

The biggest asset in the world is your mindset.



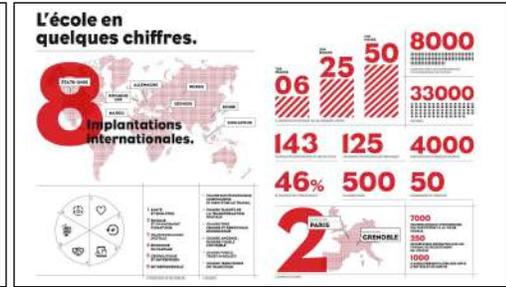
@kratiroff | © 2023

- 1 Digital Pillars
- 2 Digital Plan
- 3 Market & Competition
- 4 Tech Management - NoCode
- 5 Wireframing - Prototype
- 6 Digital Marketing Tools
- 7 Your Project
- 8 DemoDay

MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024



PROJECT




Act Think Impact

THIS PAGE IS INTENTIONALLY LEFT BLANK

MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024



PROJECT

MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024



YOUR PROJECT

shopify



The home for great writers and readers



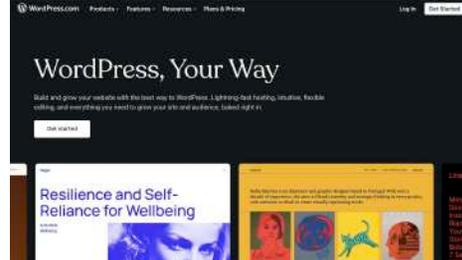
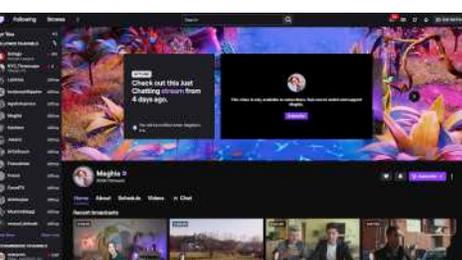
<https://substack.com/>

The subscription network for independent writers and creators

WordPress, Your Way

Build and grow your website with the best way to WordPress. Lightning-fast loading, intuitive, flexible editing, and everything you need to grow your site and audience, today and in the future.

Resilience and Self-Reliance for Wellbeing

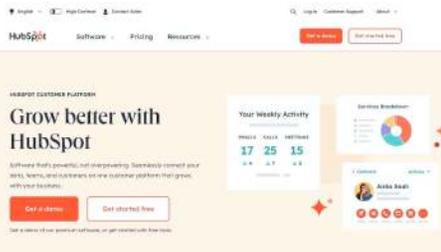
HubSpot

HubSpot CUSTOMER PLAYBOOK

Grow better with HubSpot

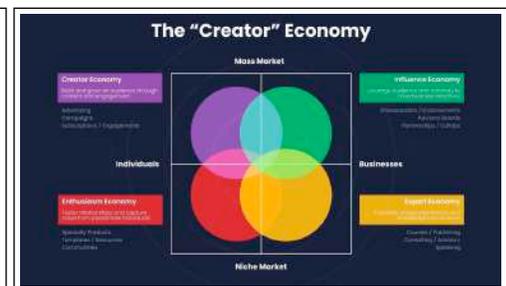
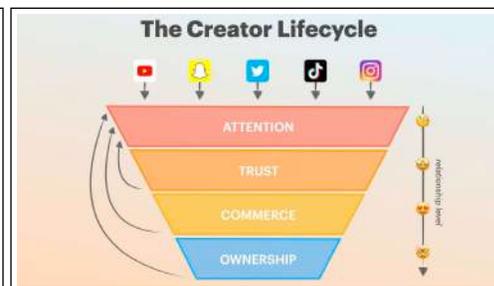
Your Weekly Activity

17	25	15
----	----	----

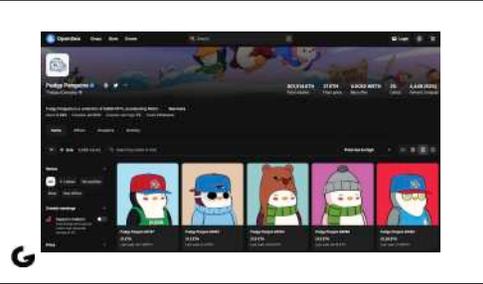
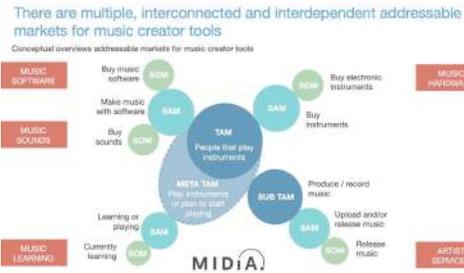
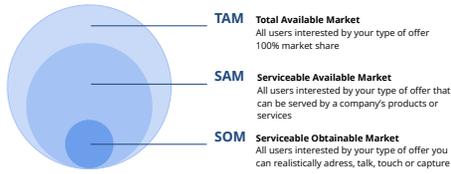


The Creator Lifecycle

1. CREATE CONTENT
2. GROW
3. OWN YOUR AUDIENCE
4. MONETIZE YOUR AUDIENCE ONLINE
5. OFFLINE
6. MANAGE YOUR BIZ

Markets : TAM - SAM - SOM

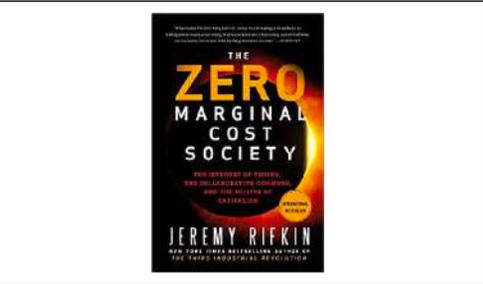
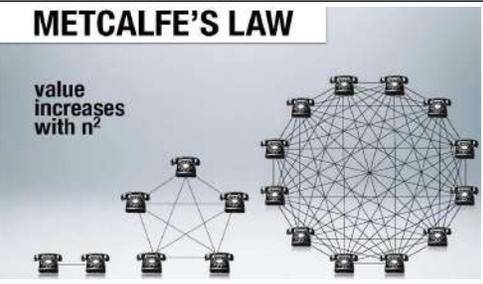


Ada Lovelace
Turing
Vin Cerf
Tim Berners-Lee
Metcalf
Moore
Rifkin

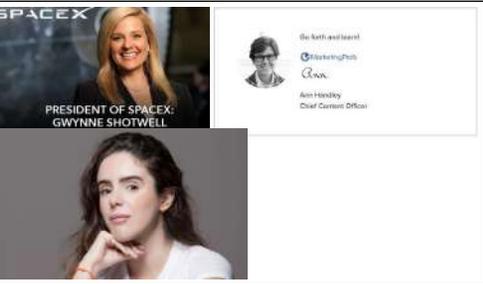
Code
Test de Turing
TCP/IP
http
network
scaling
3IR

internet arpanet 1970 -> 81 (2 -> 213 ordi)
1969 TCP/IP
email 1975
IN2P3 voice next cube mac os
cern tim berners le robert caillo 1989
Mozaik -> navigateur web 1993 image mise en page
Yann ikon iki open chrome vs flash vs xml vs W3
Quiz : internet a 50 30 20 ans
Quiz : Web a 20 30 40 ans
Quiz : email a 20 30 40 ans

timeline
arpanet internet mail tcpip web html http mosaic mozilla firefox
APP



Satochi Nakamoto
Vitalik Buterin
Pascal Gauthier
Nicolas Julia
Jensen Huang
Sam Altman
PNL JUL



"Software is eating the world."

Marc Andreessen

software is eating up the world!

Nvidia CEO: Software Is Eating the World, but AI Is Going to Eat Software

FAIL FAST, FAIL OFTEN

How Losing Can Help You WIN

Ryan Schoover, Ph.D., and John Krumboltz, Ph.D.

FAIL FAST. FAIL EARLY. FAIL OFTEN.

MOVE FAST AND BREAK THINGS

MOVE FAST AND BREAK THINGS

LEAN IN

SHERYL SANDBERG

Done is better than perfect.

- Sheryl Sandberg, COO of Facebook

done is better than perfect

Getting Things Done
How to get 17 more things done every day
David Allen

More Resources That Done is Better Than Perfect

“THE FUTURE IS ALREADY HERE — IT'S JUST NOT VERY EVENLY DISTRIBUTED”

William Ford Gibson (1948.)
cyberspace noir prophet

J'aime dire que la transformation digitale est finie.

Aurélien Jean
UP CEO et fondateur de Geop Services LLC

- 1/ Who is 20 years old?
- 2/ Who is 17 years old?
- 3/ Who is 15 years old?
- 4/ Who is 1 year and 3m old?
- 5/ Who is 3 months old?

... each innovation is a revolution ...

GPT meaning ?

Always start with good news

some good news

Digital World = Airline Industry

Digital World = Airline Industry

2%

MindGeek

Build your future with a career at MindGeek

If you enjoy working in a fast-paced environment and collaborating side by side with the industry's best talent, then you'd like to meet us.

Apply Now

SUSTAINABLE DEVELOPMENT GOALS

OBJECTIFS DE DÉVELOPPEMENT DURABLE

SUSTAINABLE DEVELOPMENT GOALS

THIS PAGE IS INTENTIONALLY LEFT BLANK

MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024

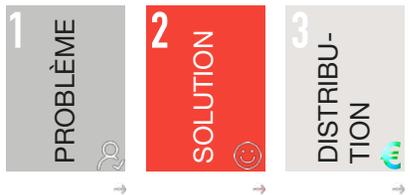
SEASON01 EPISODE 01



SECRET SAUCE







Recette du succès des entreprises

1 PROBLÈME	2 SOLUTION	3 DISTRIBUTION
<ul style="list-style-type: none"> ANALYSE BI Marché Search bearing Value Persona Carte empathie Partenaires Touchpoints UX Design Thinking Divergent VOC Service client 	<ul style="list-style-type: none"> Product Management Service UX/UI Prototypage MVP POC Price GTH PMF Plus Scalable Démonstrateur Market-Fit Demand-Marketing 	<ul style="list-style-type: none"> Stratégie Opportunités Communication Value SaaS Service APP SuperAPP IoT Capteurs PRAS IAS Réseaux S Plateau de vente Agents Intermédiaires Franchises

PROBLÈME.
Il y a une situation pour un persona (personne) client ou utilisateur, et il se trouve un problème. C'est un état de besoin (pain point) qui est intense.

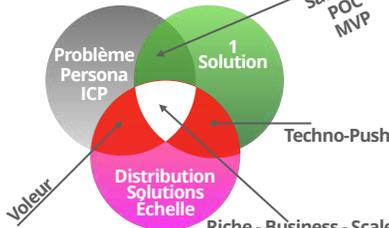
SOLUTION.
Vous avez une solution qui résout 20% à 50% du problème pour plus de 50% de la population. La cible est au moins de 1000 personnes.

DISTRIBUTION.
Si vous avez la solution à un problème, vous avez un sauveur, ... si vous le distribuez : vous êtes riches.

Recette du succès des scaleup

1 PROBLÈME	2 SOLUTION	3 DISTRIBUTION	4 GROWTH
<ul style="list-style-type: none"> ANALYSE BI Marché Search bearing Value Persona Carte empathie Partenaires Touchpoints UX Design Thinking Divergent VOC Service client 	<ul style="list-style-type: none"> Product Management Service UX/UI Prototypage MVP POC Price GTH PMF Plus Scalable Démonstrateur Market-Fit Demand-Marketing 	<ul style="list-style-type: none"> Stratégie Opportunités Communication Value SaaS Service APP SuperAPP IoT Capteurs PRAS IAS Réseaux S Plateau de vente Agents Intermédiaires Franchises 	<ul style="list-style-type: none"> Growth hacking Scale Scale up Estimé 0 marginal cost

SECRET SAUCE



techno push vs. market pull

techno push putsch

1/ marketing de l'offre

Catalogue produit
Offre initiale (solution)
Type de Problème résolu
Persona
Carte empathie
Value proposition
Offre finale
Distribution

techno push putsch

2/ marketing de la demande

Persona
Carte empathie
Problèmes réels
Value proposition
Offre
(solution qui résout le problème, constitution d'un panier de solutions)
Distribution




SECRET SAUCE

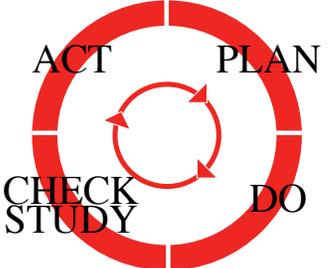


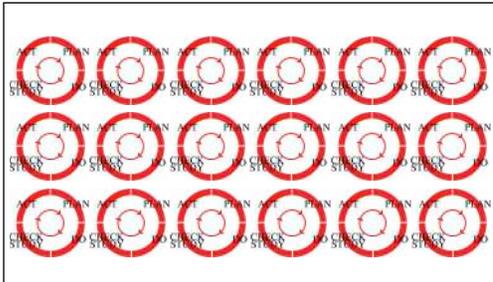




Harvard Business Review
AGILE AT SCALE
HOW TO CREATE A NEW BUSINESS MODEL

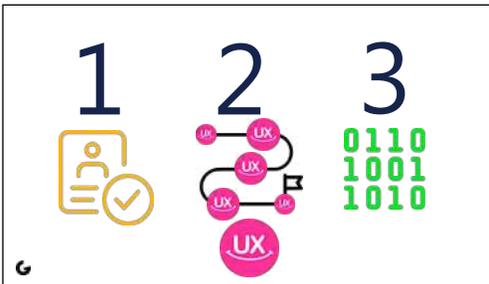
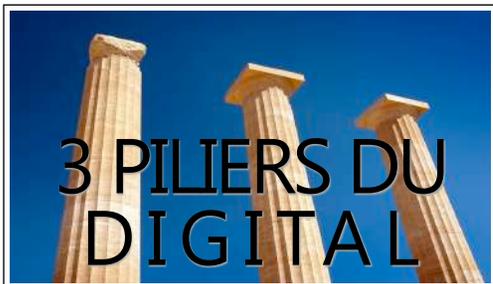
Les startups infusent le monde économique



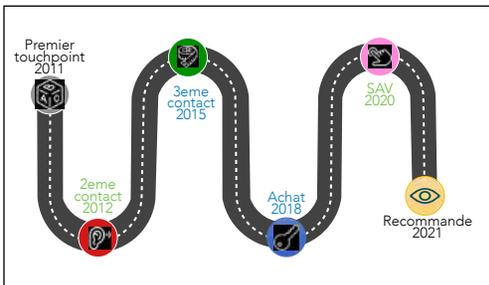


THIS PAGE IS INTENTIONALLY LEFT BLANK

MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024
**SEASON 01
EPISODE 02**

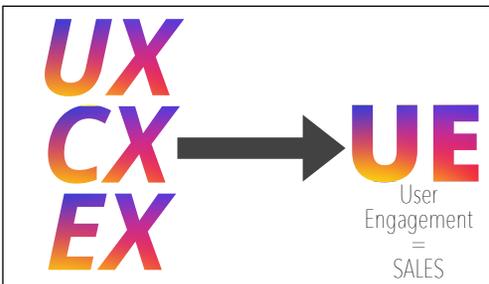


- 1** customer obsession
user centric
besoin utilisateur
pain point / problème
collaborateur
manager / équipe
cible / segment
GEN BXYZα
proposition de valeur
candy
vitamine
- 2** UX
parcours / UX
Journey
point de contact
touchpoint
publicité / SAV
telephone
conversation
sans couture
sans défaut
sans friction
differentiation
offre
pain killer
candy
vitamine
- 3** DATA
IOT
Connexion 4G
WiFi
BLE
capteur
tacking, tracing
IOB
NPS
MCA
IA
ML
DataLake
SV



UX > CX
nombre plus de user que de client

CX > UX
qualité plus de contact avec les clients



“ ALWAYS BEHAVE AS IF THE CUSTOMER WAS IN THE ROOM ”

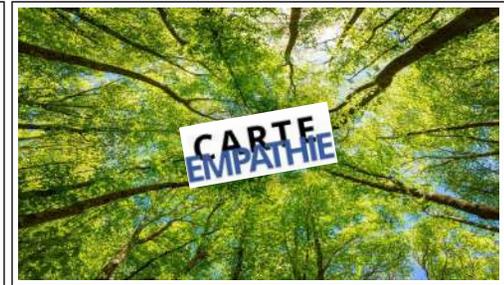
ICP / ABM PERSONA

“ Pour pour des interventions plus que d'insérer dans une relation ”

DOUS	DOUS
PAINS - Manque de visibilité - Manque de données - Manque de visibilité - Manque de données	GAINS - Meilleure visibilité - Meilleure visibilité - Meilleure visibilité

FATOU
27 ans, 2 enfants, travailleuse indépendante

Lost GEN
Greatest GI GEN
Silent GEN = 1925-1945 +/- 10ans
BabyBoomer = 1940 - 1965 +/- 8 ans
GenX = 1955 1985 +/- 7 ans
GenY Millennials = 1979 1999 +/- 5 ans
GenZ DigitalNatives = GEN C 1994 2007 +/- 4 ans
alphaGen = 2008 - 2020 ?
SingularityGeneration = 2018 - 2030 ?
MARS Gen = 2030-2080 ?



EMPATHY MAP JACK - VP of Sales

HEARING THINKING FEELING SAYING DOING

WHY use an empathy map
HOW to use an empathy map

EMPATHY MAP

SAY	THINK
DO	FEEL

Empathy Map Canvas

What do they HEAR? What do they THINK and FEEL? What do they SEE? What do they DO? What do they SAY?

workshop

huberkratiroff

Act Think Impact

BUILD your PERSONAS

Sumom, Age, etc. Education, TV, etc.

Empathy map is based pour mieux comprendre la personne

THIS PAGE IS INTENTIONALLY LEFT BLANK

MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024

SEASON 01
EPISODE 04

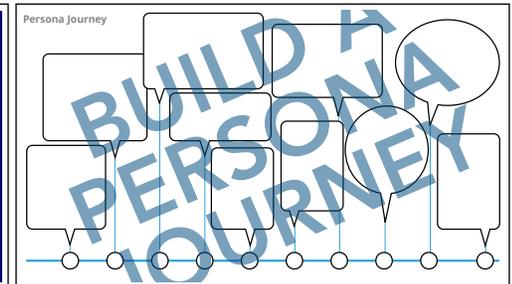
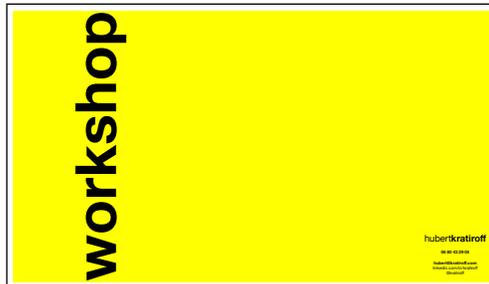
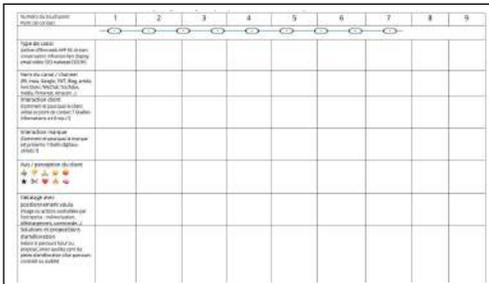
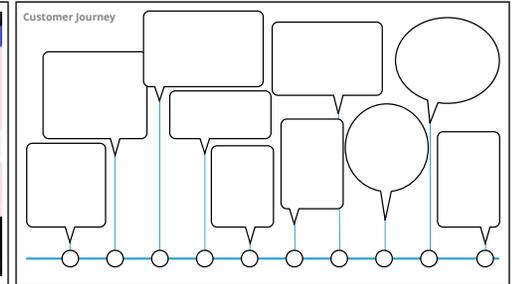
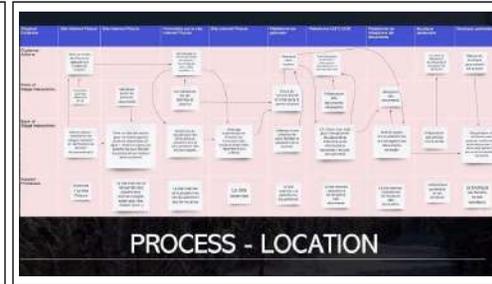
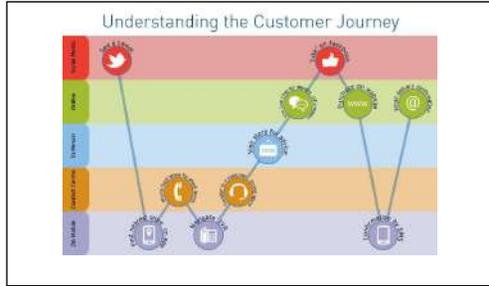
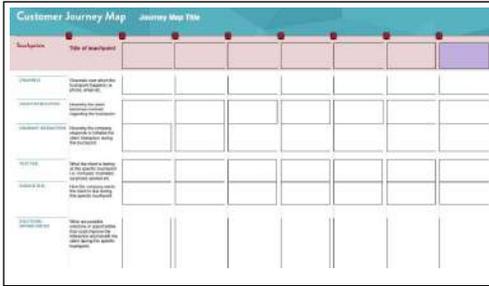
1 2 3

0110
1001
1010

visible

invisible

Customer Journey



THIS PAGE IS INTENTIONALLY LEFT BLANK

