

# **How to build a startup factory**





The people I run through the forest with.

U+ \_



U+ \_



Usertech is part agency part innovations hub.

U+\_\_



## Digital+Social Agency

Being able to deliver anything digital to our direct clients or partner agencies is our core strength...



## Tech Innovations

...It is translated into undertaking bigger innovation projects (~months of dev) that require agility and and business thinking...

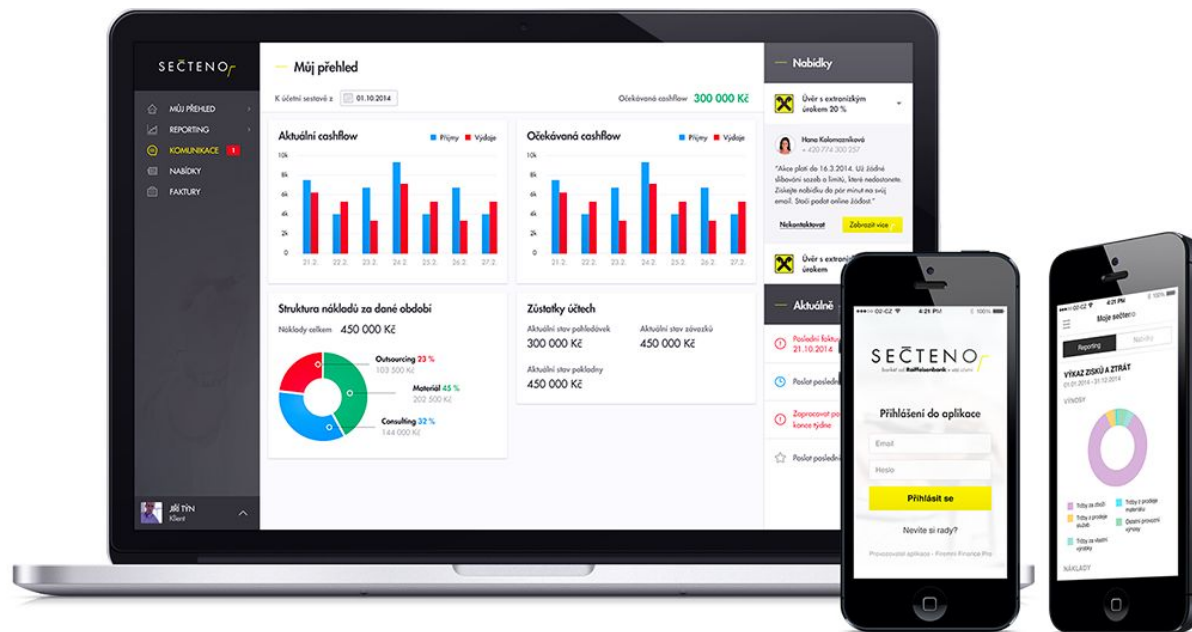


## Ventures

...and we try to reinvest most of our profits to our products and startups to deliver better services and share equity among our employees.

# Sečteno.

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Sečteno is a product which gives you an understandable overview of your finances online. It connects directly to your accountant's system and helps you get tailor-made deals from Raiffeisen Bank.

We were responsible for the whole look and feel as well as programming of the application. We are still continuing development of additional features.

Ongoing since Jan 2014

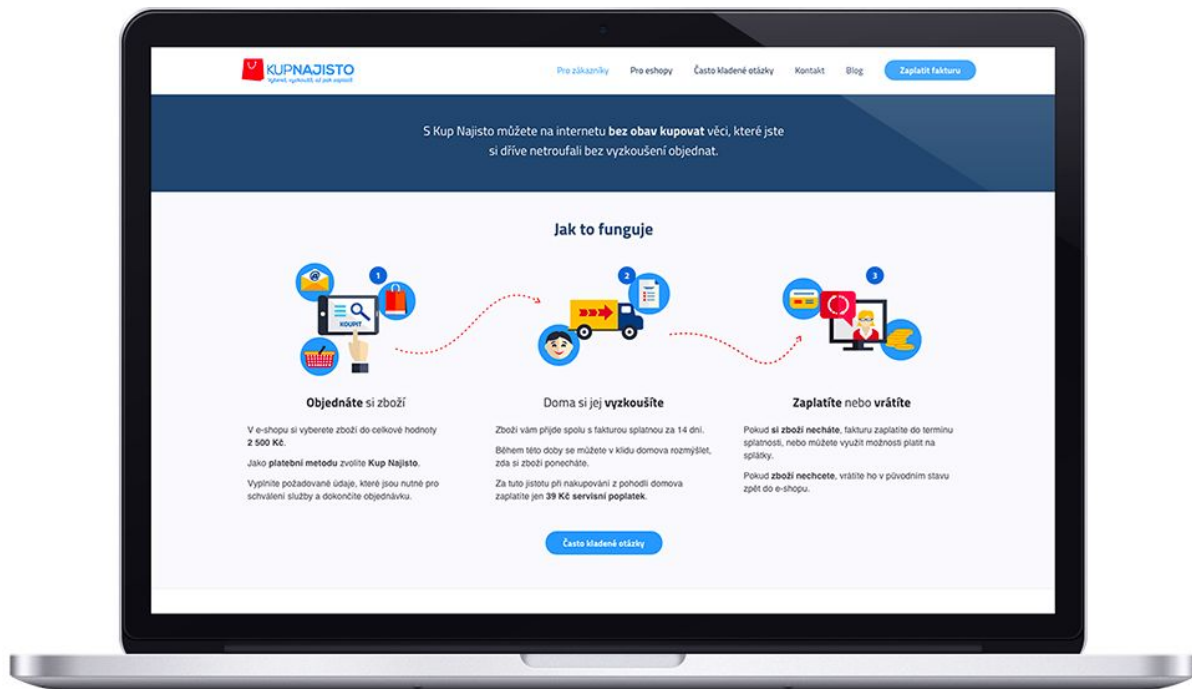
Team of 6 developers and designers

Client - Raiffeisen Bank

Technologies - Python, PostgreSQL, D3.js, Google Clojure



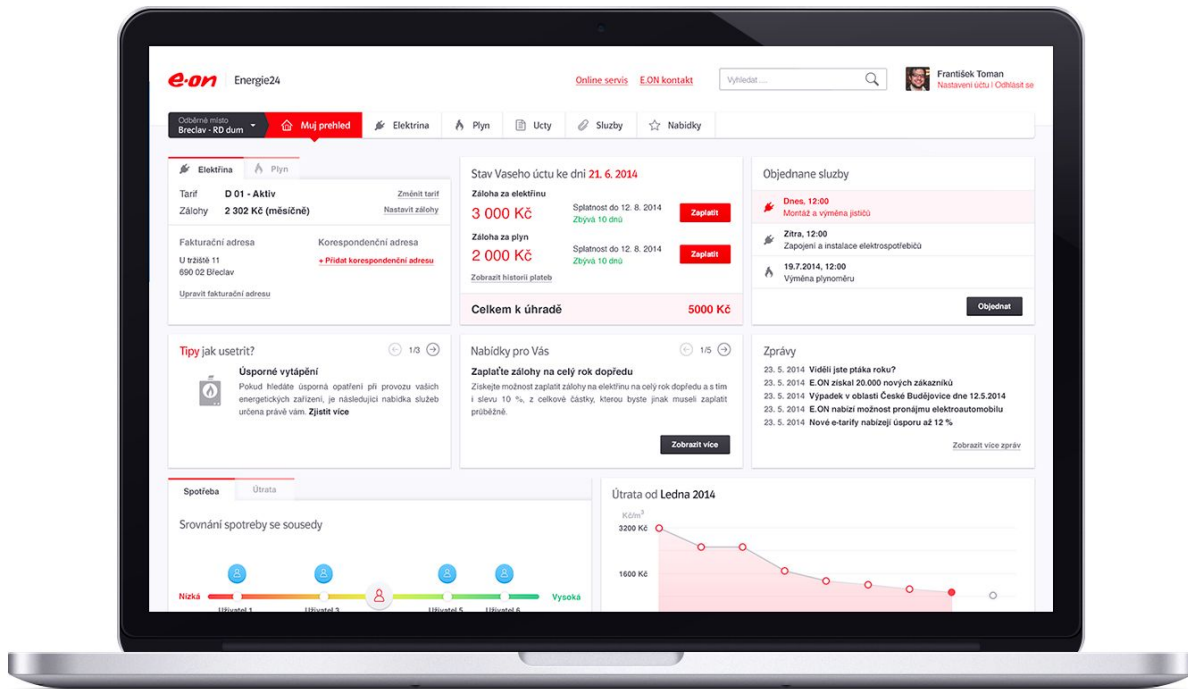




Kupnajisto is bringing the Point of Sale experience to online shopping. You can order your goods at a partner eshop without paying anything. When you are satisfied with the product you will pay an invoice supplied by Kupnajisto, or you will return the product. We are facilitating the whole technical platform, scoring mechanisms and CRM system in the background.

Ongoing since Jan 2014  
Team of 5 developers and designers  
Technologies - Python, PostgreSQL

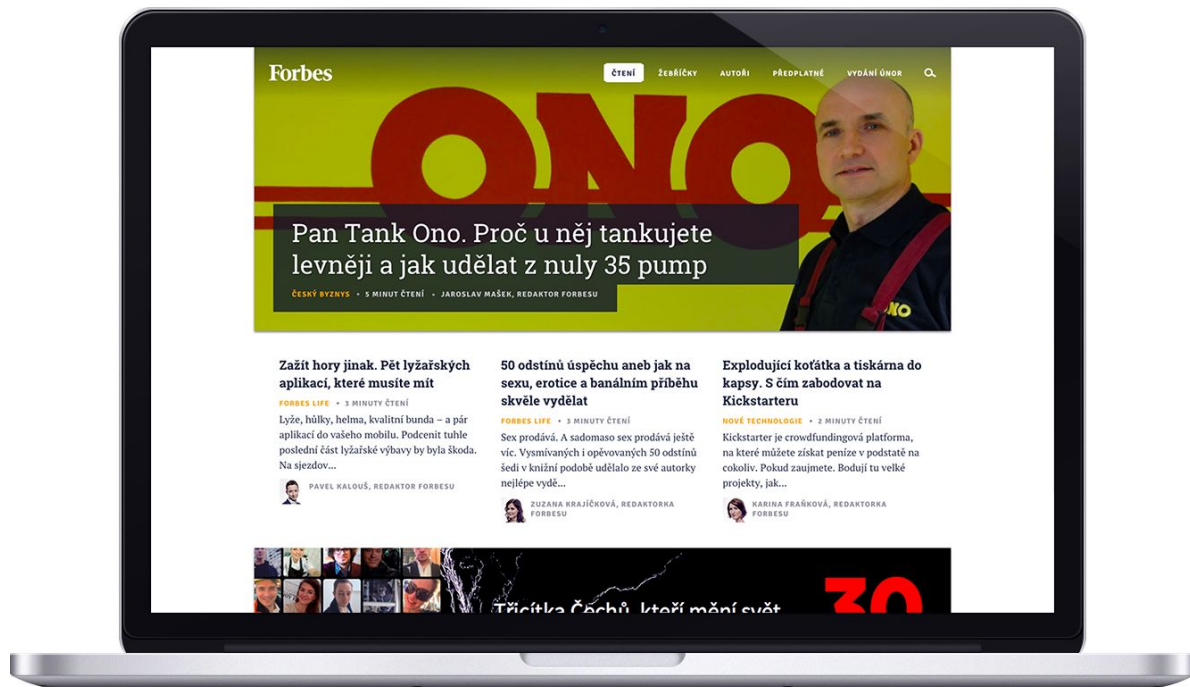




We are responsible for redesigning and development of E.ON web self-care, utilizing social media in communication with current customers and nurturing its knowledge base, interactive FAQ, etc.

**e-on**





We joined with Czech version of Forbes magazine to build their new fully responsive website. We monthly build “specials” for their online edition and take care of the online presence.



















Oct 2014+

Team of 2 developers and designers  
Technologies - HTML5, CSS3, PHP, MySQL

Forbes

*Here are stories you may like, ranked in order of potential traffic.  
Don't like what you see? Train me!*

News from last  hours, influenced by  from  sources

Story suggestions	Score	Pageviews prediction	Facebook prediction	Similar articles	Competitor coverage	Train me	Write this one
Video shows vicious chair attack on gay couple at NYC barbecue joint	10	Average	10000+	2	1	 	<input type="checkbox"/> <input checked="" type="checkbox"/>
Watch Amy Schumer Flawlessly Take Down Men's Judgment of Women's Bodies	8	High	100+	34	3	 	<input type="checkbox"/> <input type="checkbox"/>
Hostage saves herself via Pizza Hut app: "Please help. Get 911 to me."	7	Average	1000+	53	0	 	<input type="checkbox"/> <input type="checkbox"/>
NFL Finds Patriots Employees Probably Deflated Balls	6	Average	1000+	58	1	 	<input type="checkbox"/> <input type="checkbox"/>
Baltimore mayor requests federal investigation into city's police	6	Average	100+	91	4	 	<input type="checkbox"/> <input type="checkbox"/>
Kamala Harris aide arrested for running imaginary police force	6	Average	1000+	14	1	 	<input type="checkbox"/> <input type="checkbox"/>
Andreas Lubitz, Co-Pilot On Doomed Germanwings Jet, Reportedly Did A Practice Run Before Crash	5	High	100+	77	0	 	<input type="checkbox"/> <input type="checkbox"/>
Oculus Rift Release Date Announced: Q1 2016	5	Low	1000+	19	0	 	<input type="checkbox"/> <input type="checkbox"/>
Owl poops on other owl, then sprints away like the garbage friend he is	5	Average	1000+		0	 	<input type="checkbox"/> <input type="checkbox"/>



Top 5 US publisher  
IAC Company



Top 5 US publisher  
TIME INC company  
#1 Time Inc publication



New investor backed  
Veteran editor

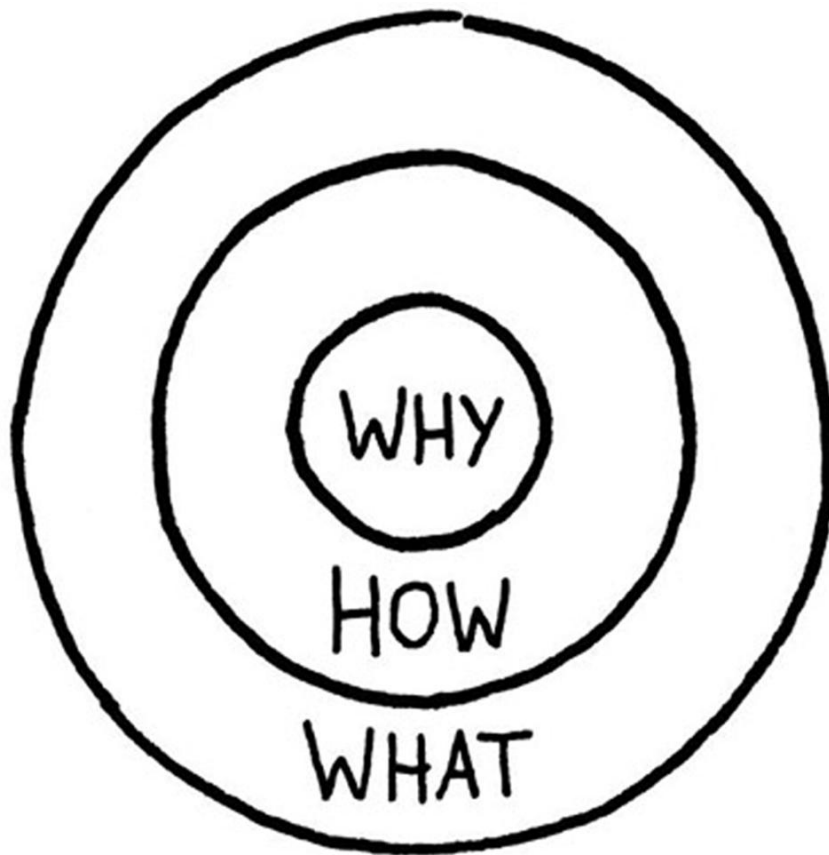


New site  
Former NY Times Editor

# Belief

## The golden circle - Simon Sinek.

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### **Why = The Purpose**

*What is your cause? What do you believe?*

Apple: We believe in challenging the status quo and doing this differently

### **How = The Process**

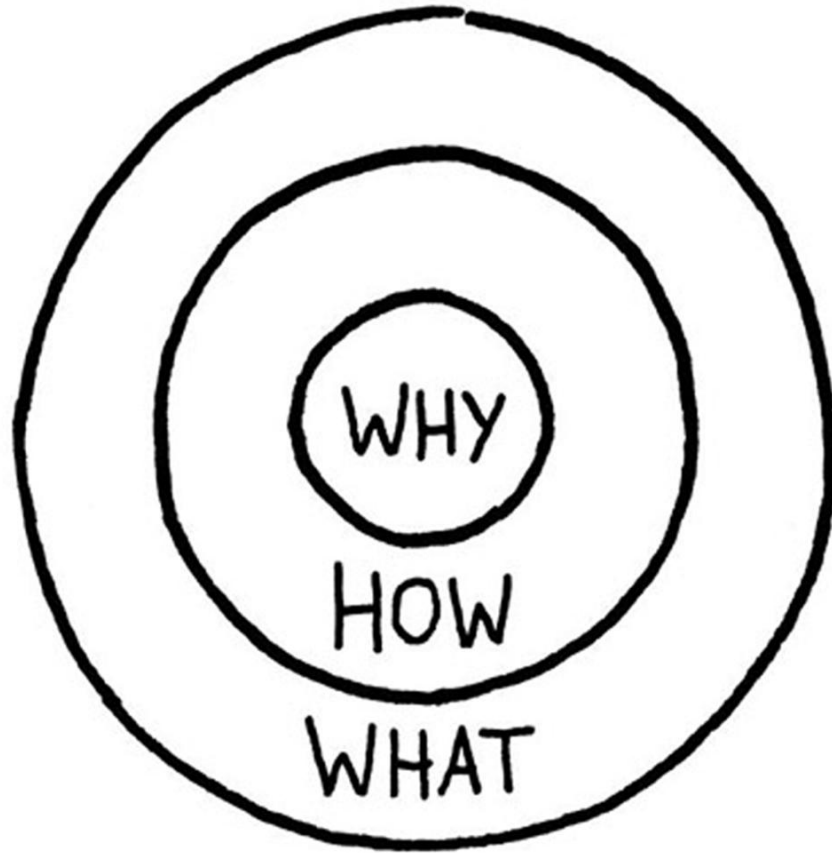
*Specific actions taken to realize the Why.*

Apple: Our products are beautifully designed and easy to use

### **What = The Result**

*What do you do? The result of Why. Proof.*

Apple: We make computers

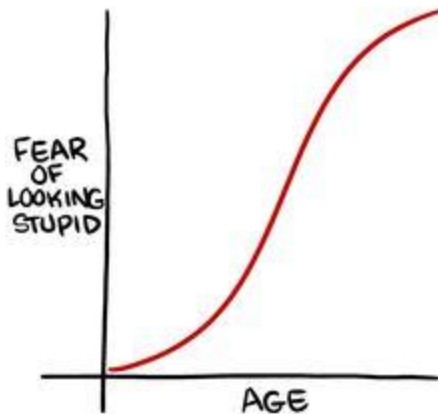
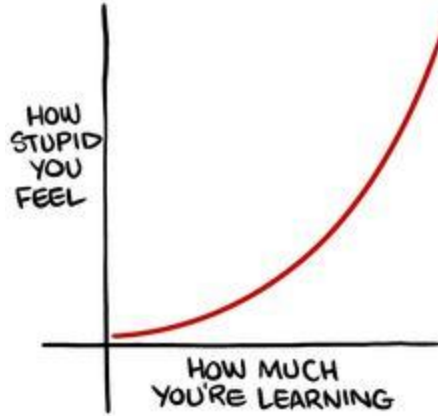




- 1. I believe...**
- 2. Know the market**
- 3. Execution not idea**

# Prototype / Test

WHY "YOU CAN'T TEACH  
AN OLD DOG NEW TRICKS"  
IN TWO GRAPHS



**“We’ve always done it  
this way.”**

**“Everybody will buy this!”**

**“We need a CMO!”**



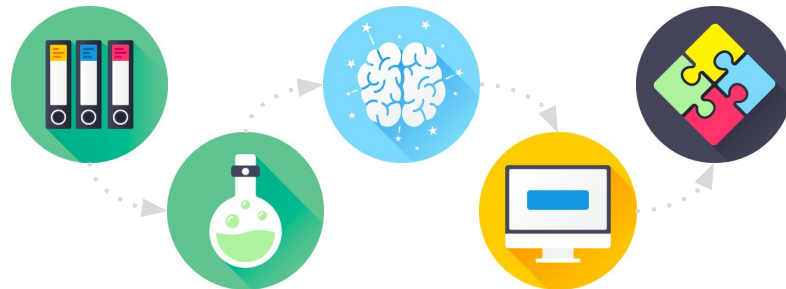
**“Solar system of artists  
and their followers = stars  
and planets.”**



# The Hatchery way.

## Two ways to create an understandable website.

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### Information architecture and wireframing

OR

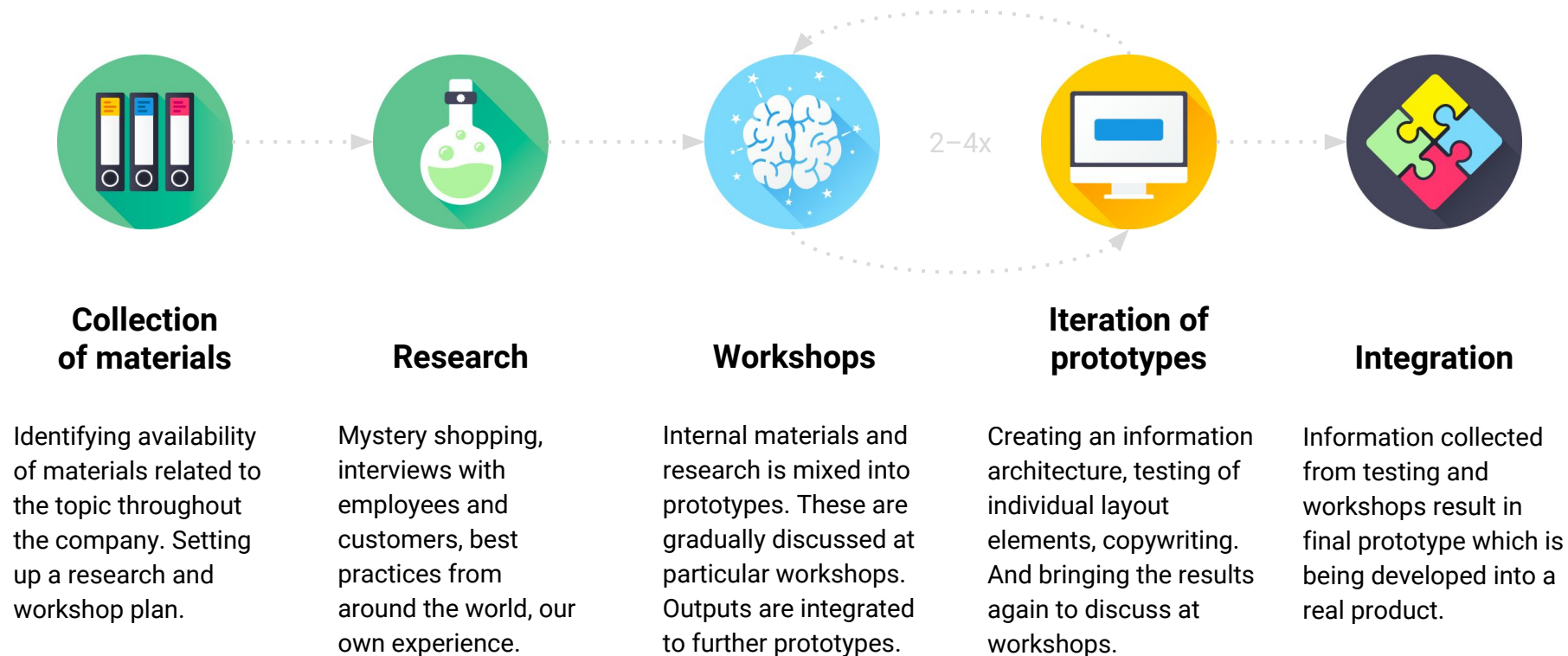
### Comprehensive User Experience process

- Industry standard approach which focuses on structuring the information in a logical way
- wireframes then help convey this structure into visual layouts
- this respects the way the company is thinking about its business but not the way customers understand it.

- we use a proven method of business analysis, combination of best practices, workshops, prototyping, testing and user feedback to guarantee an outstanding result
- our method aligns the company with the needs of the customer while respecting the company's targets

note: included in standard price.

note: priced extra in the pricing section.



**Koupito.CZ**

[Domů](#)

[Výhody koupito](#)

[Všeobecné podmínky](#)

[Registrace](#)

[Přihlásit se](#)

**Košík 0/5**

# Nakupujte **cokoliv** z českých e-shopů **Na splátky a bez navýšení**

Vložte odkaz na produkt sem a nakupujte

Zadejte webovou adresu produktu (URL adresa)

**Přidat do košíku**

## Jak to funguje?

1.



*To chci*

**Vyhledejte produkt**

Vyberte si zboží na libovolném e-shopu (až 5 kusů z různých

2.



*To je ono*

**Zkopírujte adresu**

Zkopírujte URL (webovou) adresu vybraného produktu do

3.



Počet splátek

*Více či méně?*

**Zvolte počet splátek**

Zvolte počet splátek tak, jak vám to vyhovuje (1-12 měsíců)

4.



*A je to!*

**Hotovo**

Nákup všech produktů a žádost o spotřebitelský úvěr vyřešíte

# Persistence





**“Startups are cool”**

**To succeed you  
need to be boring  
sometimes.**

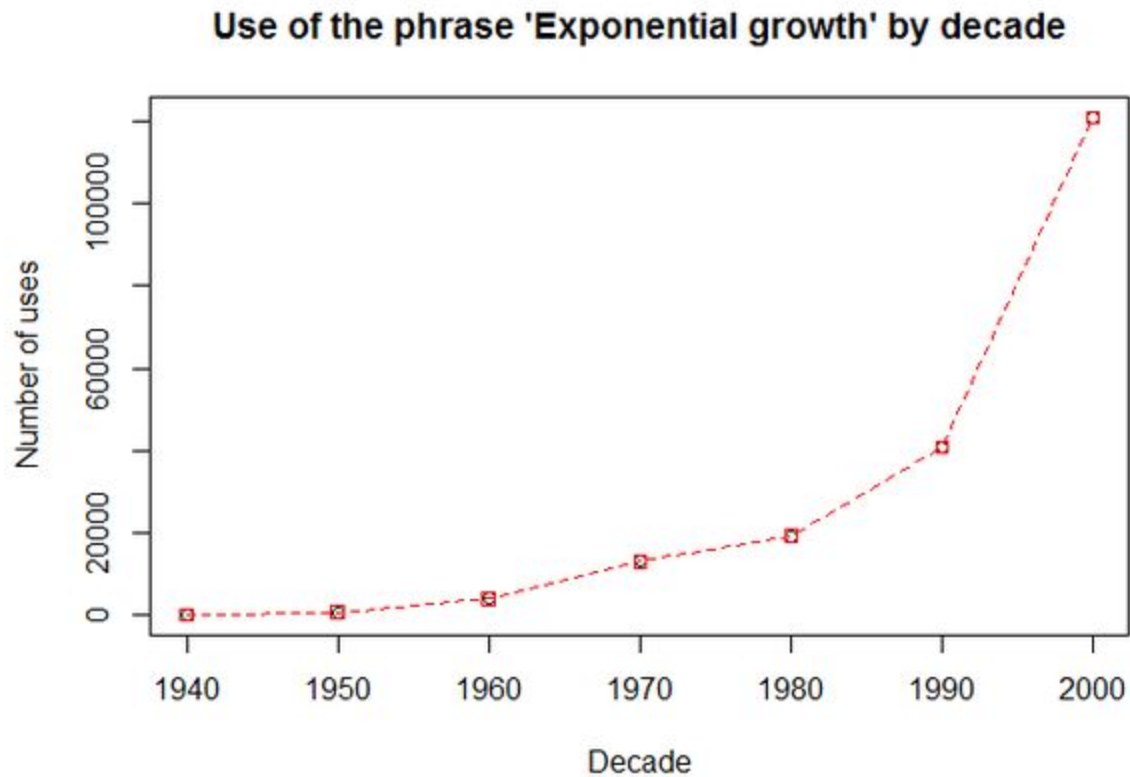
Q did not go to that party.

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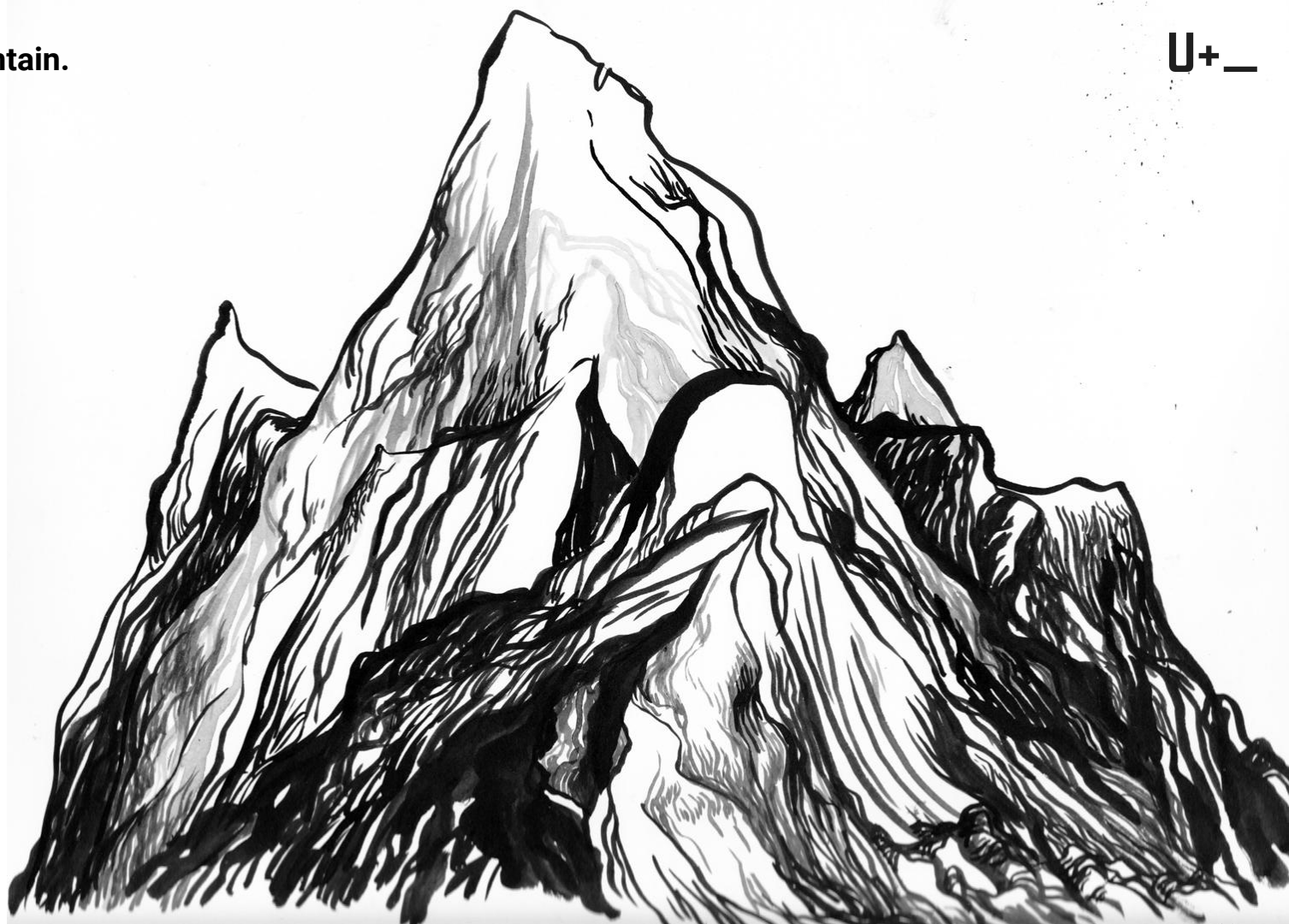
“Exponential growth”.

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Climbing up the mountain.

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- 1. I believe...**
- 2. Persistence**
- 3. Prototyping/Testing**



# Thank you

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