

**MANAGEMENT STRATEGY DIGITAL  
MSD BY HUBERT KRATIOFF  
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)**






No  
*Strategy*  
No  
*Business*

**You can't manage  
what  
you don't measure**



Deming  
Drucker  
Bill Hewlett




$$\text{CAC} < \text{LTV}$$

Customer  
Acquisition  
Cost

Life  
Time  
Value

Équation du business développement ROMI 3:1

# workshop

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@kratiroff



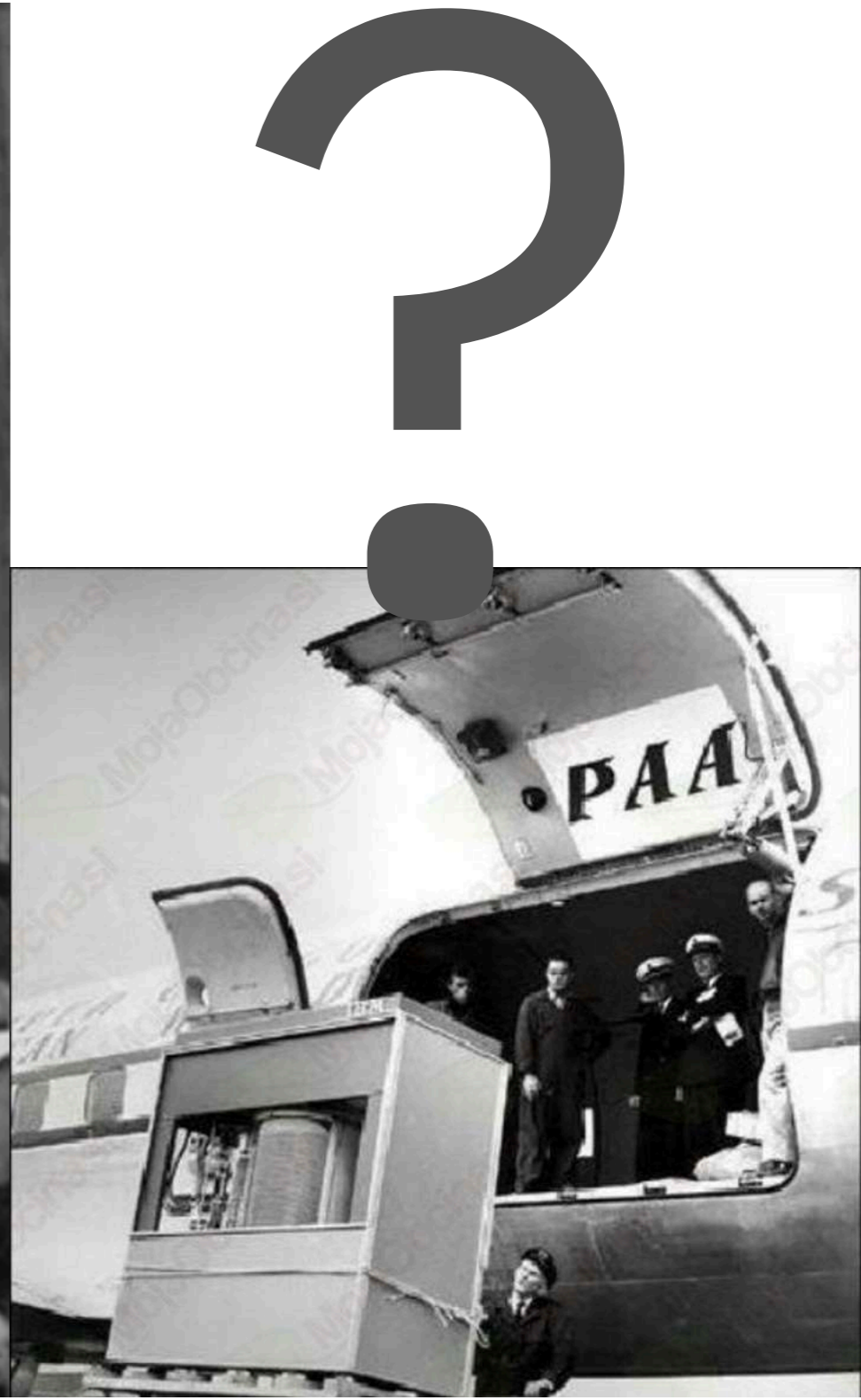
**TELL ME  
SOMETHING  
I DON'T  
KNOW!**

**WITH STEPHEN J. DUBNER**  
Host of Freakonomics Radio

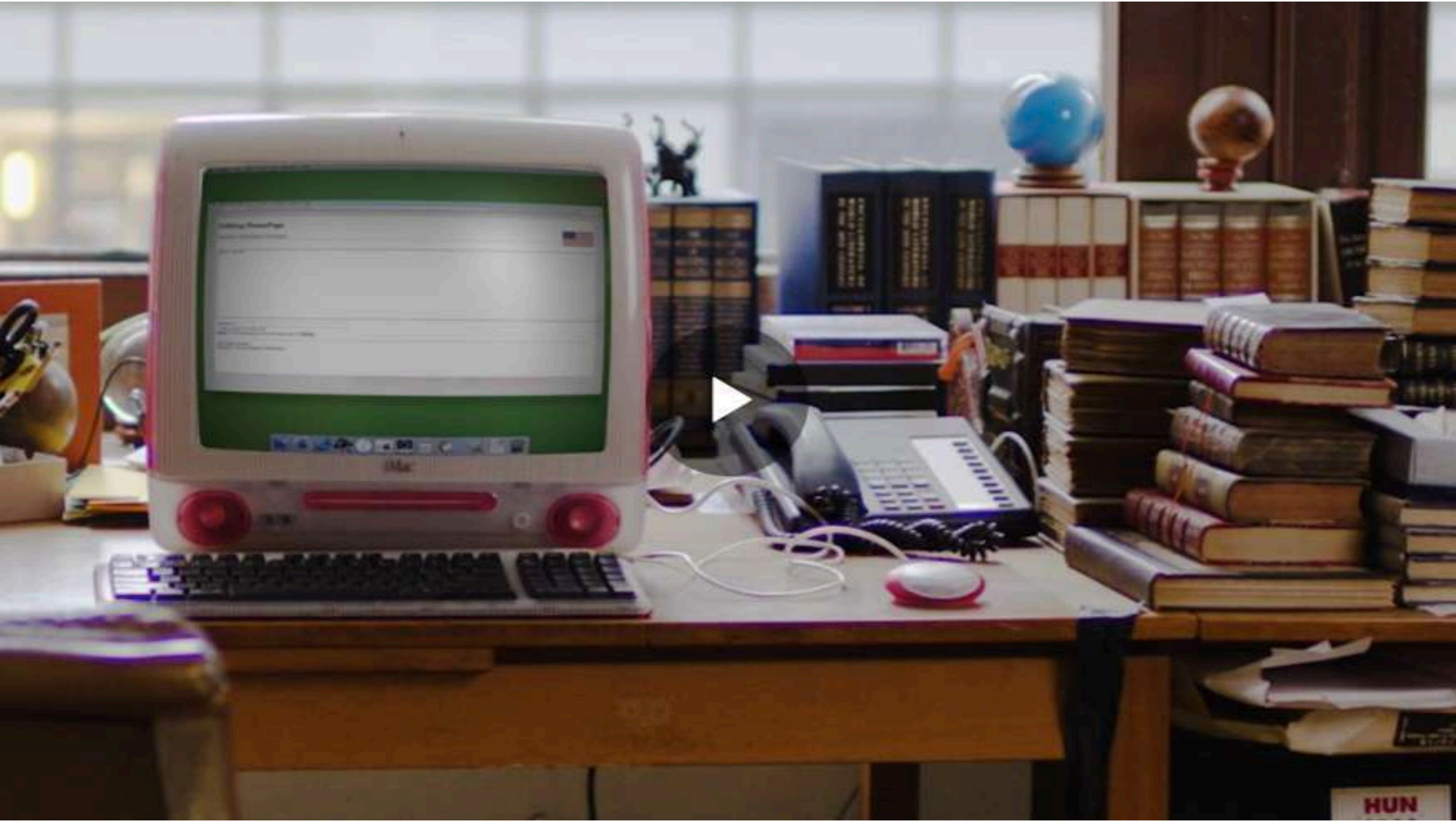


**TMSIDK about  
marketing,  
digital, tech, cie,  
startup...**

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







HUN

Tesla  
pretends to  
be ... ?

\* according to Master Plan 3





LAMBRAIS

GRAND CRU

DE BOURGOGNE



CLOS DES LAMBRAIS

GRAND CRU

APPELLATION CONTRÔLÉE

DOMAINE DES LAMBRAIS

MUNICIPALITÉ DE MOREY-SAINTE-DENIS 21220 FRANCE

1857

UNION DES PROPRIÉTAIRES



INTUITIVE  
MACHINES





# EXERCICE 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. Fail 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. SXO
42. Empathy MAP
43. SERP
44. Unicorn
45. Sales funnel
46. Contribution
- 47.PMF
- 48.Registrar

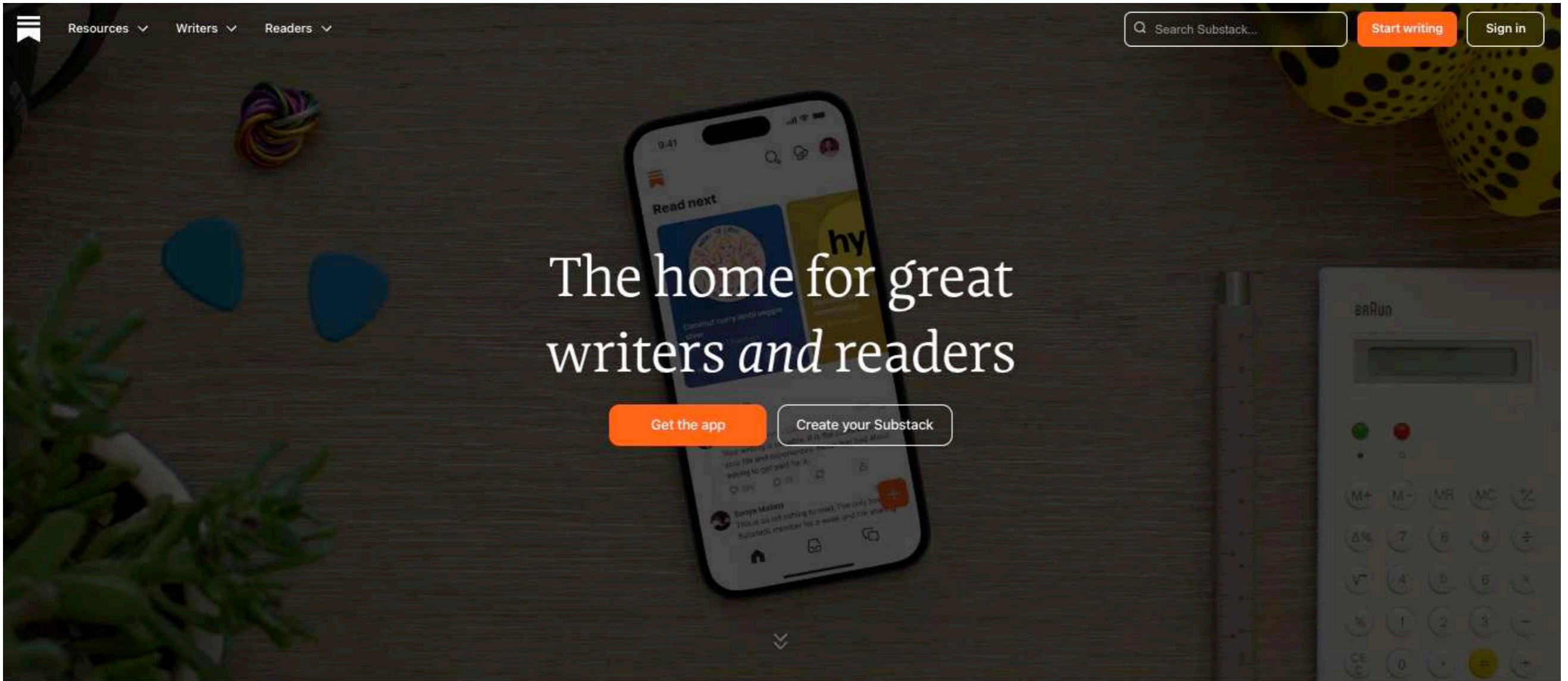
# MANAGEMENT STRATEGY DIGITAL MSD BY HUBERT KRATIROFF 2024

# 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 hosting, intuitive, flexible editing, and everything you need to grow your site and audience, baked right in.

Get started

Negai

## Resilience and Self-Reliance for Wellbeing

5/25/2023  
Wellbeing



ORGANIZER

INFO WORK | R. DAS TRINHAS ZOE, LISBOA REACH ME

Stella Sánchez is an illustrator and graphic designer based in Portugal. With over a decade of experience, she aims to blend creativity and strategic thinking in every project, with attention to detail to create visually captivating works.



LOSS AND GRIEF



BY 1972



STOIC TIGER

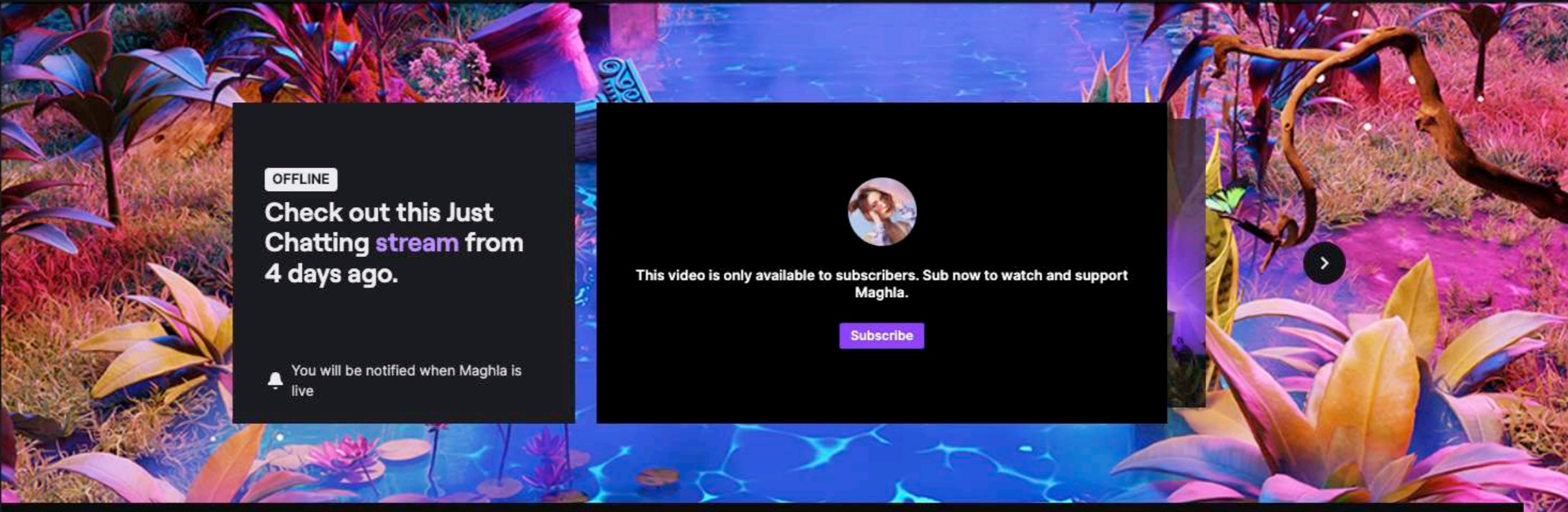


AMERICA

Lineup

Minor T  
Govern  
Inside  
Black P  
Youth  
Gorilla  
Bold  
7 Seco  
SSD  
DYS

- For You** ←
- FOLLOWED CHANNELS** ↓
- Gotaga** Rocket League 41K
  - NYC\_Timescape** Always On 3
  - LamHua** Offline
  - bonjourphilippine** Offline
  - AgathAuproux** Offline
  - Maghla** Offline
  - Hasheur** Offline
  - Jokariz** Offline
  - bYZeTouch** Offline
  - FrancelInter** Offline
  - Ponce** Offline
  - CauetTV** Offline
  - Grimkujow** Offline
  - MaximeBiaggi** Offline
  - renaud\_dekode** Offline
- Show More Show Less



**OFFLINE**

**Check out this Just Chatting stream from 4 days ago.**

You will be notified when Maghla is live

This video is only available to subscribers. Sub now to watch and support Maghla.

**Subscribe**

**Maghla** ✓  
900K followers

♡ 🔔 **Subscribe** ⌵

- Home** About Schedule Videos ↗ Chat

**Recent broadcasts**

<p>2:19:10</p> <p>64.3K views 4 days ago</p>	<p>2:29:20</p> <p>70.6K views 5 days ago</p>	<p>2:42:40</p> <p>68.5K views 15 days ago</p>	<p>3:07:50</p> <p>65.1K views 16 days ago</p>
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- RECOMMENDED CHANNELS**
- misterv** FINAL FANTASY VII... 5.8K
  - Kamet0** Rocket League 61.2K



Software ▼

Pricing

Resources ▼

Get a demo

Get started free

HUBSPOT CUSTOMER PLATFORM

# 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.

Get a demo

Get started free

Get a demo of our premium software, or get started with free tools.

## Your Weekly Activity

EMAILS	CALLS	MEETINGS
17	25	15
▲ 4	▲ 7	▲ 2

## Services Breakdown



< Contacts

Actions ▼



Aisha Saah



Join us for How to Build Day on March 6! Attend build-along tutorials and live Q&As with the Bubble team.

# Start building for free

Prototype for free and upgrade when you're ready to go live. Whether you're just getting started or looking for full-stack functionality, Bubble has what you need as you grow.



Pay annually Pay monthly

## Free

Best for learning how to use Bubble

**\$0** / month

Try Free

## Starter

Best for launching your app and testing

**\$29** / month

Billed annually

Start a free trial

RECOMMENDED

## Growth

Best for growing your user base

**\$119** / month

Billed annually

Get started

## Team

Best for scaling your team and business

**\$349** / month

Billed annually

Get started



# Build custom apps for your business, fast.

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



Continue with Google

Sign up with email



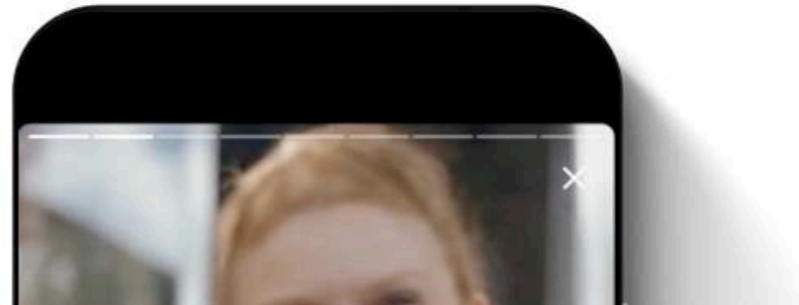
# Web Stories

Web Stories are a web-based version of the popular Story format, allowing creators to host and own their content.

Get started

**Stories that feel like yours, because they are**

Reach more people and engage your



**MANAGEMENT STRATEGY DIGITAL  
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2024**

**SEASON 01  
EPISODE 11**

# DEMO DAY

**1/** Elevator speech (30" indiv.)

**2/** Memorable Group Presentation (2')

**3/** Pitch (4')

NO POWERPOINT (AMZ)

you can show images

**4/** Demo (4')

NO POWERPOINT

real stuff

**5/ 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, qr code**

**nd**

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





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





# Demo Day FAQ

Wednesday, April 3rd and Thursday, April 4th 2024

## THE BASICS

### What is Demo Day?

On [Demo Day](#), Y Combinator's latest batch of startups present to an invite-only audience of approximately 1,500 investors and media. Winter 2024 Demo Day will be a two-day online-only event.

Demo Day is a private, invitation-only event and always oversubscribed. If you receive an invitation, RSVP yes to confirm your spot.

There is no continuous list of investors who are always 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 2024 batch will be held via live stream on Wednesday, April 3rd and Thursday, April 4th 2024.

### 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](mailto:press@ycombinator.com)



ARE  
YOU  
RED-PILLED?



*Preface*

## ZERO TO ONE

EVERY MOMENT IN BUSINESS happens only once. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them.

Of course, it's easier to copy a model than to make something new. Doing what we already know how to do takes the world from 1 to  $n$ , adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange.

THE INTERNATIONAL BESTSELLER

# ZERO

TO

# ONE

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NOTES ON STARTUPS,

OR

HOW TO BUILD THE FUTURE

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## PETER THIEL

WITH BLAKE MASTERS

'That rare thing: a concise, thought-provoking  
book on entrepreneurship' **THE TIMES**

2012-2014

Peter Thiel

PayPal

FB, spaceX, LinkedIn

**Act  
Think  
Impact**



# W T D S

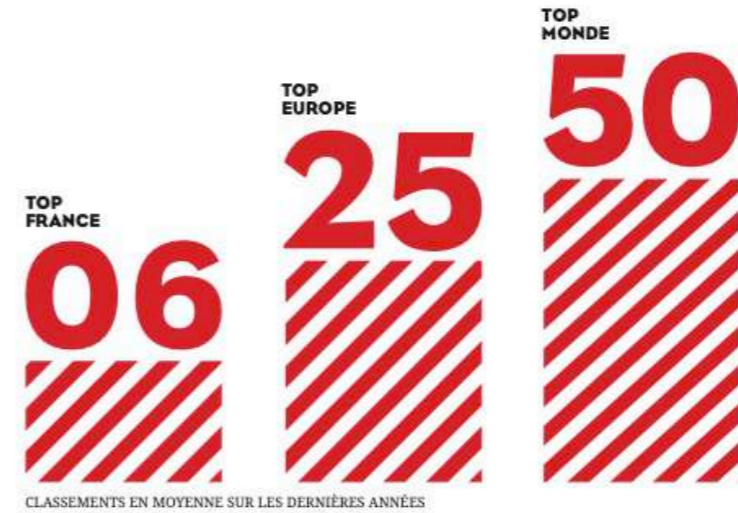
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**@kratiroff**



# L'école en quelques chiffres.



- 1 SANTÉ ET BIEN-ÊTRE
- 2 ÉNERGIE ET CHANGEMENT CLIMATIQUE
- 3 TRANSFORMATION DIGITALE
- 4 ÉCONOMIE DU PARTAGE
- 5 CÉOPOLITIQUE ET ENTREPRISES
- 6 ENTREPRENEURIAT

6 EXPERTISES DE RECHERCHE

- CHAIRE PAIX ÉCONOMIQUE, MINDFULNESS, ET BIEN-ÊTRE AU TRAVAIL
- CHAIRE TALENTS DE LA TRANSFORMATION DIGITALE
- CHAIRE FERRE FEMMES ET RENOUVEAU ÉCONOMIQUE
- CHAIRE ANOSMIE : RENDRE VISIBLE L'INVISIBLE
- CHAIRE PUBLIC TRUST IN HEALTH
- CHAIRE TERRITOIRES EN TRANSITION

6 CHAIRES







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En rejoignant Grenoble Ecole de Management, vous faites le choix d'une école réellement engagée. Notre mission et notre raison d'être : apporter des réponses, par la formation et la recherche, aux grands défis de la transition écologique, sociétale et économique, et contribuer à un monde plus résilient, plus juste, plus pacifique, plus responsable.

[grenoble-em.com](http://grenoble-em.com)



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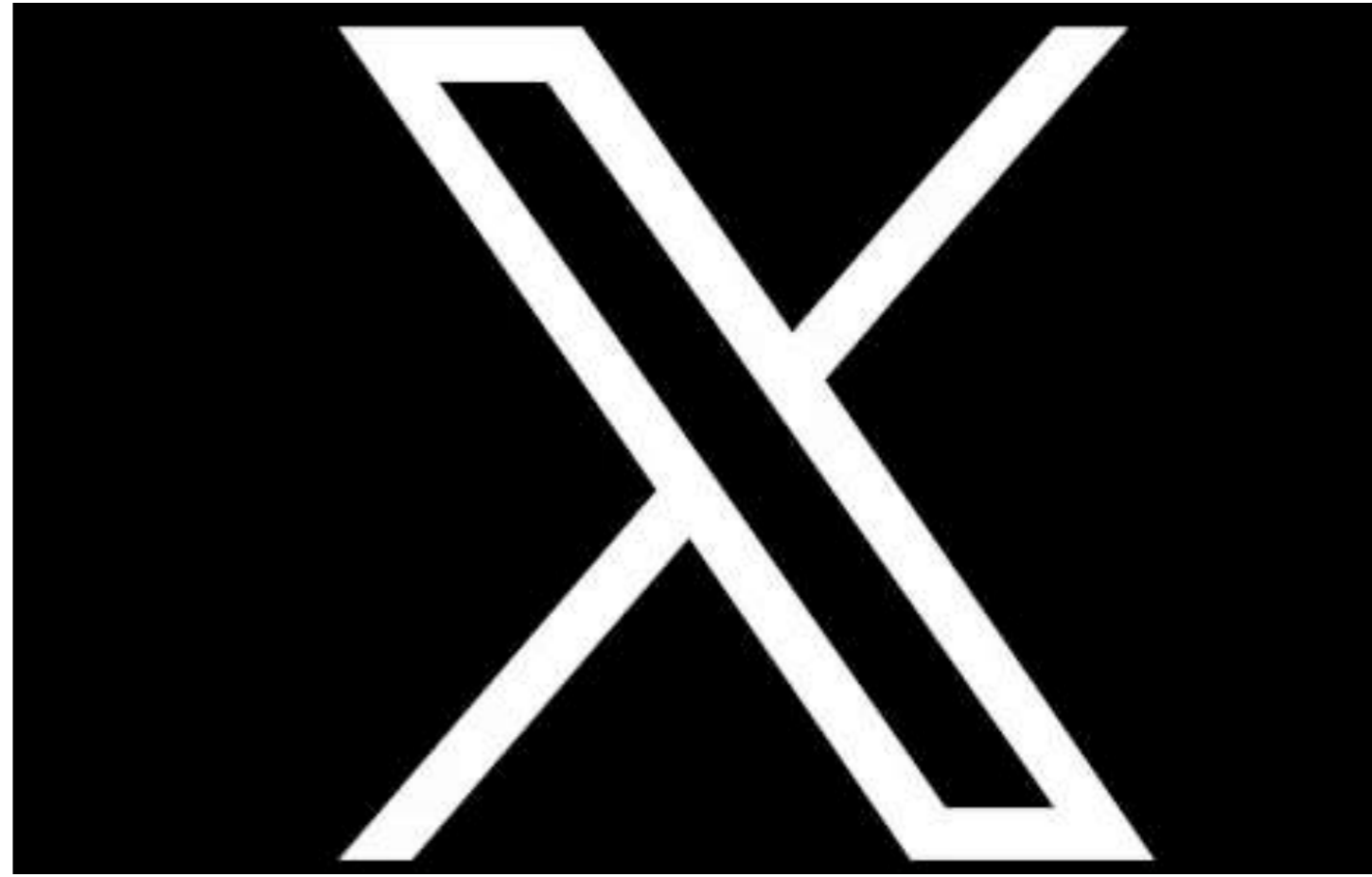
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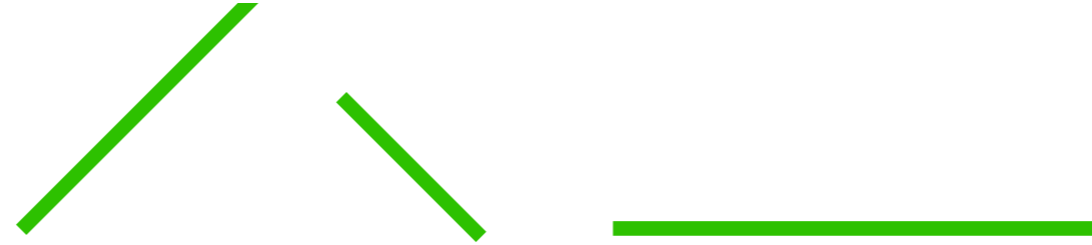
183 avenue Jean Lolive - 93500 Pantin

Act  
Think  
Impact

Everything

APP





DISRU

JPTION

