

“ An Entrepreneurial State of Mind ” Pivoting

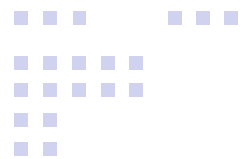
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Τι θα πούμε κάνουμε σήμερα

- 📧 Pivoting – A very brief Intro

- 📧 16 ομάδες – 15 λεπτά / ομάδα
 - 📧 3 Λεπτά παρουσίαση πρότασης (από την Ομάδα)
 - 📧 2 Λεπτά Issues (Εγώ + Όλοι – Ομάδα)
 - 📧 10 Λεπτά pivoting (Όλοι + Εγώ – Ομάδα)



Part 1

Pivoting

Pivoting – A definition

- “A structured course correction designed to test a new fundamental hypothesis about the product, strategy, and engine of growth” Ries Eric 2014

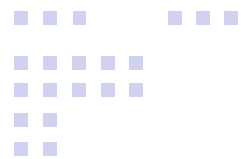


Τύποι Pivot

1. **Zoom-in pivot.** In this case, what previously was considered a single feature in a product becomes the whole product. This highlights the value of “focus” and “minimum viable product” (MVP), delivered quickly and efficiently.
2. **Zoom-out pivot.** In the reverse situation, sometimes a single feature is insufficient to support a customer set. In this type of pivot, what was considered the whole product becomes a single feature of a much larger product.
3. **Customer segment pivot.** Your product may attract real customers, but not the ones in the original vision. In other words, it solves a real problem, but needs to be positioned for a more appreciative segment, and optimized for that segment.
4. **Customer need pivot.** Early customer feedback indicates that the problem solved is not very important, or money isn't available to buy. This requires repositioning, or a completely new product, to find a problem worth solving.
5. **Platform pivot.** This refers to a change from an application to a platform, or vice versa. Many founders envision their solution as a platform for future products, but don't have a single killer application just yet. Most customers buy solutions, not platforms.

Τύποι Pivot

6. **Business architecture pivot.** Geoffrey Moore, many years ago, observed that there are two major business architectures: high margin, low volume (complex systems model), or low margin, high volume (volume operations model). You can't do both at the same time.
7. **Value capture pivot.** This refers to the monetization or revenue model. Changes to the way a startup captures value can have far-reaching consequences for business, product, and marketing strategies. The “free” model doesn't capture much value.
8. **Engine of growth pivot.** Most startups these days use one of three primary growth engines: the viral, sticky, and paid growth models. Picking the right model can dramatically affect the speed and profitability of growth.
9. **Channel pivot.** In sales terminology, the mechanism by which a company delivers its product to customers is called the sales channel or distribution channel. Channel pivots usually require unique pricing, feature, and competitive positioning adjustments.
10. **Technology pivot.** Sometimes a startup discovers a way to achieve the same solution by using a completely different technology. This is most relevant if the new technology can provide superior price and/or performance to improve competitive posture.



Part 2

YES Pivoting

Η διαδικασία

15 λεπτά / ομάδα

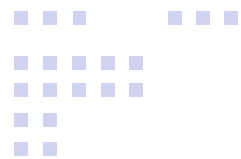
3 λεπτά παρουσίαση πρότασης

- Περιγράψτε μας την πρότασή σας
- Τα βασικά της feature
- Σε ποιους απευθύνεται
- Πώς βγάζετε χρήματα
- Ετοιμαστείτε να κρατήσετε σημειώσεις

2 λεπτά Issues

10 λεπτά όλοι οι υπόλοιποι

- Κάνουμε προτάσεις για καινούργιους πελάτες, επιπρόσθετα features, αλλαγή του μοντέλου etc..
- Στόχος είναι να κάνουμε την πρόταση καλύτερη



Σειρά ομάδων

e 1

e 2

e 3

e 4

e 5

e 6

e 7

e 8

e 9

e 10

e 11

e 12

e 13

e 14

e 15

e 16

You have just been Pivoted!
Thank you.



Q
&
A