND IS THE WAY YOU FALL



centralized
setup



distributed
setup



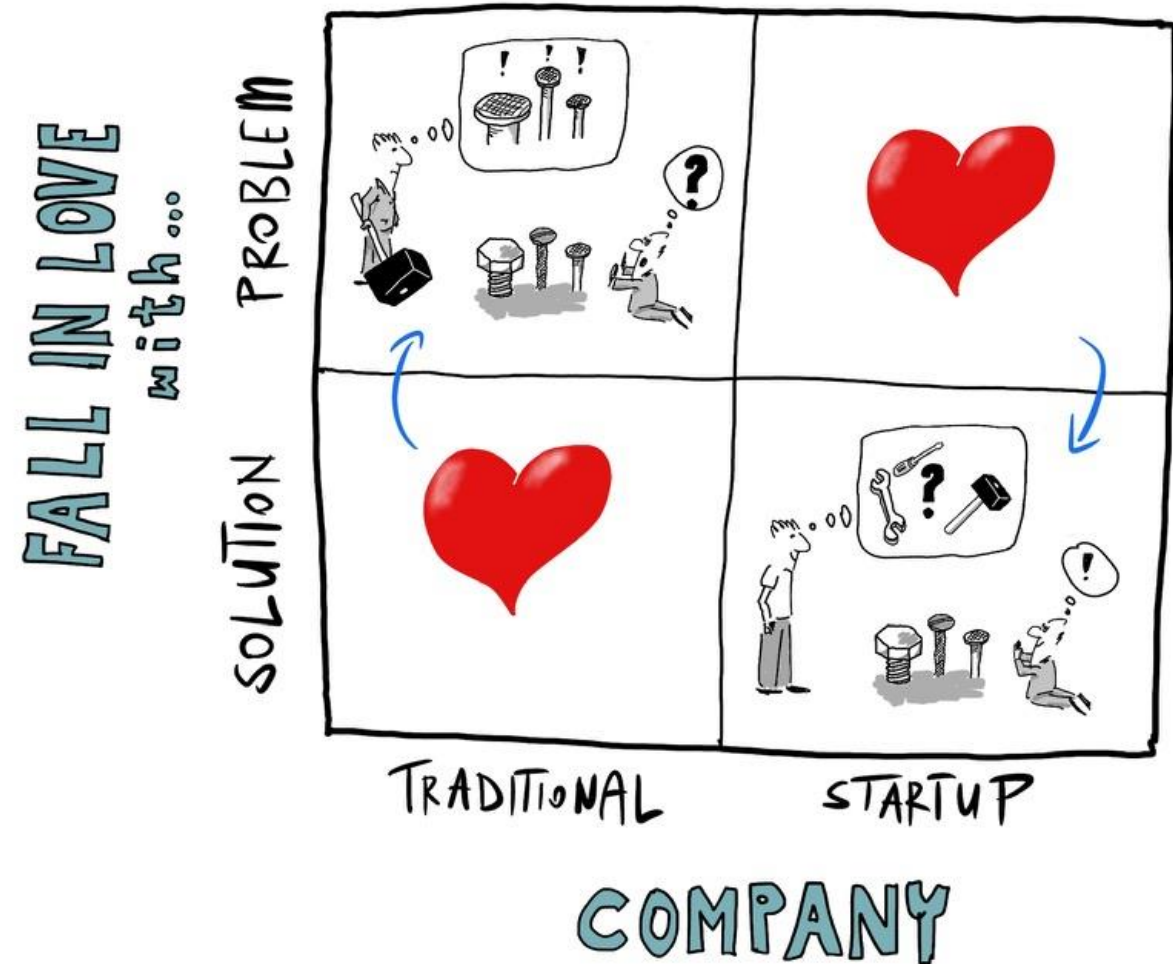
My three learnings from startups:

Fall in love with the problem not the solution

WHY?

- + customer focus
- + fixing solution till it works
- + good products are bought
- bad products need to be sold

WHAT YOU LOVE, IS WHAT YOU THINK

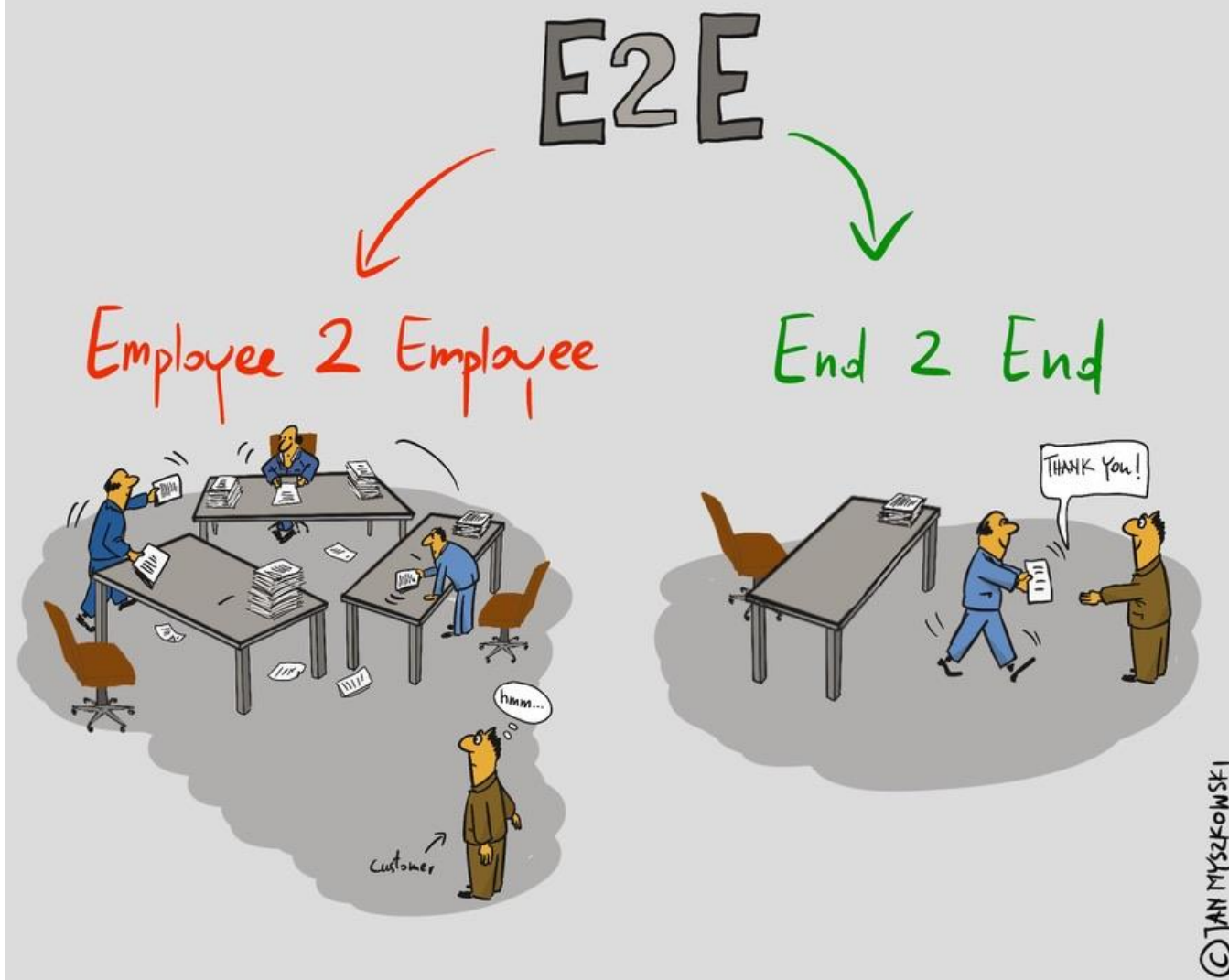


*Everything we do is
for customers*

WHY?

- + eliminate everything that customers do not value
- + customer effort = 1%
- + our effort = 99%

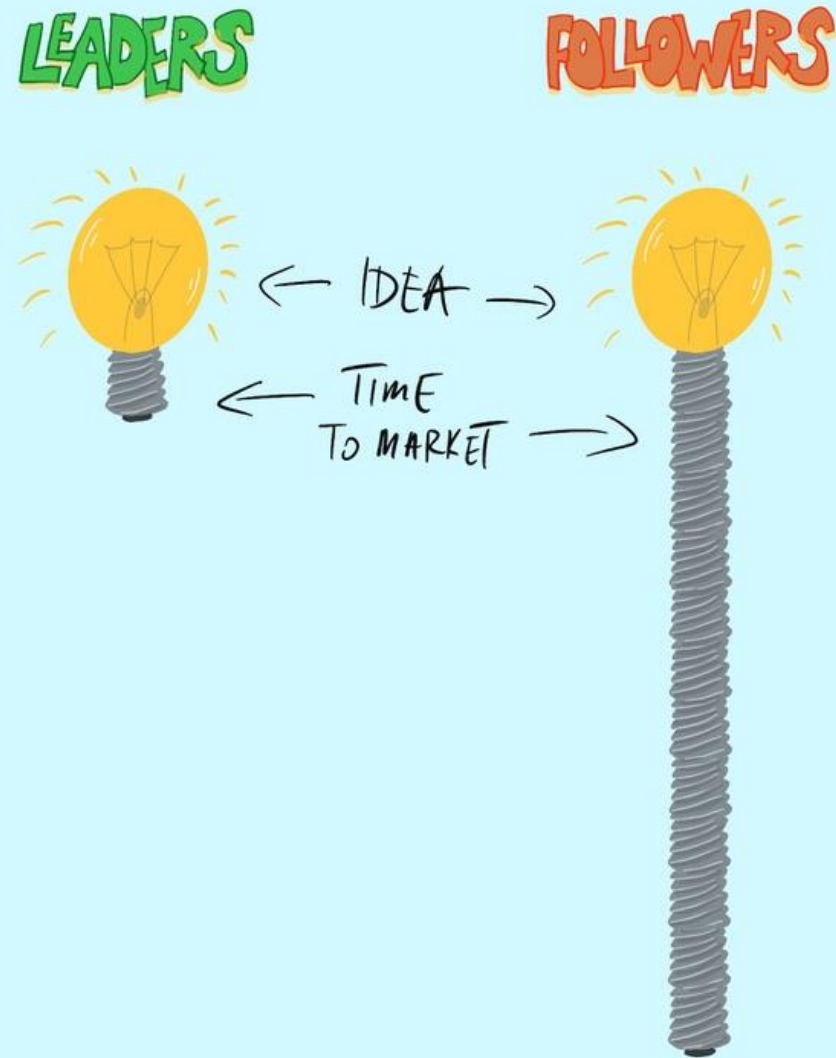
SPEAKING OF E2E-PROCESSING...



Speed is key

WHY?

- + customers don't wait
- + deliver to learn
- + perfect is the enemy of good



...in summary:

+ don't stop at 100%

+ go for the market not KPIs

+ data/interactions = money

+ there is no costs, just waste and investments

+ monopolies kill engagement and ownership

DIGITALIZATION

... or why good companies beat bad companies

BAD COMPANIES

GOOD COMPANIES

100%
of (kn-)own biz

MAX.
DIGITALIZATION

∞

Digitalization
rate

KPI

Winner (...takes it all)

R&D

Proud of

RoD
(return on data)

Costs

mental
accounting
of budget

Investments

IT

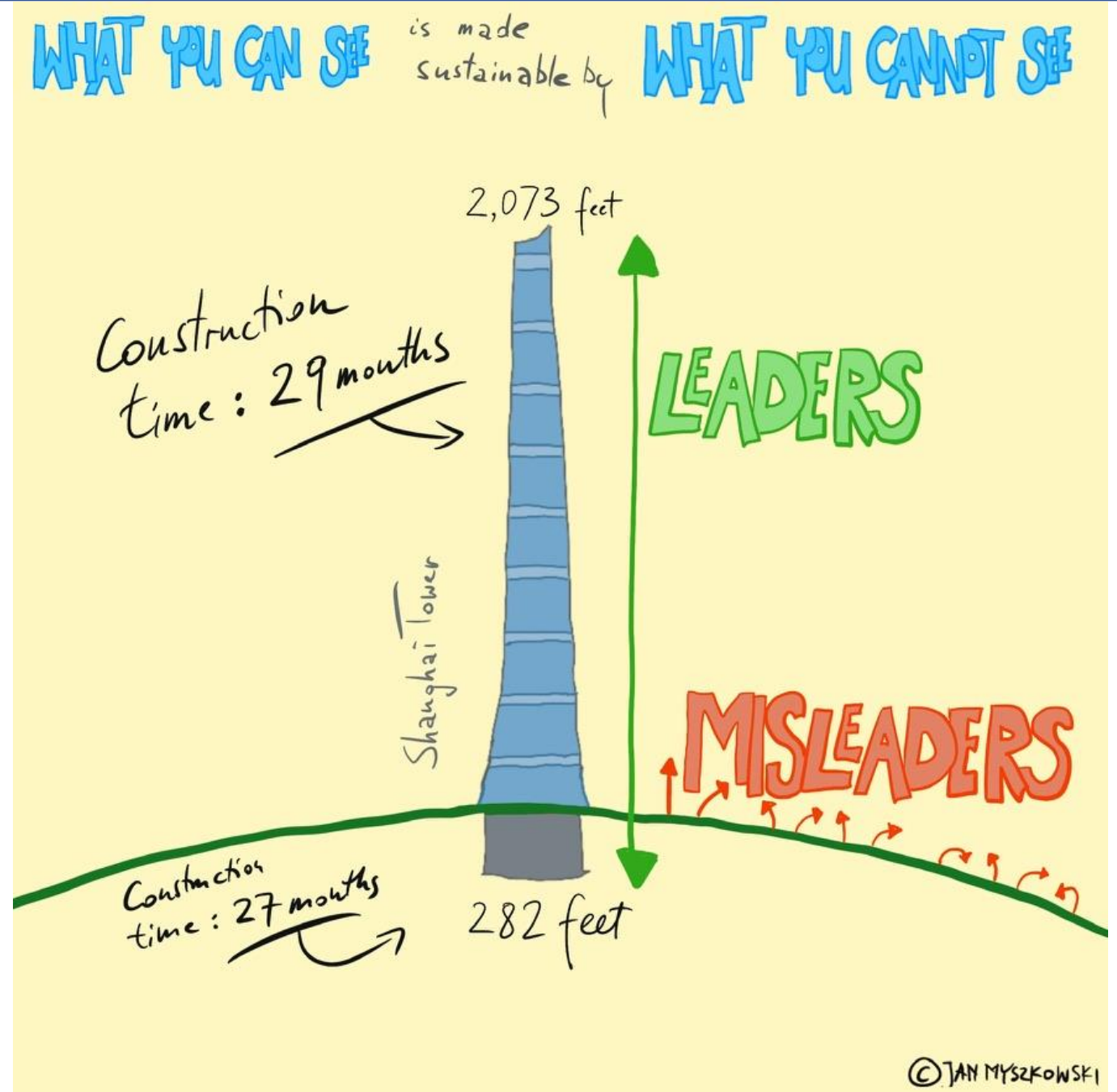
People
who manage it

Everybody

My principle number 1:

*Ensure strong
fundaments:
structure, talents,
culture!*

...they will keep
producing successes.



My principle number 2:

Sky is the limit...

...if you use creativity

BUDGETING 202...

Beware of asking
for more of
the same...

...ask for more
of what matters
most...

...add a dose
of freedom.

26 alphabets + creativity = ∞ stories

12 ^{musical} tones + creativity = ∞ melodies

10 numbers + creativity = a flight
to the
moon &
beyond...

teşekkür

ederim