

MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024

**SEASON 01
EPISODE 10**



You are not coder
You are not startuper

BUT you must understand
AND imitate them

HTML (blocnote VCS)
Notion (notion.so)
Form (with typeform.com)

1

SUN TZU 孫子兵法
ART OF WAR

No Strategy
No Business

You can't manage
what
you don't measure

Drucker
Bill Hewlett

CAC < LTV

Customer Acquisition Cost Life Time Value

Equation du business développement ROMI 3:1

workshop

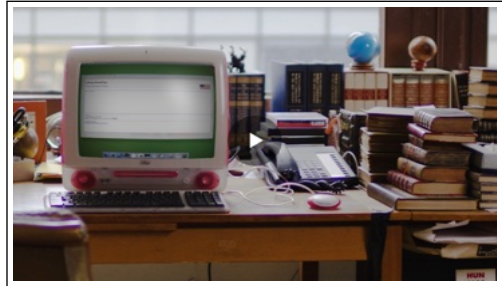
Huberkratoff

TELL ME SOMETHING I DON'T KNOW!

WITH STEPHEN J. DRUNKER
Bill of Theoretical Man

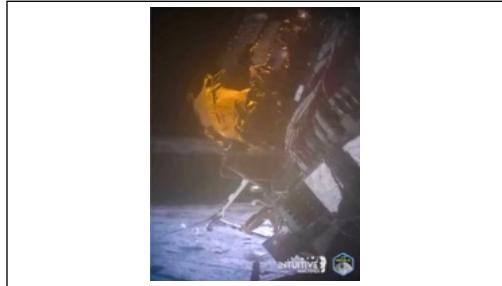
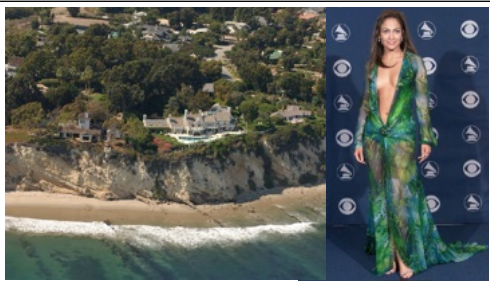
TMSIDK about marketing, digital, tech, cie, startup...

Plan A... planB
50% is it a nice fun fact
50% did I know it?



Tesla
pretends to
be ... ?

* according to Master Plan 3



EXERCISE GROUPE

- 1. Qrcode
- 2. Slido
- 3. Exemple de phygital
- 4. MVP
- 5. digital=?
- 6. UX = CX?
- 7. SEO
- 8. NPS
- 9. What is WHOIS
- 10. VOC
- 11. Zero to ... ? (book)
- 12. Def. marketing
- 13. Formula for NPS
- 14. Full Stack
- 15. EX ????????
- 16. TAM vs. SAM
- 17. Reddit
- 18. SAM vs SOM
- 19. Audience Interaction
- 20. 3 digital pillars
- 21. POC
- 22. Done is better than ??
- 23. Fall fast or slow
- 24. SGE
- 25. GTM
- 26. Deming Wheel in startup
- 27. CES ?
- 28. ICP
- 29. IOT
- 30. LinkedIn SSI
- 31. MtoM
- 32. Moore (Gordon)
- 33. Rifkin
- 34. Touchpoint
- 35. WEB3
- 36. customer journey
- 37. Csat
- 38. YC Business Model
- 39. POC
- 40. PAIN POINT
- 41. SKO
- 42. Empathy MAP
- 43. SERP
- 44. Unicorn
- 45. Sales funnel
- 46. Contribution
- 47. PMF
- 48. Registrar

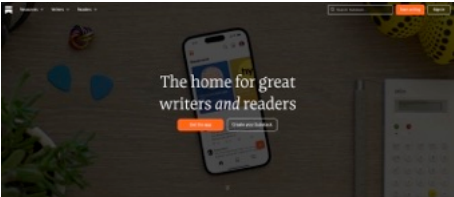
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PROJECT

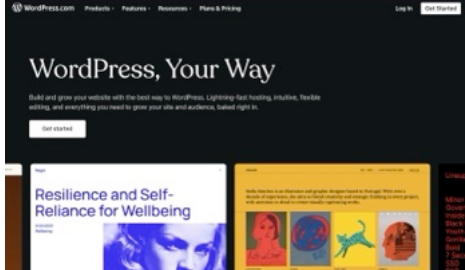
Illustration 1 : Magic Quadrant pour le commerce digital





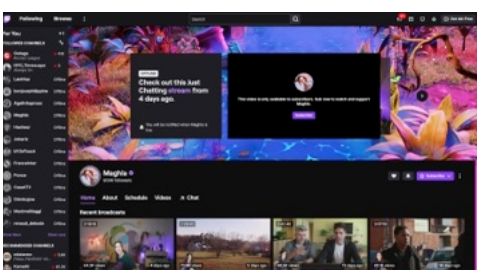
<https://substack.com/>

The subscription network for independent writers and creators



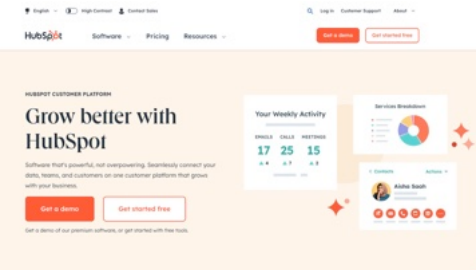
WordPress, Your Way

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, built right in.



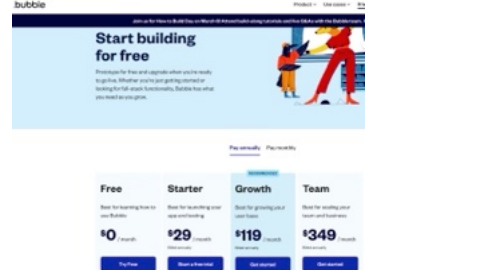
Check out this last Chilling stream from 4 days ago.

Magnis 1



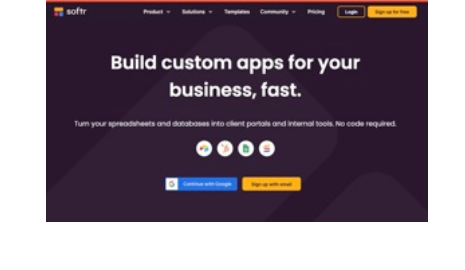
Grow better with HubSpot

Software that's powerful, not overpowering. Seamlessly connect your data, teams, and customers on one customer platform that grows with your business.



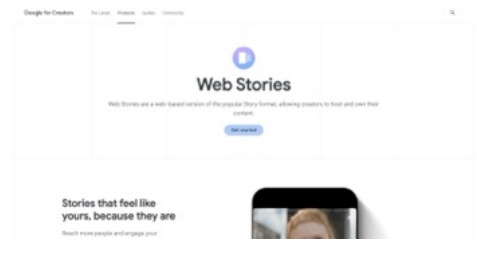
Start building for free

Free	Starter	Growth	Team
\$0/month	\$29/month	\$119/month	\$349/month



Build custom apps for your business, fast.

Turn your spreadsheets and databases into client portals and internal tools. No code required.



Web Stories

Stories that feel like yours, because they are.

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SEASON 01
EPISODE 11

DEMO DAY

- Elevator speech (30" indiv.)
- Memorable Group Presentation (2')
- Pitch (4')
 - NO POWERPOINT (AMZ)*
 - you can show images*
- Demo (4')
 - NO POWERPOINT*
 - real stuff*
- Takeaway pitch deck & demo (QrCode, link, SMS, mail, WeChat message...)

TITLE
ES
TOC
1. ANALYSIS
2. Main Pain Points
3. Personas
4. Goals
5. Digital Plan
6. Main Tools
7. Press Kit

A Pitch
And A Pitch Deck
And a demo
And a TEAM

GOAL : 1 billion valuation

Each team owns 500 million to invest on various projects (1 to 4)
The real VC owns 2500 million (2.5B) to invest on various projects (1 to 5)

BUT

Team
First

A good team with a poor idea wins against a poor team with good ideas

you must show something online and a form via a link, shortlink, qrcode

NE

you must use one of the MOZ SEO free tool AND Google Trends

N

your press kit must have:
a moodboard
several social media posts
Ad Display: mobile and desktop



Demo Day FAQ

Wednesday, April 24 at 10:00 AM, April 24, 2013

THE BASICS

What is Demo Day?
On Demo Day, Y Combinator's best batch of startups present to an online audience of approximately 1,000 investors and media. Winter 2013 Demo Day will be a two-day event only event.

Demo Day is a private, invitation-only event and always non-transferable. If you receive an invitation, RSVP and do not confirm your spot.

There is no attendance fee for investors who are invited to Demo Day. Investors are invited based on their recent investment history in YC companies.

When is Demo Day?

In April and September each year.

Demo Day for the Winter 2013 batch will be held on live stream on Wednesday, April 24 and Thursday, April 25, 2013.

Where is Demo Day held?

Demo Day is held online.

What is the current format of Demo Day?

Demo Day is a two-day virtual event. At the start of the day, a single slide company summary, short company description, and team bio is available through the YC Demo Day website. The same website will also provide access to the live stream and the ability to contact each company. Each company presents for one minute, with breaks throughout the day.

How do I get an invitation to Demo Day?

Invitations are software-generated and based on recent investment history in YC startups. If you do not receive an invitation, the best way to attend future Demo Days is to invest in YC companies.

How do I request a press pass?

Email press@ycombinator.com

<https://www.ycombinator.com/demodayfaq>

